The Newsweekly of Radio and Television

Nighttime

Daytime

WOR has the largest single station audience in America!
During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the “World’s Largest Square Dance” in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.
KDKA - KYW - WBZ - WBZA - WOWO - KEX

IN WESTINGHOUSE-STATION AUDIENCES

BMB NOW COUNTS
NIGHTTIME 3,868,040 and DAYTIME 3,651,220
LOYAL RADIO FAMILIES

IN SIX LEADING MARKETS!

For availabilities, see Free & Peters

WESTINGHOUSE RADIO STATIONS Inc

KDKA - KYW - WBZ - WBZA - WOWO - KEX - WBZ-TV

Pittsburgh - Philadelphia - Boston - Springfield - Fort Wayne - Portland, Ore. - Boston
I

Closed Circuit

ATLANTA RADIO situation, growing out of merger of Journal and Constitution into Atlanta Newspapers Inc. [BROADCASTING exclusive, March 20], looks this way: Fort Industry Co. (WAGA stations) will acquire plant and real estate of WCON, now using 650 kc, for about quarter-million, substantially less than cost, and will petition FCC to use 850 kc or continue on 590 kc, with one license turned in, depending on outcome of Cuban conversations. Construction permit for WCON-TV, slated to start in June, presumably would be relinquished, since duopoly rule would apply and since FCC to date has refused to transfer construction permits while freeze is on.

IN RE ATLANTA, question of network affiliation also is involved. If WCON, in effect, is discontinued, ABC must seek new affiliate. WGST, owned by Georgia Institute of Technology, and WATL, of Woodruff interests, are regionals and presumably would be available. If WGST gets ABC, then WATL probably would succeed to Mutual, with which it was formerly affiliated.

PHILLIPS’ “66” through its agency, Lambert & Feasley, New York, considering spot campaign in addition to its regional network show featuring Rex Allen on CBS, which started last week.

THERE’S CONSTERNATION in Radio Row, notably among station representatives, over rate adjustments and package deals in both AM and TV stemming from competitive aspects primarily in TV markets. Representatives in both AM and TV regard network and group station “adjustments” geared toward summer hiatus as dangerous, if not bad business policy. Whether National Assn. of Radio Station Representatives will take formal notice, and blast away, currently being debated.

ALL SERENE between CBS front office and top AM-TV star Arthur Godfrey after Mr. Godfrey promised to curb questionable humor on his shows. Criticism of certain ad lib portions of a street sweeping sequence and threat to drop Godfrey show were sent direct to CBS President Frank Stanton by Walter Dam, vice president, WTMJ Milwaukee, last week. Star’s promise understood to have satisfied Mr. Dam.

REALLOCATION of advertising appropriations in radio and television expected as result of meetings being held in New York by Laver Brothers Co. and its agencies.

LOOK for House Interstate & Foreign Commerce radio subcommittee to shelve consideration of the so-called Sadowski Bill (HR 6949) when it begins scheduled hearings on radio legislation. Target date now set for hearings start after House’s April 6-18 Easter recess [BROADCASTING, March 20]. Insiders say Rep. (Continued on page 86)

ATLANTA, March 21, 1950

BROADCASTING

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, General Brock Hotel, Niagara Falls, Ont.

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


April 12-19: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 51)

Bullitons

DON McNEILL, star of ABC’s Breakfast Club from Chicago, ready to sign new long-term contract with network late last week as ABC and personal lawyers readied fine-print details. Mr. McNeill made final decision to remain with ABC after onslaught of other networks, mainly NBC.

U. S.-CUBAN NEGOTIATIONS REMAIN UNSETTLED

STATUS of U. S.-Cuban NARBA negotiations—called off by U. S. Thursday but seemingly given new life by indications of change in Cuban tack on Friday—still unsettled at BROADCASTING’s deadline Friday (early story page 21).

FCC COMMISSIONER Rosel H. Hyde, head of U. S. delegation, notified State Dept. Friday morning he was slated to confer with Cuban group at their request later in day. No details on outcome available in Washington late Friday. Cuban invitation for further discussions came after State Dept. granted Comr. Hyde’s request for recall of delegation from Havana Thursday. Despite late development, U. S. authorities reportedly holding firm to assertion that “agreement” tentatively reached earlier this month represents maximum concessions U. S. will make.

FTC CITSES WHITZALL

THIRD manufacturer of anti-histamine cold tablets charged Friday by FTC with misleading and false advertising (see story, page 42). Complaint filed against Whitehall Pharmaceutical Co., New York, manufacturer of Kryptin, claimed firm’s advertising represented product as “adequate and competent” treatment and cure for common cold and manifestations. Earlier in week, FTC similarly cited Bristol-Myers Co. and Anahist Co., both New York, makers of Resistabs and Anahist, respectively.

WEST COAST AFFILIATES

KSBF (FM) San Bruno, 250 kw station, signs as Northern California terminus for Pacfic Regional Network, according to Cliff Gill, KFMV (FM) Hollywood and network head. Franklin Evans, KSBF general manager, signed for his station. Mr. Gill also announces six additional affiliation requests bringing total to 22 for PRN.

Business Briefly


ORANGE JUICE SERIES • Hi-V Corp. (frozen fruit concentrates), April 4 starts Arthur Godfrey, Tues., Thurs., 7:45-8 p.m. on CBS-TV. Mr. Godfrey is member of Hi-V board. New program brings its total weekly CBS AM-TV time to 8 hours, 45 minutes. Agency, Franklin Bruck Adv., New York.

DIANA BOURBON PLANS TO LEAVE WHEELOCK AGENCY

DIANA BOURBON, national radio director, Ward Wheelock Co., Hollywood, resigning effective at summer’s end, after 16-year stay with agency where she attained distinction in field of being first woman radio director of major advertising agency. Currently Miss Bourbon producing CBS’ Club 15 and NBC’s Double or Nothing. She plans concentration on freelance writing.

From 1938-1945 Miss Bourbon was radio director of Wheelock company’s New York office directing all daytime shows for agency and seven mid-week programs including Radio Reader’s Digest and Orson Welles’ Mercury Theatre. No replacement named.

ALBUQUERQUE PETITION IS DENIED BY FCC

FCC Friday denied request of New Mexico College of Agriculture & Mechanical Arts and KOB Albuquerque to work rule which had refused their petition to continue a contract under which college reserved broadcast time as part of original price in selling KOB [BROADCASTING, Dec. 12].

Oral argument had been asked on ground that FCC had considered only part of original claims, had not properly evaluated court decisions and had ignored some of original contentions. FCC also granted KOB until June 15 to comply with its denial.

TUBE SALES DOUBLED

SALES of radio receiving tubes in February, 1950, were nearly twice those of the same month in 1949, according to Radio Mfrs. Assn. The sales last month totaled 24,865,546 compared to 12,843,788 in the same month of 1949 and 22,272,024 in January. Of the February output, 20,073,094 tubes sold were for new sets, 3,855,766 for replacements, 758,607 for export and 98,049 tubes for government agencies.

ELLIS JOINS B&B

SHERMAN K. ELLIS, former president of Sherman K. Ellis Inc. and of La Roche & Ellis, joins Benton & Bowles, New York, as vice president and member of plans committee, effective today (March 27).
are you singing the blues in St. Louis?

M.L.P.D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers ... check the time costs ... check KXOK's B.M.B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) ... and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.
He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of The Southland Corporation, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

"We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth...I would not take $25,000.00 for the program.

"I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word... including yours. Now CBS, creator of such successes as "Suspense" and "Escape," recommends "Pursuit." It is one of the best... the adventures of Scotland Yard's Inspector Peter Black, on the trail of the wily and wicked! The sponsor who catches this one will win a handsome reward.

A CBS PACKAGE PROGRAM
### Sunday

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<td>Tom Poston</td>
<td>G. F. &amp; A.</td>
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<td>6:15</td>
<td>Show Plants</td>
<td>John Sevagi</td>
<td>M. Van</td>
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<td>6:30</td>
<td>Howard Helmert</td>
<td>Horace Guest</td>
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<td>Whirl's Movie Time</td>
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<td>7:00</td>
<td>Amazing Mr. Malone</td>
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<td>Star Time</td>
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<td>The Mule</td>
<td>Mystery</td>
<td>News</td>
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<tr>
<td>7:00 PM</td>
<td>The Moundsmen</td>
<td>Hour of Mystery</td>
<td>News</td>
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<td>7:30 PM</td>
<td>Camp Firefly</td>
<td>The Sam BWB Show</td>
<td>News &amp; Weather</td>
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<td>8:00 PM</td>
<td>The Jessica Rhoades Show</td>
<td>The Brand New Mule</td>
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<td>The Padre Show</td>
<td>Hollywood Palace</td>
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<td>9:00 PM</td>
<td>The Price Is Right</td>
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<td>9:30 PM</td>
<td>The Dick Tracy Show</td>
<td>The Alan Young Show</td>
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<td>10:00 PM</td>
<td>The Colgate Comedy Hour</td>
<td>The Jack Benny Show</td>
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<td>10:30 PM</td>
<td>The Time Tunnel</td>
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<td>The Tonight Show</td>
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<td>Camp Firefly</td>
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<td>The Jessica Rhoades Show</td>
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<td>The Colgate Comedy Hour</td>
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<td>The Time Tunnel</td>
<td>The Big Valley</td>
<td>News</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>The Tonight Show</td>
<td>The Jack Benny Show</td>
<td>News</td>
</tr>
</tbody>
</table>
When Was The Last Time You Spoke to a Woman?

In Philadelphia WCAU's "FOR WOMEN ONLY" and "HOUSEWIVES' PROTECTIVE LEAGUE" speak to twice as many women, with half as many hours on the air, as Philadelphia's four other women's radio programs combined.*

To put this great salespower to work for you, put your product on WCAU.

*Pulse of Philadelphia
JOSEPH A. PROCTOR, former Lever Bros. advertising executive, elected to board of directors of James Thomas Chirurg Co., New York. He succeeds E. GORDON LANE, vice president, resigned. Mr. Proctor had been at Lever for 30 years before joining Chirurg in January 1950 as vice president in charge of merchandising. LEO J. HARDIMAN, treasurer of Chirurg, elected vice president and general manager of company's Boston office. Mr. Chirurg was re-elected president and became corporation treasurer, placing Mr. Hardiman.

MARTIN KRAUTTER, advertising and merchandising consultant, merges his interests with Chicago office of Mazon Inc., to become vice president in charge of Hotpoint account.

SLIE R. GAGE, formerly Western manager for Macfadden Woman's Group, Chicago, joins LeVally Inc., same city, as media director.

BECKER & LUSH Inc., New Haven, Conn., announces change of name to E. J. LUSH Inc., coincident with move to new and larger quarters at 207 Orange St., New Haven. EDWARD F. BECKER, formerly treasurer and majority stockholder, retires, remaining as legal counsel and research director for firm.

JACK MATTHEWS, formerly with Dancer-Fitzgerald-Sample Inc. as space buyer on Procter & Gamble accounts, and before that general media buyer with Sherman & Marquette, Chicago, appointed head of media department of Chicago office of Ross Roy-Fogarty Inc.

LARRY M. IRELAND, executive for Bristol-Myers account at Doherty, Clifford Shenfield Inc., New York, and WILLIAM E. HOLDEN, merchandising director, firm, appointed vice presidents.

LARRY HAINES, formerly with Gimbel Bros. Department Store, joins assessor, Kay & Phillips Inc., Pittsburgh, as assistant television director.

P. SHEEHAN joins Cunningham & Walsh Inc., New York, as associate rector of radio and television. He formerly was director of radio and TV for Buchanan & Co.

ALFRED GOLDMAN, formerly with Van Sant, Dugdale & Co., Baltimore, joins copy staff of Huber Hoge & Sons, New York.

CHRIS LYKKE & Assoc. and WILLIAM J. WILKIN Co., San Francisco advertising agencies, consolidate under name of Lykke-Wilkin & Assoc. New firm will occupy Lykke office in Monadnock Bldg. Telephone: YUkon 6-5842.

GARRETT E. HOLLIDAY, formerly with KARM Fresno, Calif., joins Brisacher, Wheeler & Staff, San Francisco, as radio and television director.

EGENE W. COOPER, formerly with Foote, Cone & Belding, Chicago, transfers to San Francisco office of agency as account supervisor.

L. JOHNSTON, manager of San Francisco branch of Campbell-Ewald , appointed vice president.

ARRY A. MAGEE, formerly advertising manager of Bendall Pontiac Co., Alexandria, Va., opens his own agency and public relations office in Burke & erbett Bank Bldg., 110 S. Fairfax St., Alexandria.

ERRY HALPERN, previously with Young & Rubicam and before that associated with Dr. George Gallup, appointed research manager of Ward Wheelock , Philadelphia.

JOSIE H. BENEDICT, formerly with General Foods, joins Federal Ad- vency, New York, as account executive.


THUR H. EATON, former copy chief of Sherman K. Ellis Inc., New York, appointed advertising copy director of Erwin, Wasey, succeeding LARRY RIGGS, retired.

TTON T. KYLE and RICHARD A. CULLINAN named director and executive vp president, respectively, by Albert Frank-Goenther Law, New York.

EDREW V. CHRISTIAN, formerly writer and producer with Chicago studios : CBS, joins radio-TV staff of McCann-Erickson, same city. RICHARD (Continued on page 52)

RULE OF THUMB!

QUESTION: What is "rule of thumb"?

ANSWER: The simple solution to a problem.

The simple solution to your problem of advertising in Michigan's Thumb District

STATION WTTH
Port Huron's ABC Affiliate

WTTH & WTTH-FM
Radio Stations of The Times Herald
PORT HURON, MICHIGAN

Affiliated With
ABC NETWORK

Represented by
WEED & CO.

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WARD PRODUCTS Corp., Chicago, for its Magic Wand TV and car antenna sponsoring one-minute sound-on-film TV spots in Kansas City, Oklahoma City and Cleveland. Boston will be added at end of this month, after which campaign will go to 10 or 12 other markets. Contracts range from 18 to 2 weeks, and markets are not limited to use of one station. Agency: Burto Brown, Chicago.

BLUE CROSS and BLUE SHIELD (hospitalization plans) appoint Wes Marquis Inc., Los Angeles, to handle Southern California advertising. Medi plans have not yet been announced.

GEORGE E. DRAKE BAKING Co., Pittsburgh, appoints Wasser, Kay & Phillips Inc., to handle its advertising. Greatest portion of Drake's budget is being used in television.

SICKS' SEATTLE BREWING & MALTING Co. (Rainier Extra Pale Beer) launches six-month regional campaign using all Seattle stations and 21 others in Western Washington. In Seattle, spots are scheduled to be aired 20 to 2 times daily with other advertising, including television, carrying out theme of radio spots. Agency: Western Agency, Seattle. Tom Jones Parry is accour executive.

NEW YORK TELEPHONE Co. starts television spot advertising campaign on New York TV stations through BBDO, New York. Theme of both 20-second and one-minute animated films is business listings in Classified Directory. A New York stations will carry film in addition to WNBF-TV Binghamton; WRGB (TV) Schenectady, WHEN (TV) WSYR-TV Syracuse and WKT (TV) Utica.

F. H. SNOW CANNING CO. expands Snow Time show to include WIDE Bldg. Ford, WGAM Portland, WGY Bangor and WAGM Presque Isle, all Maine stations are handled by Daniel F. Sullivan Co.

JACKSON INDUSTRIES Inc., Chicago radio-television manufacturing firm names Lawrence Advertising, same city, to handle its advertising. Radio and television will be used.

WOLVERINE HARNESS RACEWAY Inc., appoints BBDO, Detroit to handle its advertising.


FEDDERS-GUIGAN Corp., Buffalo (air conditioning units), will augment its advertising campaign by using television spot announcements to be placed through BBDO, New York, when plans are completed.

ASSOCIATED PRODUCTS, Chicago (5-Day deodorant pads), considering national TV spot schedule. Agency: Weiss & Geller, Chicago.

PRESTO RECORDING Corp., manufacturer of recording equipment and discs, appoints O'Brien & Dorrance, New York, as its advertising agency. William H. Seth, radio-television director of agency, will continue to handle account.

TRIJA GOLF EQUIPMENT Co., Los Angeles (golf clubs), appoints Ted F Factor, same city, to handle advertising and promotion. Television will be used.

INTERNATIONAL SHOE Co., St. Louis (Pot Parrot shoes), renews Wednesdays, April 5 to 6 p.m. CST portion of Howdy Doody on NBC-TV from May 1 through Henry, Hurst & McDonald, Chicago, Mars Inc., Chicago (candy), which sponsors show on Friday, 4:45 to 6 p.m., has ordered show to be telecast to kinescope on 16 stations from March 27, through Grant Adv., same city.

WAITT & BOND Inc., Boston (Blackstone, Yankee Supreme cigars), today starts Yankee Network News Service, Mon., Wed., Fri., 6 p.m. on entire Yankee Network.

T. J. LIPTON Co., effective April 10, will promote its new product, Frostee, o

(Continued on page 52)
WMT serves the heart of the richest farming area in the world. Iowa produces more corn, hay and oats, more beef and pork, more poultry than any other state. Iowa leads the nation in farm income. Each WMT farm family produces the food to feed 20 other American families; the area served includes one-fourth of the Grade A land in the country. Each week the WMT program schedule includes 11⅔ hours of farm program features—81½% of the total weekly WMT program schedule. The station fulfills its responsibility for agricultural leadership in the area, pointing the way through special activities toward better farm living. Everything from angleworms to weather forecasts interests farmers—and WMT provides the data.

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

CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA ... VIA WMT

CHUCK WORCESTER
Farm Service Director

Originates agricultural features; active in numerous positions of community and national agricultural leadership; supervises farm service programming.
A FOUR-YEAR-OLD boy probably owes his life to WROK Rockford, Ill., for the station’s all-out efforts to find him when he was reported missing on March 15.

That evening at 8:30, the boy’s father, James Umbenhower, called WROK Announcer Ed Rodgers with a request for help in the search for Jimmy, who had been missing since 6 p.m. City and county officials, as well as the family and friends of the lost child, were combing the area.

Within 30 minutes after the appeal for help went out over WROK, 500 Boy Scouts had answered the call and were at the scene of the search, which had spread over a ten-mile-square area. The station was swamped with calls from listeners asking for the exact location of the search, offering rides to the scene for potential searchers who lacked transportation or asking for transportation so that their help could be given.

Hot coffee, prepared by Rockford women, was rushed to the searchers and two bakeries delivered rolls and doughnuts. From the search area, WROK Announcer Gale Brown relayed information to the station, including a request for desperately needed flashlights and flashlight batteries.

Fifteen minutes after this request was on the air, the owner of a sporting goods store was on the scene with hundreds of the needed lights and batteries.

Although WROK’s regular sign-off time is midnight, Announcers Rodgers and Brown stayed in the search until the boy was located, exhausted and half frozen, at approximately 12:05 a.m. Reports on Jimmy’s trip to the hospital, his examination and the subsequent announcement by a physician that he was unharmed were broadcast by WROK.

Little Jimmy at the mike with Announcers Brown (l) and Rodgers.
Camas, Washington, enjoys the unusual distinction of being a one-industry community—a modern city dominated throughout its commercial and community life by the influence of the largest specialty paper mill in the world. Since this mill was founded in 1883 it has been the major employer, the heavy industry of the area. It would be difficult to find a more stable community than Camas. Ninety per cent of the residents own their own homes... wages are at a high level the year around... the community serves a large nearby area of diversified farming, and is the trading center for an entire county.

Camas, Washington, is yours to tap... through COMPREHENSIVE COVERAGE KGW delivers Camas... as it delivers the rest of the fastest-growing market in the nation.
The leading station in the leading market

KNX

LOS ANGELES - 50,000 WATTS
Represented by RADID SALES
COLUMBIA OWNED
The Leading Market

More household equipment, radio sets and furniture ($335,000,000 worth per year) are sold in Los Angeles County than in any other county in the nation. In fact, this volume of business exceeds the COMBINED dollar value of such sales in the home counties of Detroit, Pittsburgh and Cleveland. There are 5,928 outlets for this merchandise in Los Angeles County.

When you want BIG business, get it in the BIGGEST market... Los Angeles County. And get it through...

The Leading Station

KNX is the most listened-to station in Los Angeles. Hooper: KNX is first in four out of the six rated day periods... first in total rated time periods. Pulse: KNX is first in twelve out of the total eighteen hour periods, Monday through Friday, including one first-place tie... and first in total rated time periods.

Sources:
Sales Management, May 1949;
California State Board of Equalization;
Los Angeles Hooperatings, Nov.-Dec., 1949;
PROUD MAMA

Susan, the black swan, ruffles her feathers in a gesture of protection for her cygnets, the little ones she's so proud of.

W·I·T·H is pretty proud, too! Proud of the way we produce low-cost results for advertisers in Baltimore.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a little money does big things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.
SUMMER SALES

A WHIRLWIND NETWORK radio campaign utilizing perhaps as many as a dozen programs is being planned for the summer by General Mills Inc., BROADCASTING learned last week.

The campaign under consideration is not unlike that used by Ford Motor Co. early this year to announce the introduction of its new models. General Mills was understood to be considering shows in ABC, CBS and NBC.

The programs would be bought in a short-term basis—probably for eight weeks beginning in July. They would be programs already scheduled by the networks for summer presentation.

A total budget of more than half a million dollars reportedly will be spent in the campaign. Although secrecy surrounded the negotiations last week, it was learned authoritatively that the intense mid-summer campaign would be used to push the sale of Wheaties, a cereal. The agency is Knox-Reed, Minneapolis.

The General Mills proposed campaign was by far the most ambitious bit of summer business yet reported among the networks.

The reason for this is that at a time when the pattern of summer radio network sponsorship was beginning to evolve, a survey last week showed that seven sponsors of current programs had decided to use summer replacements.

The majority of advertisers, it was learned, will take summer hiatuses, most of them for seven or eight weeks.

Summer Replacements

Among the sponsored shows which will go off the air for the summer, and known to be seeking replacements is the Aldrich Family on NBC for General Foods. The agency, Young & Rubicam, is understood to be looking for a program that will have a family appeal.

The Assn. of American Railroads, through its agency, Benton & Bowles, is seeking another musical show to replace the vacationing Railroad Hour on NBC.

Other programs which will require summer replacements are the Jack Benny Show, sponsored by American Tobacco Co. through BBDO - CBS; Amos' N Andy - Lever Bros. through Ruthrauff & Ryan on CBS; Edgar Bergen for Coca Cola through D'Arcy Agency on CBS; Life of Riley for Pastr

GM Splash to Help Offset Hiatus Blues

The summer of 1950 promises to differ from that in past years.

Whereas in previous years, the mystery, the musical and the quiz program tended to form the staple of summer replacements, the trend this year is toward situation comedy and the dramatic program.

Subsidary Trends

Though it is still too early for any definitive conclusions, three other elements emerge with sufficient clarity to be classified as subsidiary trends:

"New" motion picture names are receiving increased attention. These include people like Clifton Webb and Paul Douglas, the latter an old radio hand but never a featured performer in the sense that he is being now projected.

Year-round radio stars are being re-cast in special summer shows. This is the case principally at ABC.

Most active of the networks preparing new programs is NBC with approximately 16 shows in various stages of preparation.

Among the situation-type programs already scheduled to appear on NBC are The Trouble With The Trusts, the adventures of a family lawyer; Clifton Webb in Mr. Belvedere; the Paul Douglas show; and Taggart Annie.

Dramatic programs include: Out of This World a science-fiction series; a program called The Doctor; Jack Lat's Confidentially Yours, dramatic adventure; The Texas Rangers, a dramatization of pioneer days; and Douglas Fairbanks Jr., in a show entitled The Silent Man.

Other personalities on NBC will be Hedda Hopper; Joe DiMaggio in an adult sports show; and Sammy Kaye in a talent hunt show.

At CBS at least three situation comedy programs are being auditioned, one featuring Don Ameche; another called Grade Acres and a third entitled Sky Cig. CBS also plans to prepare some public service summer programs. One of them, already scheduled, is called Up for Parade.

ABC Plans

ABC plans include the use of its established family of stars in new programs to implement the network's philosophy of building its own personalities. Among the personnel involved in the project are Walter Kiernan, Ted Malone, The Fitzgeralds and Jack McKay.

Mutual's summer problem is solved during the daytime by its heavy baseball schedule. Present nighttime shows will continue through the summer.

NAB-RMA Study

A TOTAL OF 88,964,000 radio and television receivers were in use as of Jan. 1, 1950.

This figure, computed jointly by Radio Mfrs. Assn. and the NAB, is the first joint compilation ever issued by the two industry associations. It attempts to achieve the highest possible degree of accuracy in radio's circulation through use of the combined facilities of the two organizations.

Of the 88,964,000 radio and TV sets, 65,436,000 radio-only sets were in homes and 5,000,000 in places of public assembly, a total of 70,436,000 radio-only receivers in the hands of the public, according to the NAB-RMA data.

Besides the home-public assembly receivers, 14,764,000 automobiles were equipped with radio receivers.

The total number of television sets in use at the yearend was 3,764,000, according to the joint industry statistics.

The figures were compiled under direction of Dr. Kenneth H. Baker, NAB director of research, and Frank W. Malland, Sylvania Electric Products, chairman of the NAB-RMA Information Committee.

TV Distribution

At the yearend an estimated 401,000 television sets were in distributor and dealer pipelines, or about a month's production, according to NAB.

An independent projection of the NAB-RMA figures shows that about 2,500,000 radio sets will be turned out in the first quarter of 1950, along with over a million TV receivers.

Adding this production to the NAB-RMA figures produces a total of perhaps 93 million radio and TV sets in operation as of April 1, 1950, allowing for normal dealer distributor stocks.

Carrying this projection farther, it is indicated that radio-TV sets in operation will pass the 100 million mark before the end of 1950.

A separate analysis of FM circulation by the NAB FM Dept. shows that 5,000,000 U. S. home receivers are equipped to receive broadcasts in the FM band. This figure, which includes FM tuners, has been informally used by some FCC officials as the basis for calculations.

As of last Jan. 1, RMA estimated 4,250,000 sets with FM had been manufactured by its members, a figure that now has reached the 4,500,000 mark. Allowed for producing

(Continued on page 4)
OVERHAUL of radio time to fit in life was announced last week by Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia.

In an unprecedented move, the its Class A and B radio periods with a change of rates that cuts the price of its evening time but increases the advertising firmament interested toward reduction of advertising time. At the same time, WFIL claimed the new BMB study shows the station with a "higher audience greater than any other Philadelphia network station."

With announcement of its new rates, effective April 1, WFIL said the change is based on a belief that television "ultimately will enforce a revision of rates throughout the radio industry."

According to WFIL's revised rate card, Class A time has been realigned from 7-10 p.m. to 9 a.m.-10 p.m. Class B time, which formerly comprised the hours of 8 a.m. to 7 p.m. and 10-11 p.m., has been changed to 7-9 a.m. and 10-11 p.m. Result is to establish the rates charged for daytime and nighttime on a more equal basis.

One-Time A Rate $300
Basic one-time Class A rate now is $300, a decrease in the nighttime rate of $30. Overall increase in the basic daytime rate will be $50 per hour, according to the station. New basic Class B rate is $200 per hour.

Explaining the station's rate adjustment, Mr. Clipp said: "We believe that within the few years the drawing power of television will affect the nighttime radio audience to the point where a rate adjustment is indicated.

"...Daytime rates on most broadcasting stations, in our opinion, have been too low. The job with the "drawing power of television" has been done for advertising during the daytime period provides an abundance of evidence that results, per dollar expended in radio, make radio one of the most economical advertising mediums in the world. We are doing today what we believe most of the industry will do tomorrow."

While acknowledging television's challenge to radio at certain nighttime hours, Mr. Clipp emphasized that radio's position "will remain unshaken in the morning and after-noon segments for years to come. Radio's performance outstrips its cost."

According to WFIL, BMB 1949 findings show an 18.5% daytime increase in WFIL's total radio family coverage, over the 1946 survey. In nighttime periods, the station also claims it "alone forged ahead" in Philadelphia, showing a 16.1% increase.

Claims "Undersold"
Mr. Clipp maintained that the industry undersold itself for "too many years" on daytime segments. "Radio," he said, "can increase its daytime rates and still give the advertiser more for his money than any other medium."

Citing BAI estimates of 88 million radios against 52 million daily net paid newspapers and 24 million magazine homes, Mr. Clipp pointed out that this ratio of listening was 5 hours 53 minutes a day to newspaper reading at 3 hours 14 minutes per day.

Although television's coverage patterns and potential audience are on the constant increase, he went on, after more than a quarter of a century, "the same can be said of radio...the number of radio stations in use increased some 7 million during 1949."

Reviewing the TV industry's picture, Mr. Clipp challenged the opinion that "the day when advertising turns out of home, radio dies," by pointing out that surveys giving the listenership earned by new sets have been modified about the first six months of set ownership. Once again, he said, the home viewer becomes a radio listener, although on a selective schedule.

Cites Inevitability
At the same time, he said, evidence shows that TV monies are new money. However, Mr. Clipp cautioned, "sooner or later something has to give." Willingness to pay higher costs for TV production of such traditional radio shows as the Lone Ranger (General Mills) and The Aldrich Family (General Foods), Mr. Clipp said gives im-petus to the strong advertiser ap- peal of TV.

While "nighttime radio is not doomed on its own account," he said, "it is certainly facing formidable competition. The well known difference between day and night, therefore, is becoming ever more applicable to radio's selling techniques." Daytime radio, he added, is destined to "become America's most effective and lowest cost ad-

All's Well That Sells Well

THIS WEEK the Assn. of National Advertisers and the American Assn. of Advertising Agencies meet in almost concurrent conventions in nearby Virginia and West Virginia resorts. As a finale, they get together for a combined meeting.

No matter how the respective agendas may read, these spenders of the national advertising dollar (several billion of them) are interested basically in two things: (1) how to preserve the integrity of advertising in our economy; (2) how to stretch their budgets to the limit.

That meteor which streaks across the advertising firmament—television—will get rapt attention.

Portents are seen in the enlivened discussion towards the reduction of AM nighttime rates in multiple TV cities, to compensate for possibly decreased AM tune-in. This development was as obvious as the Stalin election. It's the stock-in-trade of buyers of advertising.

This fact that both AM and FM stations are vying for advertising dollars has boosted rates in tempo with overhead, isn't taken into account. The fact that the number of radio

homes in that period has increased from 28,-700,000 to 42,000,000; that the total number of sets has vaulted from 45,300,000 to 84,000-

000, is blithely ignored.

Thus radio is delivering nearly double the numbers and listeners today than it did in 1939, and at substantially the same rates. There's no more reason to "bracket radio and TV as mutually exclusive media than there is to regard Time, Life and Fortune—published by the same firm and sold via the same methods—as identical media serving identical readers. They have common parents, different progeny.

And there's another difference. The printed media have been infinitely smarter in their customer relations and their rate making. Radio rates have always been too low. The networks have noted the pattern. Network rates serve as the base for spot rates. Hence the advertiser down the line has been reaping the rewards, getting more for that radio advertising dollar than he ever received from his newspaper or magazine buck.

This was undermined a few weeks ago [Broadcasting, Jan. 30] in the revelation of Life that its gross billings were larger—by $12 million—than those of NBC or CBS, Life

with 100-odd pages over-all, published once-a-week and delivered to a claimed 5,900,000, as compared with a nationwide network program of 18 hours a day, seven days a week, reaching people in the almost countless millions.

Advertisers cannot be criticized for striking the best bargain they can, TV's advent gives them a new wedge. Radio can be taken to task for failing to sell itself for what it's worth and on its merits—a different situation at night and day, therefore, is becoming ever more applicable to radio's selling techniques." Daytime radio, he added, is destined to "become America's most effective and lowest cost ad-

(Continued on page 58)

BROADCASTING * Telecasting

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AN EDITORIAL:

Shelly Oils Co. executives were guests at the National Assn. of Radio Station Representatives' Spot Radio Clinic luncheon early this month at Hotel Biltmore, New York. In an informal discussion are (1 to 1): Fred F. Hogan, George P. Hellingbery Co.; C. W. Shugert, assistant to the manager of Shelly's sales promotion-advertising department; E. W. Lier, Shell radio representative, and Arthur McCoy, Avery-Knodel Inc.
UPURGE IN N.Y. RADIO

By JOHN OSBON

BUSINESS is booming at independent radio stations in New York, despite the fact that they are situated in the biggest television market in the U. S., a BROADCASTING survey showed last week.

The survey of 25 independends reported that in the past year revenue had risen as much as 40%. Not one reported a decline in billings.

The upsurge in independents' business—much of it from local accounts—appears all the more significant in view of the growth of the New York TV market which doubled its television set count from 500,000 in February 1949 to more than one million last month. Number of families in the seven-station New York-Newark area reached by television is well over 3% million.

Add to that two other salient facts: New York continues to have been at the top in the number of television network and spot accounts, and independents' rates have remained substantially unchanged.

The increase would seem to be especially significant in view of figures offered in some quarters, which indicate a considerable portion of the radio audience has been diverted to television.

In New York, independent radio stations logically may have been expected to take a beating where it hurts most, for audience behavior appears to document a trend to TV.

Hooper Shows TV Up

C. E. Hooper early this month reported, for example, that the December 1949-January 1950 average showed radio's share of the New York evening audience down to 63.5% from 80.5% for a previous 11-month period, January-February 1949.

In the same period, weekday afternoon viewing rose in New York from 8.6% of all broadcast reception to 22.6%.

The pattern set for the past 12 months—an appreciable increase in gross billings for independent radio continuing despite TV's round around growth in advertising accounts, sets, audience viewing—may not be expected to develop into a regular trend during the last 12 or 24 months, but that was the story in New York last week.

Some typical reports received by BROADCASTING.

One of the highest revenue grossers is WMCA, 25-year-old independent which has shown its greatest business upsurge in the past 13 months during television's impact in metropolitan New York.

"Until March 1949 the station reportedly was losing as much as $50,000 a month—a sizeable figure when projected over a 12-month period. Revenue for February was up from 40% to 50% over February of 1949 according to Norman Boggs, executive vice president and general manager.

Mr. Boggs thinks it significant that "there is less talk about television among the bulk of our advertisers than there was a year ago this time."

He declined to give actual dollars-and-cents gross but it is believed that pairing of costs, as well as new business, and establishment of a "realistic" rate card, have been vital factors in WMCA's newly-won success.

WNXW Increases 26%

One of the sharpest increases in independents' ranks is shown by WNXW, which reports a 26% boost in revenue for the first 18 weeks of 1950 over a comparable period last year. New business was recorded primarily from drug and food accounts.

Ira Herbert, vice president and sales director of WNXW, didn't shrink from using the "upsurge" word to describe the station's growth, and, in fact, thinks the oft-predicted early demise of independent radio is premature. He calls for better programming and hard selling. WNXW itself may have its biggest year in history, in view of accounts already lined up and "barring unforeseen developments," he said.

WNIS likewise has shown a billings increase over last year—roughly 25%, according to Kiernan T. Murphy, business and co-managing director of the station. Boosts are relayed in a 29% rise for January and 20% for February compared to figures for those months last year. The "itar" figure will hit the 30% level, Mr. Murphy added.

Much of the new business is from TV set manufacturers.

WQXR, New York Times' outlet, also has indicated a definite increase over last year, but reported its revenue for the first three months of 1950 has jumped 7% over a similar period last year.

"We haven't felt the impact from television during January-March 1950 as much as during January-March 1949," Elliott Sanger, Times executive vice president and WQXR's general manager, said.

Foreign language outlets, specializing in Italian broadcasts, also have indicated a definite business increase for WBIOM, with studios in New York and transmitter in Jersey City, N. J., claims its gross as of this month is 15% greater than for the same period last year.

Station spokesmen point out that WBIOM is the only station airing Italian-language programs at night and on Sunday.

WMGM Warns

WMGM reports a 7% increase in gross for the past 26-week period over a similar comparable period last year, beginning March 1, 1949. It declines to give exact figures or 1949-50 monthly comparisons, but sounded a note of warning to independent outlets.

"Television has definitely affected billings, particularly from national advertisers whose local spot now is being marked for diversion to TV," Bertram Lebar Jr., WMGM executive director and sales director, said in a statement to BROADCASTING.

"In the overall market, we've been able to do better than hold place. For the time being at least this has been possible because we've embarked on an aggressive programming policy, mostly centering around Metro-Goldwyn-Mayer radio attractions."

NARBA HOPES REVIVE SURPRISE MOVE FRIDAY

EFFORTS to reach a U. S.-Cuban agreement on broadcast channel assignments were officially abandoned last Thursday, but hopes for success sprang up again Friday with slender signs of a more conclusive Cuban attitude.

Capt. John Cross, assistant chief of the State Dept.'s Telecommunications Division, said Thursday that the "upsurge" in broadcast discussions where negotiations had been in progress for more than seven weeks, was indicated to "wind things up as gracefully as possible" and return to Washington.

His announcement followed telephone consultations with FCC Comr. Rosent H. Hyde, head of the U. S. delegation, who said he asked for the recall in belief that further discussions would be useless at this time.

Possibility of further discussions came as a surprise development Friday morning when Capt. Cross said Comr. Hyde asked for and received State Dept. permission to send a "representative" luncheon engagement with Cuban radio authorities (see late reports, page 4).

The fast-breaking developments came some three weeks after the Cuban delegates had made success seem a foregone conclusion by representing that they agreed with U. S. proposals "in principle." [BROADCASTING, March 6, 13].

What had appeared to be the final straw was delivered by the Cuban delegation last Wednesday, after the U. S. delegates had been kept cooling their heels for two weeks awaiting a formal answer on the tentatively accepted U. S. agreement.

The "answer" was in the form of a formal rejection of a proposal which adhered to Comr. Hyde's report to Capt. Cross, made demands that were even more stringent from the U. S. standpoint than the show which broke up the overall NARBA sessions at Montreal last December [BROADCASTING, Dec. 6, 12, 1949].

Cuba's Counter-Offer

Capt. Cross said Comr. Hyde informed the State Dept. that Cuba's counter-offer in general retained the concessions which Cuba wanted but left open for subsequent discussion—in the overall NARBA conferences—the protection which the U. S. was seeking on behalf of stations in this country.

Failure of the conference would raise new fears of U. S.-Cuban channel warfare, though it was known the U. S. delegates were pressing for retention of the status quo—pending possible negotiations later—perhaps at the scheduled resumption of the overall NARBA conference.

Some observers, however, feared that if the Havana breakup were final it would mean no further NARBA sessions, although the State Dept. was going on the assumption that they would be held. They are slated to get under way before Aug. 1, but it has been speculated that a later date may be necessary if Mexico is to be brought into the discussions.

Whether the U. S. would proceed with the bilateral NARBA negotiations with Mexico in event of failure at Havana could not be foretold. Some authorities view the complete rift with Cuba would make early discussions with Mexico more imperative; others feared it would render negotiations with Mexico more difficult.

There was extensive "hold-sight" speculation as to possible causes of the conference's failure—if failure becomes a fact.

Some authorities contended a final agreement would have been assured if the U. S. had insisted that the tentative accord be signed at the time it was reached. The delay was occasioned by Comr. Hyde's recall to Washington at that time for further consultations.

But, it was pointed out, the purpose of his recall was to get reassurance that any U. S.- Cuban treaties would be subject to Senate ratification, for there had been widespread fear that the accord (Continued on page 47)

BROADCASTING • Telecasting

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WHEN BURLINGTON BUYS...

All Ears Are to Sears

IF THERE'S one thing a department store likes about as well as sales and goodwill, it's traffic—especially traffic that's in a buying mood.

The Burlington, Vt., branch exception to this retailing rule of thumb. As evidence, the branch can point to high recognition from the National Retail Dry Goods Assn. which last January awarded it first prize in the up-to-$5 million class for programs with general appeal.

This national recognition in retailing's annual radio competition wasn't the result of good luck or

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Business of Broadcasting

One of a Series

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Interesting phase of the store's use of radio is the basic programming device, Sears' Men-on-the-Street. When the program was starting to roll nicely in the summer of 1947, cold, clammy chills scampered up and down the backs of the WCAX and Sears management as an awful thought struck them. The thought: What chance has a sidewalk interviewer when Mother Nature doles out some of her choice specimens of New England winter?

THE WCAX commercial manager was elected chief worryer. The more he contemplated the rigors of approaching winter the more he shouldered at the awful things that could happen to a program that was developing into an advertiser's dream. One balmy night when all was quietly conducive to efficient worrying, the WCAX official had a storm all his own—a brainstorm.

Next morning he called the weatherman and asked for the lowest average noon temperature in Burlington. The answer was the best news in weeks—lowest average noon temperature in Burlington was 22 degrees, in February.

Anyone who has bucked a New England winter will scoff at 22 degrees—especially in Burlington. Armed with this vital statistic, WCAX easily persuaded the Sears management that the show could go through the winter.

And so it has—from 52-week contract to 52-week contract. Only once has the sidewalk interviewer been blown off the sidewalk and into the studio because of bad weather.

One other time there was an incident, but it wasn't a weather incident. About three months after the program made its debut, arrangements were made to cut a transcription to send to Sears' headquarters. The interviewer moved along; stylishly up to the final interviewee, an employee of another department store who made the best of her forensic opportunity.
WCAx's Winner of an NRDGA Award Keeps the Listener in a Shopping Mood

These minor phases of a four-year schedule point up the successful side of Sears' Man-on-the-Street.

One of the tests of an advertising schedule's success is its ability to produce a return. The current NRDGA contest has stressed sales results in contrast to the programming standards used in judging past competitions. The Burlington series has brought success in the form of program acceptance, sponsor identification and other institutional results, and specific item promotions.

Sears first opened a retail store in Burlington in 1938. This store was moving along nicely until a February 1940 fire. A year later a new store was opened on the main business street of Burlington.

The store's first use of radio occurred when WCAx was a 1 kw outlet. A disc show, Housewives Prom, was heard six mornings a week. The program was named at women and was supported by special seasonal promotions. It was successful, but was dropped when the featured disc jockey left town.

The local manager has a lot of autonomy in the Sears organization. The Burlington manager is essentially a free agent, though guided by national advertising policies. He selects media with the help of the staff. The advertising manager operates on a budget, getting information from division heads. Operating on a commission override and bonus, division heads fight for their share of advertising and keep in close touch with media programs.

The Sears management in Burlington had long been sold on radio as an institutional medium and goodwill builder, promoting public acceptance, brand names and promotions. It had not been sold on the medium's active merchandising value in competition with newspapers.

Anxious to have a program the public would identify as 'Sears' program,' the store and WCAx finally came up with the idea of a man-on-the-street quiz program in front of the store. It was decided to try it three days a week, with the disc jockey show on alternate days, retaining the noon time because it would reach a general family audience.

Here are the initial objectives, mostly institutional:

To create goodwill toward Sears by giving the public an interesting program of people who are their neighbors, by giving the public a chance to be on the radio and a chance to win something.

To promote and keep the name Sears.

** * * *

Sears and WCAx executives map radio promotion. L to r: Fred Carty, assistant manager, Sears, Roebuck & Co., Burlington; Roland H. Trudeel, manager of the store; Tom Braine, WCAx commercial manager, and Evelyn Rabb, advertising manager for Sears in Burlington.

** * * *

Roebuck dominant in the public mind.

To promote three essential Sears Roebuck ideals:
1. Where you can find everything for yourself, your home and your car.
2. 'Burlington's Most Complete Department Store.'
3. You certainly save when you shop at Sears.'

To promote certain Sears services:
1. Sears Easy Credit Plan.
2. Sears Credit Coupon Plan. This is done by direct use on the program of Sears Credit Coupons as prizes.
3. Sears Catalog Dept.
4. Sears promotions. Store operation on 3-month calendar with promotion for each month. These are featured on the program when appropriate.
5. Sears friendly service.

To promote Sears brand names. All major lines have brand names. By using these as warm-up questions or by bringing them into the program frequently one of the most powerful effects of radio is utilized.

To create store traffic:
1. By drawing people to the entrance of Sears, Roebuck where the program is held.
2. By having the winners come into the store to use their credit coupons.
3. By telling people of Sears promotions.

The program caught on quickly. Its objectives broadened as Sears advertising staff, other employees, and WCAx came through with ideas.

The Radio Dept. manager, who was promoting wire recorders, suggested the broadcast be transcribed with participants invited in to hear their voices after the program. This was another traffic-getting device and provided a chance to promote the radio, wire-recorder brand name four or five times on the show without being obnoxious. Participants got an extra bang out of the recording. Many people went on the program just to hear their voices on the recorder.

An inexpensive key ring was adopted as a program souvenir and this "Key Keg" is a familiar trophy in Burlington. A special sign promoting the noon program was placed in front of the store.

In brief, everything was going well and the program was extended to five times a week.

Through this period Sears experimented with merchandising, but half-heartedly. WCAx kept stirring up the idea of advertising leading merchandise on the air and provided information on how to do it. Finally some surprising results on merchandising tests induced the store to change its policy and merchandising was added as a major objective of the broadcast series.

** * * *

The program has consistently maintained the highest rating of any station in the area at that period though at the time it went on the air this period had a mediocre rating.

'Special groups of people from Montreal came 100 miles to Burlington this summer just to see and be on the program.'

'This program is known and talked about as the Man-on-the-Street program but Sears' Man-on-the-Street program, and we are convinced that it is a rare person in the WCAx listening area that doesn't know the program.'

'And finally we know we have program acceptance and sponsor identification because we have checked the program within a year. The Burlington Sears, Roebuck management felt that it would help (Continued on page 85)
RICHARDS PROBE MAY RECESS

Robert E. Kintner, who was elevated from the executive vice presidency to the presidency last year, was paid the same salary in 1949 as in 1948—$49,999.29.

The salary of Charles C. Barry, vice president in charge of programs, was officially reported for the first time. In 1949 Barry was paid $35,250, an increase of $7,916.50 over his remuneration for 1948.

C. Nicholas Priaulx, vice president and treasurer, received $37,489.98 in 1948, compared with $35,249.98 in 1948.

In a statement included in the financial report, Mr. Noble said:

"Television operations continue to require heavy expenditures," Mr. Noble said, "and yet the cost of operations continues to run ahead of income. But the spread between costs and income is not too great because advertising appropriations for television are increasing as more and more receivers are being installed.

"When the freeze upon the construction of new stations is lifted, we anticipate that the growth of television, which has been so noticeable throughout the year, will be accelerated by reason of the extension of television service to many important market areas which now lack it."
PLANS to set up Broadcast Audience Measurement Inc. (BAM) as successor to Broadcast Measurement Bureau (BMB) will be submitted to the NAB Management Conference at Chicago April 17-19.

Discussion of the projected new industrywide corporation will take place during the Tuesday morning business meeting. By that time BAM's tripartite organizers—NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies—are expected to have the project in shape for industry discussion.

As planned at the weekend, the BAM details will be presented to broadcasters by Kenneth H. Baker, BMB acting president and NAB research director on leave; Lowry H. Crites, media director of General Mills, and Fran J. Nelson, chief timebuyer of J. Walter Thompson Co., representing AAA.

Already the NAB capitalization has approved the BAM idea, which is based on $1 million capitalization, with assets of BMB absorbed. Incorporators would include nine broadcasters and six agency and advertiser representatives. BAM board representation would be based on a similar ratio (Broadcasting, March 20).

Voting Formula

NAB headquarters officials were working late last week on a formula to cover delegate voting during the Tuesday morning business session at Chicago. This formula would apply to any motions submitted during the business session and to the resolutions. It would be designed to avoid any confusion in actual voting and would be based on certification forms by which each member station could cast its vote.

Members of the Convention Resolutions Committee were appointed last week. They include: Paul W. Morency, WTIC Hartford, chairman; F. C. Sowell, WLAC Nashville; G. Richard Shafoz, WIS Columbus, S. C.; Melvin Drake, WDGY Minneapolis; C. L. Thomas, KXK St. Louis; H. Quinton Cox, KGW Portland, Ore.; Henry P. Johnston, WSGN Birmingham; Lee Little, KTUC Tucson, Ariz.; Campbell Armoux, WFAF Norfolk, Va.

At the same time, it appeared to be considerable doubt that an employee-employer relations session would be held during the Management Conference. As originally conceived, this session would have included several union officials prominent in broadcast labor relations, including James C. Petroillo, AFM president (Cleveland meeting, March 20).

The final Management Conference session will be held Wednesday morning, April 19, in Cleveland only with television, as was the case a year ago. NAB's TV membership is now near the two-score mark, with hundreds of broadcast station operators interested in television's growth and its problems.

This TV agenda is not yet completed. Definitely scheduled thus far are Eugene S. Thomas, WOIC (TV) Washington, recently re-elected as one of the two NAB directors-at-large for television; Dave Garroway, m. c. of the NBC-TV program Garroway at Large, and the Kukla, Fran and Ollie cast; Robert D. Swezy, WDSU-TV New Orleans, NAB's other TV director-at-large, is expected to take part.

Reservations for hotel space at the Stevens Hotel were coming in at normal rate last week, it was indicated. Plans of the networks for convention participation are not complete. CBS does not plan to send its top-flight executives, the network told Broadcasting, but will be represented by station relations officials. ABC will be there as usual but MBS and NBC have not reached any decision on their plans. Networks now participate as associate rather than active members of NAB.

Programs for two satellite meetings are about complete. The second annual Independent's Day will be held Sunday, April 16. The FM meeting will be held the following morning, prior to the formal opening of the Management Conference at luncheon.

Independent's Meet

The independent meeting will be in charge of W. Jacob, KBKB Baker, Ore., chairman of the Unaffiliated Stations Committee. Ted Cott, WNEW New York, former committee chairman, is program consultant for the all-day meeting.

Morning speakers include Dr. Sydney Roslov, president of the Federal Communications Commission, and Edgar Kobak, former program consultant and former MBS president, speaking on "Challenge Is Spelled O-P-P-O-R-T-U-N-I-T-Y." Mr. Kobak is a NAB board member-elect for small stations.

The afternoon agenda includes, in addition to features previously drawn for Broadcasting by Sid Hix

He says he heard we are looking for a field director!

"FCC BUDGET"

Bill Would Cut Operating Funds

FCC's EFFECTIVE operating budget for 1960-61 would be cut an estimated $227,000 below this year's under an omnibus appropriations bill reported to the House last week, even though its overall appropriation would be almost identical with this year's.

The bill would give FCC $6,600,000—exactly the same as this year—plus $26,000, for employment of outside consultants to help plan the staff reorganization program now under way [Broadcasting, March 19, 20]. The total is $287,000 below President Truman's budget estimates.

The "cut" represented in the bill stems from the fact that out of its 1960-61 appropriation, FCC would have to absorb salary and per diem increases provided by Congress in 1949. On the present basis of 1,340 jobs, these increases would take about $227,000 of the total. The number of jobs probably would have to be reduced to about 1,260.

Whether FCC would utilize the $25,000 appropriation for outside consultants has not been determined. The appropriations committee suggested that it do so, during the agency's budget hearings.

Meanwhile a bill may be submitted for a supplemental appropriation of $187,000 for the current year, to cover increased salaries and per diem allowances up to June 30. The appropriations committee also expressed hope for an acceleration of FCC's work on the processing of applications and on hearings. To this end the bill restores language permitting the agency to spend funds for such purposes "without regard to the apportionment of funds required by the act of Feb. 27, 1960."

WIDE SCOPE

The measure sent to the House lumped together all appropriations for government operation. Under the bill, the State Dept. suffered a deep cut in the requested budget for its international information and educational activities, which includes the Voice of America. A total of $34 million was recommended by the committee, a paring of $2,645,000.

However, the overall figure comes close to State's present sum allotted for the information program. Moreover, the Voice broadcasting program would suffer nothing by reduced appropriation. According to the committee: "The reduction is not to apply in any respect to the proposed program for foreign broadcasting."

The committee warned, however, that some savings could be made by Voice "by printing a more modest pamphlet in connection with the Voice of America programs. The present elaborate booklet containing Voice of America personalities and the like is unnecessary."

An unexpected pat on the back for Voice was given by the committee. Although the House group found "an unusually high amount for supervision, direction and planning, the committee recognizes some necessity ... in an operation of this type ... ."

Reservedly, the committee added, "a reasonable decrease can be effected in this field without impairing productivity . . . ."

Also suffering a cut from the Budget Bureau estimate was the PRC which would receive $4,866,695. While this figure represents a reduction of $358,305 from President Truman's request, it also shows an increase of $216,695 more than the 1960 authorization. Major increases in the money recommended were for the hiring of personnel for anti-monopoly legal case work, the committee said.

March 27, 1950
Sensational Promotion

Campaign

...from buttons to guns
= is breaking traffic records!

Low Priced!

1/2-Hour Western Adventure Program...Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase!

"Cisco Kid," their merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned...demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a TERRIFIC story!

NIELSEN'S CLIENTS

Contracts for national NRI services have been received from 51 agencies, advertisers, stations, artists, programs and program producers previously; using Program Hooperratings, Arthur C. Nielsen, president of A.C. Nielsen Co., reported Thursday. Mr. Nielsen emphasized that the contracts do not include those companies who were previously buying from both Nielsen and Hooper.

"On a dollar basis, this includes 71% of the total, and this percentage is almost identical for each of the principal types of customers," Mr. Nielsen said. "Agreements have been signed by all but eight of the Hooper-subscribing agencies who handle one or more network programs."

The head of NRI called the response "prompt, enthusiastic, and most gratifying."

"Confidence in the future of network radio is clearly proved not only by the steady stream of contracts but by the strong tendency to elect commitments covering two years or more," he said. "Even those companies who currently have no network programs on the air have been quick to recognize the importance of keeping close watch on radio and television trends by acquiring our services."

Mr. Nielsen also disclosed that (1) contracts have been signed by 12 organizations who are not currently sponsoring or handling any network radio programs; (2) orders for Pacific Nielsen-Ratings have come from many agencies and advertisers, in addition to two of the four networks; (3) Positive assurances have been received from many others that their orders for various NRI services are on the way.

No Alterations

Mr. Nielsen noted that TV Network Hooperratings are not included in the report because, aside from the change to Nielsen ownership, there have been no alterations in the form of service rendered, and hence no need for new contractual arrangements with customers. It is expected that this condition will continue until next fall when the Nielsen company expects to have enough Audimeters available to permit use of the electronic recorder technique in the production of national network TV service.

"These computations of radio subscribers," said Mr. Nielsen, "include not only those who have contracted for Nielsen ratings (the Pocket Reports) but others who have elected to buy the complete form of NRI services. The latter group will be increased substantially as our representatives have time to contact the new subscribers and explain the advantages of this more comprehensive type of service, which has been used for years by about 50 of the leading agencies and advertisers and all four of the national networks. Due to the short time which has elapsed since our acquisition of Hooper's network services, the bulk of the recent orders has been received by mail."

The NRI president believes that the record of subscribers "provides eloquent proof of the high esteem with which NRI is regarded by the radio industry."

"It is already obvious that, when all of the 'ballots' have been counted, substantially 100% of this industry will be solidly behind this service. To us, this means that thorough research, soundly conducted, is appreciated by this industry, just as the same quality of research has always been appreciated by the other great industries served by our company."

Mr. Nielsen disclosed that, for the benefit of all NRI subscribers, a special Pocket Report has just been issued giving a concise record of Nielsen-Ratings for every sponsored network program during the past 10 months.

NBC CHICAGO

Realignment Made

NBC Chicago's personnel shake-down over the past few weeks came to its final stage last week with announcement of complete realignment in staffs of WMAQ, WMAQ-FM and WNBQ (TV), by I. E. Showerman, NBC vice president in charge of the network's Chicago operations.

John F. Whalley, former business manager, becomes comptroller, responsible for accounting, financial, personnel, office services and labor relations. William Ray, present chief of the news and special events staff, continues in that capacity and also heads the press and public affairs departments. Leonard Anderson, former personnel manager, was named manager of integrated services.

The new lineup, recommended by Boos, Allen and Hamilton, efficiency experts, closely parallels that of NBC M and O operations in Washington and New York.

NBC Stops ABC Music

AN NBC station manager, Charles E. Denny of WERC Erie, Pa., stopped the music on Bert Parks' ABC program of the same name last week. Called during the program Mr. Denny answered the phone with: "This is really going to stop the music. In fact it may even kill you."

He explained that he was manager of an NBC station. Mr. Parks carried on manfully and the NBC manager notified the tunes to win a small prize. Name of the jackpot tune eluded him.
THIS WEEK,

"THE EARLY BIRDS"
are celebrating

20 YEARS
ON WFAA-820 DALLAS

Radio's oldest breakfast-time show (7:15-8:00 a.m., Monday through Saturday) has MORE LISTENERS than ever—is doing an unparalleled SELLING job for


And soon—WFAA-TV! WFAA now owns KBTX, Dallas, and plans to present television in the traditional WFAA manner!
ATTEMPT by a newspaper to make the industry promotion film "Lightning That Talks" backfire against radio developed in Hopkinsville, Ky., when F. E. Lackey, president of WEOB, Hopkinsville, showed the promotion picture to a local group.

Less than a fortnight after the March 6 Hopkinsville showing, described as the first of its type, the local Kentucky New Era ran a large display ad captioned "Lightning That Double Talks."

In its ad the newspaper said that Victor M. Ratner, formerly of CBS who was active in producing the film, had joined R. H. Macy & Co., "the world's largest store in dollar volume." The ad quoted from a magazine interview in which Mr. Ratner is said to have declared he will re-examine Macy's media policy.

"In the comparatively short time I have been at Macy's, I have acquired a very healthy respect for the kind of jobs newspapers do," Mr. Ratner was quoted as saying, with examinations cited of effective newspaper selling.

Newspaper Pitch
The newspaper's copy winds up with a pitch for the power of the printed medium.

Mr. Lackey wrote Mr. Ratner that he had been informed by Maurice B. Mitchell, director of Broadcast Advertising Bureau, that the point of view was "to be a powerful selling argument for radio and not a competitive type picture." On the basis of the statement by Mr. Mitchell, we scheduled the showing and invited the publishers of the newspaper to attend. Fortunately, they did not come, since the portion of the picture which in Mr. Mitchell attacked the selling job of newspapers, and made comparisons of results, would serve only to have embarrassed them before a large gathering of our common advertisers.

"Since the showing of the film, the publishers have the paper advertising. This, we have no intention of doing."

Harry C. Butcher, owner of KIST Santa Barbara, Calif., declared that the All-Radio film met generally favorable reaction at a local showing, "with some spontaneous laughter at various bits of humor. There was somewhat more than perfunctory applause when the picture was finished. It is definitely too long.

Luncheon clubs only have 30 minutes for speaker or film; this one runs 40 minutes.

"Of the 75 in attendance, 31 left written comment. Of these, there were a half-dozen rather unfavorable criticisms, the remainder com-

Razor Blades by the Millions

See Centerspread This Issue

On the Air Everywhere 24 Hours a Day

WCKY

CINCINNATI

50,000 Watts of SELLING POWER

NEW ERA' HITS FILM

Mars Account

Names Burnett Agency

MARS INC., Chicago candy manufacturing firm, last week named Leo Burnett Agency, same city, to handle its million-dollar-plus advertising account effective April 1. Grant Advertising, also Chicago, has serviced the account since 1938.

Ralph Ellis, who has been executive on the Mars account at Grant for the past five and one-half years, moves to Burnett today (Monday) in a similar capacity. For three years a member of the executive, a section head, he was administrative officer in the Midwest for the Office of Defense Transportation. Mr. Ellis was assistant merchandise manager of Dennison Mfg. Co. (paper products), Framingham, Mass., for six years before the war.

Media Plans Discussed

Although media plans have not been discussed in detail, and probably will not be set for the next few weeks, it is expected Mars will use both radio and television. It entered TV for the first time last September with sponsorship of Dr. I. Q., Dr. I. Q. 1000, and Curvyn Pimples, and the show is being dropped on NBC-AM the end of this month. V. H. Gles, Mars advertising and sales director, in making the official announcement, said the account was designed by Grant "several months ago" but announcement was delayed until the firm appointed a new agency. Several Chicago firms made presentations to Mars.

Mars Account

Names Burnett Agency

"New Era'' Hits Film

MANDATORY to enthusiastic. On balance, I think the film is helpful, but still not as good as those show-

business ought to produce to advertise itself.

One local businessman said, "Radio today was promoted by letter, mail, newspaper, phone call, personal speech and moving pictures, yet the picture itself says radio alone is enough—a self-contradic-
tion. Granted radio is the ham, why deny the value of bread in making a sandwich?"

Another viewer liked the case histories and suggested the film explain and sell radio programming, describing the competitive newspaper material as "juvenile."

Others criticized anti-newspaper material; called the music "too loud"; "well done but needed more statistics; "too distant, not get people's attention.

"Radio's Future

Healthy Outlook—Gittinger

WILLIAM C. GITTINGER, CBS vice president and assistant to the president, last week predicted a healthy future for radio, despite the growth of television.

In an address entitled "Radio Is Here to Stay" before the Cleveland (Ohio) Advertising Club, Mr. Gittinger said that "television doesn't need to hurt any other medium . . . that the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

Citing the fact that CBS in 1949 again increased its radio billings over the year before, Mr. Gittinger said that radio will continue to grow and that it is going to take an awfully long time to cut down radio's tremendous size.

In regard to advertising, Mr. Gittinger said: "Television will bring new advertisers into the field—advertisers who never used radio."

FCC Actions

Two new AM stations and two FM stations approved by FCC last week. Three existing AM stations awarded improved facilities. Five transfers of ownership approved and three AM, one TV and two FM permits were deleted. For details of these and other FCC actions see FCC Roundup on page 84 and Actions of the FCC on page 76.

AMERICAN RADIO sales techniques interest Tokyo (Jap.) Women's Division, Broadcasting Corp of Japan, as Bette Doolittle, executive secretary, Assn. of Women Broadcasters, shows her the BAB brochure, "Radio's feminine Touch."

Egami is studying basic concepts of democracy and will report on her U. S. tour to Gen. Douglas MacArthur.

AWB MEETING

In Cleveland June 1-2

SEVENTH annual convention of NAB's Ass'n of Women Broadcasters will be held June 1-3 at the Hotel Cleveland, in Cleveland, according to Bette Doolittle, AWB executive secretary, and Eleanor Houston, WHK Cleveland, convention chairman. AWB's Steward Committee will meet June 4, day after the convention closes.

Convention theme this year will be built around the brochure "Ra-
dio's Feminine Touch," prepared by NAB's Broadcast Advertising Bu-
reau. The elaborate 52-page sales manual for women's programs will be supported by a companion directory listing women broadcasters programs.

BAB Brochure

The BAB brochure was prepared with cooperation of Lee Hart, on- leave as BAB assistant director, and Miss Doolittle. The convention program will utilize the BAB material to show how women's programs can be sold and merchandized.

Anticipated attendance at the convention will be around 400, ac-
cording to Miss Doolittle. The agenda, along with speakers and panel discussions, are being drawn up and will be announced in the near future.
NEW STATION PROMOTION SWEEPS COUNTRY IN TWO SHORT WEEKS.
READ ALL ABOUT IT!

From San Diego to Rutland ... from Ann Arbor to Dallas! By phone ... by wire ... requests are pouring in for the new "LUCKY SOCIAL SECURITY NUMBERS" exclusive contracts. In two weeks the idea has caught on fire all over the place. But this story is not concerned with telling of how many stations bought the idea ... 

BUT IN THE INSTANTANEOUS RESULTS THE PROGRAM IDEA HAS BROUGHT TO SUBSCRIBING STATIONS!

In the box over at the right we've taken a few case histories at random. Read them carefully. Can you use that kind of selling tool? Does your Hooper need a boost up? Have you got time you haven't been able to sell? Check the stations that are already using the plan. If your area is open ... right this second send your wire reserving the franchise for your station. Graduated cost makes it easy to introduce into your market at nominal expense.

HOW IT WORKS

We furnish you with ten numbers a day, one for each five minute newscast (or any other schedule that fits your needs). Whenever the number read out over the air matches the Social Security Number of the listener WE SEND YOU a $100 cash prize to pay the lucky listener.

for contracts

WIRE: AZRAEL ADVERTISING AGENCY
1000 NORTH CHARLES STREET • BALTIMORE 1, MD.

READ THESE AMAZING SALES RESULTS BY HAPPY STATIONS!

1. "98 new accounts approved and signed up in a week with this show."—WKAX, Birmingham, Ala.
2. "One sponsor reports he sold 3 cars in two weeks ... 2 new Mercuries and a used car. Averaging 5 good prospects a day."—WBBI, Burlington, N. C.
3. "Sold out 10 new programs a day across the board on this idea by the time "LUCKY SOCIAL SECURITY NUMBERS" show hit the air."—WIKY, Evansville, Indiana.
4. "Most sensational thing in St. Louis radio ... since Man from Mars incident."—KSTL, St. Louis, Mo.
5. "Tripled our weekday Hooper. Quadrupled for Sundays."—WBMD, Baltimore, Md.
6. "Life is wonderful! We had our first winner today. The excitement made everyone feel grand!"—WRIB, Providence, R. I.
7. "Had a winner on our first day, first number! Wonderful publicity."—KFGO, Fargo, N. D.
8. "Sold out before we went on the air."—WJMH, Dearborn, Mich.
9. "30 programs per week sold in two weeks."—WICC, Bridgeport, Conn.

Stations already using program as of March 20th 2 P. M. and they're coming in hourly:

WABE—Atlanta, Georgia
WBMS—Baltimore, Maryland
WKAX—Birmingham, Alabama
WICC—Bridgeport, Connecticut
WJRS—Cleveland, Ohio
WCUM—Cumberland, Maryland
WJDB—Hammond, Indiana
WRRB—Providence, Rhode Island
WLEE—Richmond, Virginia
KSTL—St. Louis, Missouri
WWSG—Springfield, Ohio
KFMI— Tulsa, Oklahoma
WKY—Evansville, Indiana
WBBD—Burlington, N. C.
WIBB—Macon, Georgia
WIBG—Philadelphia, Pennsylvania
WCOG—Fargo, North Dakota
WVOT—Wilson, North Carolina
WMKH—Dearborn, Michigan
WLEX—Hornell, New York
WQXI—Atlanta, Georgia
WPDO—Jacksonville, Florida
WRJN—Racine, Wisconsin
WERC—Erie, Pennsylvania
WTOS—Winston-Salem, N. C.
WVC—Coral Gables, Florida.
WING—Dayton, Ohio
WMRC—Greenville, South Carolina
WWBZ—Vineland, New Jersey
WXLI—Jackson, Tennessee
WILM—Wilmington, Delaware
WTNJ—Trenton, New Jersey
KVOC—Casper, Wyoming
KTOP—Topeka, Kansas
WBBV—Ann Arbor, Michigan
KSON—San Diego, California
WGBG—Greensboro, North Carolina
WMF—Florence, Alabama
WDEF—Chattanooga, Tennessee
KAUS—Austin, Minnesota
KSMN—Mason City, Iowa
WWOD—Lynchburg, Virginia
WJOM—Bloomington, Indiana

BROADCASTING • Telecasting
March 27, 1950 • Page 29
CAB MEET

ROYAL Commission on Broadcasting, increased Canadian advertising agency commissions, standard rate book policy, television and selling are topics which constitute highlights of the 16th annual meeting of the Canadian Assn. of Broadcasters being held this week (March 27-30) at the General Brock Hotel, Niagara Falls, Ont.

The only morning session scheduled is for today and includes reports by CAB Board Chairman William Guild, CJOC Lethbridge, Alta.; election of directors for 1950-51; reports by T. J. Allard, CAB general manager, and Pat Freeman, CAB sales director, and a discussion, pending, of the CAB charter.

Today's afternoon business is devoted to items of internal business, date and place of 1951 annual meeting, broadcast policy, report and discussion on Royal Commission on Broadcasting and the presentation to be made at the final sitting of the Royal Commission at Ottawa in mid-April.

Tuesday, the annual meeting of the Bureau of Broadcast Measurement will be held under BBM President L. E. Phenner, followed by a luncheon address by Don Henshaw, account executive of MacLaren Adv. Agency, Toronto. Other business will include a discussion on an advertising agency request for increased commissions and resolutions regarding selling and rate policies. The annual CAB dinner will be addressed by Dr. Robert Stanforth, first Canadian consultant for UNESCO.

Wednesday business will include a television forum with Sam Cuff, TV consultant, New York, as speaker, and Malcolm Neill, CFNB Fredericton, N. B., as chairman. There will be a question period and general discussion on ideas submitted by CAB stations, under the chairmanship of Ken Sobie, CUMA Hamilton, Ont.

International Panel

A panel discussion, "Information, Please," follows under the chairmanship of Vic George, CFCC Montreal, with an international panel of experts, including:

- W. D. Byles, Young & Rubicam, Toronto, and Guy Herbert, All-Canada Radio, Toronto.
- A panel composed of Vic George, CFCC Montreal; Ruth Jones, Bon Tyler & Bowles, New York; Jone Sheet, Fred & Co., New York; and Bob J. Miller, Walter Thompson, Toronto, moderated by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau.
- Thursday, the NAB film, "Lightning That Talks," will be shown for a Canadian preview, followed in the afternoon by a talk by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau.

Also planned for the meet is a trip to inspect WBEN-TV Buffalo with RCA-Victor as host. A number of equipment firms also will have exhibits.

AGENCY CHOOSING

Book Advises Advertisers

SO YOU'RE GOING TO CHOOSE AN AD AGENCY WITH JAMES THOMAS CHIRURG, NEW YORK: FUNK & BROWNING. AREN'T YOU? IN this volume, one of the Printers' Ink Business Bookshelf series, James T. Chirurg, owner of his own advertising agency since 1938, gives the book on the concept of the agency-client relationship, what it means, what it should be, how it should work, and why it frequently fails. He presents a clear, concise picture of the agency-client relationship, and outlines the steps that both parties can take to improve their relationship and make it work. He also presents practical advice on how to select an agency, what to look for in an agency, and what to expect from an agency. He covers the entire spectrum of agency-client relationships, from the initial contact through the contract negotiation, and provides valuable insights and tips for both clients and agencies. This book is an essential resource for anyone involved in the advertising industry.
Bound for town and Bound to BUY

SELL YOUR PROSPECTS IN TRANSIT—-WHEN THEY ARE ABLE AND READY TO BUY—CLOSE TO POINT OF PURCHASE!

The remarkable sales increases National Advertisers are getting from Transit Radio* are the result of several sound, basic advertising advantages:

1. Your prospects are actually in transit — on their way to buy!
2. Listeners can act within minutes of hearing your commercial.
3. You get a counted, selective audience, of known dimensions and characteristics, at an attractively low rate.
4. Transit Radio is completely flexible; can exactly fit the campaign precisely to your needs.

In Houston, for example, Transit Radio not only delivers the 420,000 Houstonians who ride Houston Transit Co. buses every day, but includes all the passengers of all the “Shopper Special” buses serving the busy downtown retail business section. Every product has distribution there! Most products, too, have distribution in the thousands of neighborhood drug, food and other stores — handy to every transit stop. So, coming or going, bound for town or homeward bound, your Transit Radio commercial reaches a guaranteed, receptive audience, in a mood to buy, in position to buy now!

*Want documented, sales-audited proof? Then phone or write to:

TRANSIT RADIO, Inc., National Representatives

NEW YORK 17, N.Y.  •  CHICAGO 1, ILL.  •  CINCINNATI, OHIO
250 Park Avenue  •  35 E. Wacker Dr.  •  Union Trust Building
MU. H. 8-3780  •  Fin. 6-4261  •  Dunbar 7775

KPRC-FM — HOUSTON, TEXAS, Affiliated with The Houston Post, NBC and TON.

HOUSTON SALES: Lamar Hotel
FA-7101

DALLAS SALES: 1714 M & W Tower Bldg.
RE. 5663

March 27, 1950  •  Page 31
IMMEDIATE action to set up a world-wide radio network capable of "laying a signal into every receiver in the world" despite Russian jamming efforts was advocated Wednesday by Sen. William Benton (D-Conn.).

Sen. Benton's proposal—urging the U. S. radio unit that could broadcast "on longwave, shortwave, or medium wave"—was embraced in his sweeping "Marshall Plan of American Ideas" presented to the Senate. It was the first major Senate speech by the former Assistant Secretary of State in charge of the Voice of America and other foreign information services.

Pleading for an expansion of the State Department's International Information and Educational program, Sen. Benton declared, "We are in the crucial moments of a struggle for the minds and loyalties of mankind." As America's answer to this struggle, he outlined a six-point program that would tell the U. S. story "in a full-throated voice instead of a whisper."

The Senator, appointed to fill a Connecticut vacancy in the upper chamber of Congress last December, pledged to broadcasting as a "unique medium" for reaching the minds of foreign peoples. Unlike publications or the movies, Sen. Benton said, radio can reach remote and rural areas as easily as metropolitan centers. Radio does not depend on literacy, nor affected by shortage of paper or film stock, he said.

But, he said, "shortwave broadcasting is not enough, even if we had adequate transmitters which we have not. What is required is a unified, world-wide network capable of laying a signal into every receiver in the world—mediumwave or longwave as well as shortwave. This can be done, despite many obstacles if we have the will to do it."

Cites Obstacles

These obstacles, he had explained, are principally Russian efforts to jam U. S. broadcast. He revealed, however, that Edward Barrett, newly-appointed Assistant Secretary of State for Public Affairs, had given the Senator an optimistic report on possibly overcoming Soviet jamming.

He said the proposed $44 million budget for the information and educational program in fiscal 1951 is "woefully inadequate."

Also forwarded in his resolution (S. Res. 245), co-sponsored by 12 Senate colleagues, was a proposal to establish a non-governmental agency that would "inspire and guide" efforts of private citizens who desire to use talents and resources and overseas contacts in furthering the program.

Another point in Sen. Benton's program would step up work being done by UNESCO, the international organization to which the U. S. is a contributing nation. He pointed out that UNESCO could be used by the U. S. in implementing its radio broadcasting facilities in Germany, thus aiding the State Dept. in its efforts to pierce the iron curtain by broadcasting from Germany.

Co-sponsors of the Benton resolution are Sens. Paul H. Douglas (D-III.), Ralph E. Flanders (R-Vt.), J. William Fulbright (D-Ark.), Frank P. Graham (D-N.C.), John E. McFullum (R-N.J.), Herbert H. Lehman (D-N.Y.), Brien McMahon (D-Conn.), Wayne Morse (R-Ore.), Karl E. Mundt (R-S.D.), Margaret Chase Smith (R-Me.), John J. Sparkman (D-Ala.) and Charles W. Tobey (R-N.H.).

WVET TRANSFER

FCC Approval Sought

TRANSFER of control of WVET Rochester from 20 of its 38 war veteran-owners to the Security Trust Co. of Rochester, which has loaned the station $111,000, is sought in an application filed with FCC last week.

Upon repayment of the loan, FCC was told, application may be filed for return of control to the present licensee firm, Veterans Broadcasting Co. But in deference to FCC regulations it was made clear this would be a separate transaction subject to FCC approval apart from the present proposed transfer to the bank.

Application for the transfer stemmed from the station's inability to comply with all the terms of a loan agreement, including a provision anticipating a $50,000 contract with a local advertiser.

The station was understood to be operating at a profit currently, but not at a sufficient rate to meet the schedule of payments provided in the loan agreement.

Makes Pledge

The bank pledged that the station would continue in operation under its control and that the present licensee's program policies would be followed. Operation would be through the Veterans Broadcasting Co.

The station, established in 1947, is owned by 20 war service veterans headed by William B. Maillefer as president and general manager. The stock that would be transferred to the bank represents about 68% interest.

Directors of the bank include two men who also are directors of Stromberg-Carlson Co., which owns WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

WVET is a Mutual affiliate on 1280 kec with 5 kw. The transfer application was made today by Frank U. Fletcher, Washington radio attorney.

WORLD-WIDE RADIO

Benton Urges Action
Memo to
WORLD-Affiliate Stations!

Another exclusive money-making scoop is in the making! Now you can line up sponsors as never before! March 28th is the mailing date. Watch for it!
Milestones

ON the occasion of his 25th year with WOR New York on March 8, John B. Gambling (il), receives an engraved clock and barometer from J. R. Poppele, WOR vice president. M. C. of the early morning Musical Clock show, Mr. Gambling first joined WOR as an engineer-announcer.

MARKING the 20th anniversary broadcast of the Catholic Hour on NBC, Emmett Bieser (il), president of the National Council of Catholic Men, presents a citation to the network. Niles Trammell, NBC board chairman, accepts the award.

FIRST birthday anniversary of Washington Transit Radio was celebrated March 1 in novel fashion as the firm sent out 140 miniature "street car" cakes to local sponsors and advertising agencies. Attached was a card saying: "This is our first birthday. Today YOU take the cake. For the other 364 days a year we like to feel Transit Radio takes the cake as an advertising medium." Mrs. Helen K. Mobberly, sales manager of Washington Transit Radio Inc., and Ben Strouse, general manager of firm and WWDC-AM-FM, Capitol outlet, light a candle for the occasion.

KATL TO 5 KW Baseball Plans Announced

KATL Houston, independent outlet owned and operated by Texas Broadcasters, has announced increase of its power from 1 kw to 5 kw on March 16. Installation of the new transmitter was directed and supervised by Chief Engineer Ed Martin.

Simultaneously, KATL said complete coverage will be given Major League baseball games during 1950 through the Liberty Broadcasting System, with which the station is affiliated for sports. For the fourth consecutive year, the Texas League's Houston Buff games, played at night, will be broadcast, KATL reported.

by the station March 25 with a radio show, fearting CBS and local talent.

Commercial Manager William F. Malo of WDRC Hartford, Conn., is observing his 20th anniversary with the station this month.

Glenn Hardy this month celebrates his 16th year as newscaster on MBS Alba-Selecter Newspaper of the Air.

Weather show, aired from the U. S. Weather Bureau in Washington over WASH (FM) Washington and the Continental FM Network, Mon.-Fri., 6-6:10 p.m., observed its first anniversary March 14.

BIESER NAMED Heads Ziv's Dallas Sale

ELMER BIESER, member of the sales force of Frederie W. Ziv Co. has been promoted to sale manager of the firm's new formed south western division, with headquarters in Dallas the firm an announced last week. The position, Ziv sai, is in keeping with its 1950 expansion program which calls for the opening of new sales division throughout the country.

Prior to joining Ziv in 1947, Mr. Bieser was with the sales department of WKY Oklahoma City.

STUDY POSTPONED Senate Group Session Delayed

INABILITY to gain a quorum of members of the Senate Interstate and Foreign Commerce Committee last Wednesday delayed consideration of two important measures which affect radio. Cancellation of the committee's executive session deferred study of the President's reorganization plans affecting governmental agencies including the FCC [BROADCASTING, March 9]. Also held over until the next scheduled executive meeting or April 12 was committee action on the Langer Bill (S 1847) which would prohibit radio and other forms of interstate advertising of alcoholic beverages. Public hearings on the measure, authored by Sen. William Langer (R-N.D.), were held last January [BROADCASTING, Jan. 16].
Graybar recommends

PRESTO RECORDING DISCS

SCOTCH SOUND RECORDING TAPE

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in Key Cities.

<table>
<thead>
<tr>
<th>CITY</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>ATLANTA</td>
<td>E. W. Stone, Cypress 1751</td>
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<tr>
<td>BOSTON</td>
<td>J. P. Synch, Kenmore 6-4567</td>
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<tr>
<td>CHICAGO</td>
<td>E. H. Taylor, Canal 6-4100</td>
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<tr>
<td>CINCINNATI</td>
<td>W. H. Hanbaker, Main 6060</td>
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<td>CLEVELAND</td>
<td>W. S. Rockwell, Cherry 1-1260</td>
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<tr>
<td>DALLAS</td>
<td>C. C. Ross, Central 6454</td>
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<td>DETROIT</td>
<td>P. L. Dundy, Temple 1-5500</td>
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<td>HOUSTON</td>
<td>R. T. Albury, Atwood 8-4571</td>
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<tr>
<td>JACKSONVILLE</td>
<td>W. C. Winfrey, Jacksonville 6-761</td>
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<tr>
<td>KANSAS CITY</td>
<td>R. B. Wrigg, Baltimore 1444</td>
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<tr>
<td>LOS ANGELES</td>
<td>E. R. Thompson, Angelus 3-7283</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>W. G. Price, Geneva 1621</td>
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Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the “top-quality” requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't smear, backslash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.

Graybar Brings You Broadcasting's Best...

Amplifiers (1,20) Antenna Equipment (20) Cabinets (13) Consoles (20) Loudspeakers and Accessories (1,20,22) Microphones, Stands and Accessories (1,11,12,15,20,22) Meters (10,20) Recorders and Accessories (2,7,17,19) Speech Input Equipment (20) Test Equipment (1,10,21) Towers (Vertical Radiators) (3) Tower Lighting Equipment (6,9) Transmission Line and Accessories (5) Transmitters, AM and FM (20) Tubes (9,14,20) Turntables, Reproducers, and Accessories (7,17,20) Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By...


EVERTHING ELECTRICAL TO KEEP YOU ON THE AIR

via Graybar

Graybar of Western Electric products

NEW YORK
P. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 5-5405

PITTSBURGH
B. F. Grossart, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
R. C. Morison, Market 1-5131

SEATTLE
D. I. Croq, Manual 0123

ST. LOUIS
J. P. Leakeh, Newstead 4700
THE LATEST WCKY STORY

RAZOR BLADES BY THE MILLIONS!

WCKY'S JAMBOREE SELLS THEM!

The Blademan Company of Chicago started using the Jamboree in February 1949, offering 100 razor blades for $1.00. In ONE YEAR WCKY has sold over SIX MILLION RAZOR BLADES on the Jamboree.

THE JAMBOREE COVERS A RURAL AND SMALLTOWN MARKET OF OVER 3,500,000 RADIO FAMILIES IN TEN STATES.

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

INVEST YOUR AD DOLLAR WCKY'S-ly
THE LATEST WCKY STORY

THE WCKY JAMBOREE IS THE IDEAL VEHICLE TO REACH THE RURAL AND SMALL TOWN AUDIENCE.

Look at some typical sales results on the Jamboree:

Hopkinson Harmonica Co. of Chicago, selling an harmonica and instruction book for $1.69—in 3 months has received over 36,000 orders.

The Glessner Company, offering a free sample of Dr. Drake's Cough Syrup, has received over 8500 inquiries in less than 3 weeks.

The Lancaster Seed Company, selling 50 packets of seeds for $5.00, has sold 395,900 packets of seeds in 6 weeks.

IF YOU HAVE A PRODUCT APPEALING TO THE JAMBOREE AUDIENCE, LET US GIVE YOU THE FACTS ON THE JAMBOREE.

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

or

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

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

**Censor of Thought**

THE SEDATE and seldom wrong New York Times appears to have fallen for the specious "merchandising" approach of the FCC.

In an editorial on "Freedom of the Airways," the Times uses as its springboard the current hearings on renewal of licenses of the G. A. Richards system (KFL, Los Angeles, K建筑, Detroit, WGAR, Cleveland). It brings out that Mr. Richards is accused of ordering the slanting of news broadcasts. It states that if the charges are proved, then the FCC would be justified in refusing to renew the license. The newspaper adds that the evidence obviously would have to be unmistakable that the "deception has been practiced wifully."

So far, there can be little disagreement with the Times' position. If the stations were used as Mr. Richards' personal mouthpiece, the FCC would have a case. But the test is what went out over those microphones, and not what Mr. Richards privately may think about the administration, people in public life, the New York Times or this trade journal. It is significant that Mr. Richards has been the principal owner of stations for over a quarter-century and the licenses have been renewed periodically and with no public complaint.

Where the Times, in our view, goes astray is when it bases its case upon the limitation of available wavelengths. There are 3,000 licensed stations—more than double the number of daily newspapers. There are hundreds of PM stations. The clearrets of FM stations are authorized weekly. Other licenses are turned in. There are frequent newspaper consolidations; few new dailies.

There are laws, and laws of supply and demand govern. There are traffic regulations for the airwaves. And there are the usual laws which govern radio and newspapers alike. Neither can publish lottery information nor carry obscene, profane or indecent material.

There are traffic regulations for the highways—on land, sea and air. There are limitations as to the number of automobiles or airplanes that can be accommodated. There are limitations on practically everything.

But are those limitations more illusory than real?

What we're talking about is a traffic cop of the airwaves, and not a censor of thought.

**Who Whizzed Whom?**

THE AGGRESSIVE program director of a western station hit on what must have seemed to him to be the idea of the other day. A news quiz show! Make the questions timely and informative by letting one of the newer abbreviated news magazines get them up! In return the show would plug the magazine. It sounds like a natural.

So he wrote to the magazine editors. They were delighted! The idea would give them a full radio program for free. They would get recognition and build up that competitive publication such as Reader's Digest. Look, and others were getting at regular rates. And why couldn't the idea be expanded?

The magazine avidly accepted. It followed through with a circular letter to stations making the same proposition.

Another firm has been in the business of furnishing prizes for quiz shows. With quiz ratings falling they have found it harder and harder to get manufacturers to furnish prizes in return for the doubtful advertising they receive when their product is given away. Stations have got to continue the show.

So this "merchandising consultant" saw a way to play both ends against the middle with himself on the receiving end for his regular 15% cut. He would "sell" the merchandise in the station, taking his "pay" in spots for the manufacturer. The station would get its quiz prizes and the manufacturer would get the customary mention and the spot announcements to the value of his merchandise as well.

Those are only two of the schemes being hatched by misguided, meddling or downright unscrupulous promoters. They want the advantage of radio without paying card rates. More stupid than outright per inquiry pitches, which most responsible station managers have learned to avoid, they solicit time under the guise of trading value for value.

In this competitive period every one must be alert to possibilities for profitable business for his operation. But anxiety for business must not outweigh fundamental principles.

Radio, when properly used, gives the advertiser more for his money than any other medium. It is a bargain at established card rates.

**RJ: Good Taste**

RADIO'S OWN cold war is warming waxer. On several divergent fronts the boys are beginning to show 'em up.

The FCC Chairman Wayne Coy has lashed out against "poor taste" in TV, and the wisemen soon will be calling it "smellevision." Little more is needed to goad the columnists and the reformers and the politicians into shooting at radio and TV from the hip.

Mr. Coy took off against the lowering of program standards. It didn't take long for the boys to level their sights at CBS' ubiquitous Arthur Godfrey, whose rise to stardom is as meteoric as that of TV itself. CBS affiliated TV outlets have threatened to cancel Godfrey shows unless they're checked.

We have no doubt that CBS, having made Mr. Godfrey, can also restrain him. Networks will not take too lightly the reactions of their affiliates. TV is still groping for its formula. It doesn't do any harm to focus attention on these matters, provided the dead hand of Government stops there. Otherwise it's censorship. Telecasters, networks and af filiates need to get their collective heads on means of coping with these matters.

Radio has had its "poor taste" headaches from the start. A dozen different codes of ethics have been worked out. None prevails. CBS in radio has ever denied that there's need for improvement. What art, profession, business or governmental process cannot be improved?

We think we know what constitutes good taste. But that's our good taste. Yours is different. Mr. Godfrey's is different.

And where is the repository of the FCC's standard of good taste? Is it in the wrangling "experts" and "representatives" of the forever-agreeing members? Is it in the crowded warrens where scurry the bewildered, innumerable inexperienced recent graduates of a certain body? Probably the FCC standard of good taste is really in limbo until the appointment of the expected chief of the new Broadcasting Bureau. He will fetch it forth, separate it from its obsolete placenta of public interest, good taste and morality and give it a hard smack on its "discussion of public issues," bathe it in "integration of ownership," oil it with "local residence," powder it with the fragrant "principles of good taste." As the FCC standard of good taste, it will be unimpeachable. Probably the FCC standard of good taste is really in limbo until the appointment of the expected chief of the new Broadcasting Bureau. He will fetch it forth, separate it from its obsolete placenta of public interest, good taste and morality and give it a hard smack on its "discussion of public issues," bathe it in "integration of ownership," oil it with "local residence," powder it with the fragrant "principles of good taste." As the FCC standard of good taste, it will be unimpeachable.

**Our Respects To**

CURTIS BLOOD PLUMMER

T WOULD SEEM significant that the FCC, in its present time of television trouble, has called upon the head of its TV engineering division to be its new Chief Engineer.

There should be no surprise, however, that Curtis Blood Plummer is interested in, or familiar with, television exclusively. If he were, he probably would never have been tapped for the chief'sancy. For coincident with his appointment the Commission is establishing the Office of the Chief Engineer on a higher and apparently broader plane. Effective April 3 the Chief Engineer, the General Counsel and the Chief Accountant will serve as “the top level advisors and representatives” of the Commission itself.

Improbable though his 37 years would make it seem, Curtis Plummer has been associated affirmatively with broadcasting almost from the time of its beginning. With assists from his father he built his first radio receivers at age 8. Their cracking reproduction of the weather reports of WGI Medford-Hillsde, Mass., and the more varied programs of KKDA Pittsburgh was proof enough of their utility.

Practicing broadcasters can take encouragement from the fact that the new Chief Engineer has also worked broadcast transmitters for a living. His decision to give it up as “too dull” may be charged off to the times in which he worked, when there were less than 900 stations and the directional antenna had just begun to enliven—and enslave—the profession.

He also is credited with an encouraging but bureaucratically rare dissatisfaction for red tape in his dealings with licensees and applicants.

Colleagues say his direction of the Engineering Bureau's Television Broadcast Division, which he has headed since it was established in 1945, counted at least as much as his engineering know-how in FCC’s decision to make him Chief Engineer.

"He's kept it running like a happy family," one FCC official reports. As Chief Engineer he will have a substantially bigger family to run happily.

Curtis Blood Plummer was born Aug. 15, 1912, in Boston, Mass., but until recently it took two "birth" certificates to link the name with the birthplace and birthdate. He is the son of Richard and Alice Blood and was christened Curtis Roberts Blood. In 1924, upon the death of his father, he was adopted by J. W. and Flora Plummer, relatives of Alfred, Mo., and took his present name. A 1946 general law of the Massachusetts Legislature cut his birth-certificate problem back to par.

"Curt" Plummer can attribute his early (Continue on page 41)
FOR THE 8th AND 9th TIMES!

- 1st Award—to Station WOV for the 8th time for PUBLIC SERVICE PROMOTION
- 2nd Award—the 9th Billboard Citation for SALES and AUDIENCE—SALES PROMOTION
- In the 12th National Competition conducted annually by BILLBOARD for Non-Network Stations in the 5000-20,000 Watts Group.

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • ARNOLD HARTLEY, Program Director • ANNE C. BALDWIN, Director Press Relations
ABC LOAN
May Borrow $2.5 Million
ABC ANNOUNCED last week it had negotiated with the New York Trust Co. a loan agreement under which the network may borrow up to $2.5 million in the next year.

Any loan taken out under the agreement will have a maturity of five years.

The purpose of entering into the agreement was to provide the network with a total reservoir of borrowing power of $2.5 million against which loans could readily be obtained “to take full advantage of all favorable opportunities as quickly as they may present themselves,” according to Robert E. Kintner, ABC president.

KVON Santa Ana, Calif., moves to larger offices and studios at 105 E. Fifth St.

Management

A L A N C. TINDAL, formerly with commercial department of WSPR Springfield, Mass., elected station manager, KRISTIAN SOLBERG, with treasurer’s office for past three years, named assistant treasurer. Both elected to board of directors of WSPR Inc.

WILLIAM S. PALEY, chairman of the board of CBS, elected a trustee of Columbia U., New York. He will be part of group of trustees which oversees administration of university.

MORT WEBNER, manager of KVEN Ventura, Calif., named member of Radio Pioneers Club.

IRWIN ROSTEN, former television editor of Radio Daily, joins DuMont television network as administrative staff assistant.

HARRISON DUNHAM, manager of KTTV (TV), Los Angeles named Southern California Broadcasters’ Assn. representative on Los Angeles Chamber of Commerce Television Committee.

ALBERT ALBINGER, general manager of WOOL-AM-FM Columbus, Ohio, elected state radio chairman of Savings Bonds Div.

DR. PETER C. GOLDMARK, director of engineering research and development of CBS, appointed visiting professor of medical electronics in School of Medicine of U. of Pennsylvania. Dr. Goldmark last year supervised installation and operation of first color television apparatus ever used to telecast surgical operations.

DONALD W. THORNBURGH, president of WCU Inc., Philadelphia, elected member of national board of directors of Big Brothers of America.

HAROLD CRITTENDEN, manager of CKBK Regina, re-elected president of Regina Chamber of Commerce for 1950-51.

BRUCE BARTLEY, president of KBRO Bremerton, Wash., and Lillian Steward have announced their marriage.

MAC McCALL, manager of WWFF Patalka, Fla., is the father of a boy.

1950 BROADCASTING-NAB GOLF TOURNAMENT
will be held April 16 at the famous
TAM O’SHANTER COUNTRY CLUB

View of Tam O’Shanter, looking toward the club house.

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O’SHANTER course, scene of the country’s outstanding golf tournaments. The date is Sunday, April 16.

BROADCASTING-Telecasting will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

ATTENTION: GOLF COMMITTEE

Enter me in the BROADCASTING-NAB Golf Tournament April 16.

Name
Company

BROADCASTING - Telecasting
870 National Press Bldg.
Washington 16, D.C.

Last Year’s Cost
Mr. Howe recalled that last year NAB cost the station $255.75, including dues, BAB strip film, “Lightning That Talks,” and BAB direct mail. “I am satisfied that we got our money’s worth,” he said. He praised NAB sales aids, legal assistance, labor relations and pointed to such intangibles as the protection of private broadcasting, the New Mexico tax fight and other benefits.

Surely certain are going to meet the cry of NAB being for bigger broadcasters by resigning from NAB and sulking in our tents,” Mr. Howe said. “Such actions merely leave fewer small station operators to carry the burden.”

NAB DUES

Howe, Tackley Give Views

“Most local stations do not know how to use their own trade association,” James L. Howe, president of WCTC New Brunswick, N.J., declared last week in an open letter to the industry.

The Howe letter was written as an answer to charges by WQQQ Washington that NAB’s services aren’t worth the increased dues to be charged April 1 (BROADCASTING, March 20, 6).

Taking the other side in the controversy over the dues increase voted in February by the board was Mitchell C. Tackley, production manager of WICY Malone, N.Y. Mr. Tackley feels the dues are “prohibitively high” for smaller stations and adds that NAB has acted “without doing anything to curtail their own operating expenses.”

“It is no secret that many stations have felt for a long time that NAB was not doing the kind of job we small station broadcasters need,” Mr. Tackley wrote. “When BAB came along, we felt that at last a step was being made in the right direction. However, as much as we feel that we would like to be a part of NAB, our position will be untenable when the April 1 dues policy goes into effect. As you suggested in your editorial of Feb. 27 we are staying with NAB through April with the sincere hope that something will be done by that August body.”

[End of text]
Respects

(Continued from page 38)

affinity for radio to both his father and his foster father. His father, who worked days as a New England Telephone & Telegraph Co. engineer and nights as a radio experimenter, helped him with his first radio sets, which he built for neighbors in Winchester, Mass., where the Bloods were then living. His foster father, an automobile dealer, advocated the commercial model radio receivers available in Alfred, encouraged the boy to develop his talents.

After earning high-school pin money with a radio repair shop in his foster father's garage and appliance shop, young Plummer entered Hebron Academy at Hebron, Me., a preparatory school. Radio sets were forbidden to students, but he built them for faculty members and thereby made sure he would have one available for his own use.

In college - U. of Maine - he wanted to take several engineering courses but found this impossible. He did the next best thing, concentrating on electrical engineering and putting secondary emphasis on mechanical. His major was in radio and electronics, and he made the pleasing discovery that there are scientific reasons for some of the effects he had been noticing for years in his work repairing and building receivers.

Exceptional Memory

Before he received his Bachelor of Science Degree in electrical engineering in 1935, Mr. Plummer became a "ham" — a hobby he has indulged sporadically ever since. As a student he also won notoriety for his memory. Among other things, he memorized all the electrical characteristics of all the receiving tubes in the "Tube Book."

"It was much easier than looking the stuff up," he explains.

"Curf" Plummer got his first job in late 1935 with WHEB Portsmouth, then owned by the Christian Adventist Church. He was a combination man, the combination being just broad enough to include whatever job needed doing then.

Dropped from the staff because of the short hours of winter, he moved in 1936 to the Radio Receptor Co., New York. By mid-1937 he had concluded there were too many ups and downs in aviation radio and manufacturing, and left Radio Receptor to set up a receiver sales and electrical contracting business in his home town. This he gave up when he found the volume of business too small.

In early 1938 Mr. Plummer went to work installing WGAN Portland. The transmitter installation was completed weeks before the studio, with the result that he was called upon to set up a "quickie" studio in the transmitter building. He finished this assignment in a few hours, incidentally winding up with what he recalls as "the best acoustics job" he's seen.

"I wonder if I could repeat the accident," he muses.

After a year with WGAN he decided he didn't want to be a push-button operator and started taking Civil Service examinations in search of something more to his liking. He "hit" with an application for appointment as an FCC inspector. His notification came while he was doing a remote pickup of a dance band, and he left WGAN at the end of the broadcast.

The following Monday — that was in July 1940 — Mr. Plummer reported for FCC work in Boston. He was first assigned to intelligence work, then was given the job of installing sub-monitoring stations for the old Radio Intelligence Division. In January 1941 he was reassigned to Boston, where he helped move the monitoring station from Hingham to the new Millis plant.

"Those were the best working hours I've ever had," he recalls.

"Worked from 4 p.m. till midnight five days a week, with four hours extra on Saturdays."

He soon tired of the routine, however, and applied for transfer to Washington. Upon his arrival there in August 1941 he was assigned to the Standard Broadcast Division. With the outbreak of war in December, he was assigned to Voice of America problems and, in 1944, was named assistant chief of FCC's Non-Standa Broadcast Section of Engineering in addition to his chores for the Voice.

When the TV Division was created in 1945 he was named acting chief, taking the Voice duties along with him. In 1946 he was named chief of the division. Since then the Voice — international broadcasting — has occupied fully half his time.

He has represented the U. S. at three international high-frequency broadcasting conferences—Atlantic City in 1947, Geneva 1948, and Mexico City 1949.

In 1944 Mr. Plummer was married to Miss Helen Hale, a native of Boston who had spent almost all of her pre-college years in China with her parents, who were missionaries. When his dinner-table conversation becomes overloaded with kilowatts and tropospheric interference, she can return the compliment in Mandarin Chinese. They have one son, Lee Curtis, aged 2.

Mr. Plummer is a member of the American Institute of Electrical Engineers and a senior member of Institute of Radio Engineers. He has a cottage in Maine — and a boat to go with it — where the Plummers spend their summer vacations.

Between times, he moves from one hobby to another — currently it's a study of economic treatises and cycles.

Let WIBW
focus your Selling in...KANSAS

All you need is
ONE STATION: WIBW
to do the hardest selling
in both CITY and FARM markets.

FOCUS on your CITY market!

It's Topeka — a 21 county market, according to the Audit Bureau of Circulation, Topeka has 23% of the state's effective buying power and 22% of all Kansas families. WIBW is the preferred station in this market. It has three times more listeners than all other Topeka stations combined.*

* Kansas Radio Audience 1949

For the CITY market

For the FARM market

ALL YOU NEED IS WIBW!

For the FARM market

A glance at Consumer Markets, 1949, will show that WIBW's farm market is made up entirely of families on farms and in agricultural communities. In this rich market, WIBW has ten times more listeners than all other Topeka stations combined.

WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"

WIN. TOPEKA, KANSAS • WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

March 27, 1950 • Page 41
FEDERAL TRADE COMMISSION received two setbacks last week when the U. S. Court of Appeals for the District of Columbia modified one FTC order and the Food & Drug Administration failed to support part of the charges against two manufacturers of antihistamine cold drugs.

In the first case, which legal observers feel could have placed widespread restrictions on radio, television and other advertising media, FTC had attempted to require Alberty’s Food Products Co. not only to state fully the limits of benefits to be derived from use of its Oxizin Tablets but also to call attention to what the product will not do.

Neither the appeals court nor Alberty’s Products Co. denied FTC’s contention that the firm should limit its claims of beneficial effect to the causes for which the product is helpful—i.e., in the case of Oxizin Tablets, simple iron-deficiency anemia—but the court said FTC was overstressing its powers when it required an advertiser to include additional negative statements regarding his product.

Cites Extensive Scope

Pointing out the ends to which these limitations could have been extended, Judge E. Barrett Pettyman wrote in the majority opinion:

“Almost every advertisement of a food, drug or device, no matter how accurately described and carefully limited in its claims, would fall within the scope of the rule here sought to be established. . . . If it [FTC] has this power, it could, if it chose, require an advertiser of a breakfast food rich in iron to state not only that the food is good for the deficient in iron but also that iron deficiency is less frequent than other ills and that for these others the advertised food is valueless. . . . Much power seems to us to be no less than the power to control the marketing of all such products, because, if particular advertisers, selected by the commission, can be required not only to state accurately the limited benefits of their products but also to call attention to what the products will not do, the effect on marketing is clear enough.”

In commenting on charges against another Alberty product, the court majority ruled that the firm did not have to tell the public that the claims made for its Phospo B are made under the principles of the homeopathic school of medicine.

In a second case FTC last Monday charged Bristol-Myers Co. and Anahist Co. Inc. with using false and misleading advertising in selling their antihistamine cold products. The companies are charged with misrepresenting the therapeutic properties and effectiveness of their products in treating and preventing common colds. FTC’s complaint also contends the firm’s advertising is “deceptive” in regard to the safety of the products and that they “may be unsafe and produce injury or harm to the user.”

The charges are directed against Bristol-Myers’ Resistabs and Anahist Co.’s Anahist.

It was in regard to the “safety” of the products that the Food & Drug Administration entered the picture. Associate Commissioner George P. Larrick, in a statement, said that despite contentions of FTC, his agency has obtained no evidence that the two products are dangerous when taken according to label directions.

Deny Charges

Both companies denied the charges.

Robert R. Brown, vice president and general manager of Bristol-Myers, said the allegations—and they are purely allegations—are completely erroneous and at variance with the official view of the FDA. All advertising of Resistab has been based upon clinical and scientific investigation.

On behalf of Anahist Co., Stanley Laxton, executive vice president, said “every advertising claim we have made is backed by clinical evidence. . . . Anahist does not claim to destroy the cold virus. It is directed only to the relief of the cold symptoms.”

Both firms have 20 days in which to answer the FTC complaints.

THEME of the Eastern Conference of Advertising Federation of America’s Women’s Advertising Clubs, to be held April 1-2 at the Sheraton-Belvedere Hotel, Baltimore, Md., is “Advertising Steps Out!”

Saturday morning speakers at a panel moderated by Richard W. Darrow, Glenn L. Matzky Co. director of public relations, include: Lloyd E. Partain, manager, commercial research division, Curtis Publishing Co., Philadelphia; Henry J. Kaufman, president, John H. Kaufman & Assoc., Washington; Frederick J. Bell, deputy director of human relations, McCormick & Co., Baltimore. In the afternoon Elton G. Barton, AFA president, will speak, and Helen Carroll Corathers, AFA vice president, will preside. Later Mrs. Corathers will moderate at an open forum on club problems.

Evening events feature a cocktail hour and dinner at which John H. L. Trautfeltter, vice president and treasurer, WFBF Baltimore, will be toastmaster. A special event will be WBAL-TV Baltimore’s pickup of the clubs’ Parade of Hats. WGAN Portland and WGYU Bangor, Gannett stations in Maine, are among sponsors of dinner music. Sunday activities include a talk by Edythe Fern Rinehart, from the House of Charm program of WXYZ-TV Detroit and president the Women’s Advertising Club of Detroit. Other speakers include: Marshall Trippe, advertising director, Baltimore News-Post; Betty Hamburger, promotion manager, and a panel of retail advertising managers at the store, Baltimore, and Katherine Mahool, president, Mahool Advertising, Baltimore.

ANNOUNCEMENT has been made of the deaths of March 18 of George B. Storer Jr., son of George B. Storer, president of the Fort Industry Co., to the former Joan Stanton of Birmingham, Ala. The ceremony took place in Birmingham’s Independent Presbyterian Church. Mr. Storer Jr. is manager of WAGA-TV Atlanta.
Charles H. Smith joins sales department of WCCO Minneapolis-St. Paul. He formerly was with BBDO, at whose four western offices he had been radio and television counselor since June 1948. He joined CBS New York in 1939 as assistant to Frank Stanton, then research chief for network. Mr. Smith became supervisor of research for CBS owned stations and was market research counselor for network sales when he left to join BBDO.


KSAN San Francisco appoints Western Radio Sales, Hollywood, as West Coast station representative.

Fen Job joins CKY-AM Toronto as salesman, not commercial manager. [Broadcasting, March 6]. Commercial manager of CKY is Jack Turrall.

Frank Atlass joins WDBM Chicago local sales staff after working at the Chicago Daily News.

Verne W.-Berinke, formerly with Video Varieties Corp., joins CBS-TV film syndication department as sales representative. He will service TV stations in promotion of local sale of CBS-TV syndicated film packages. He has been active in production and sale of live and film TV programs.

CKCR Kitcheen, Ont., appoints Adam J. Young Jr., Inc., New York, as U.S. representative.

Richard Rothlin, formerly with Western Beet Sugar Producers Corp., San Francisco, joins sales staff of KRON-TV same city.

William Ensign, eastern sales manager of Transit Radio, New York, to join ABC network sales department as account executive, effective April 5.

H-B Representatives Inc., newly organized station representative firm, appointed by WROK Rockford, Ill., to represent station, effective today, March 27.


Jack Meder, new to radio, joins sales staff of WIS Columbus, S. C.

National Broadcast Sales, Toronto and Montreal, station representative, admitted as associate member in Canadian Assn. of Broadcasters.

Raymond Taylor, formerly traffic manager and supervisor of announcers at WGN Chicago, transfers to station's sales staff.

John A. Serrao, manager of network sales service, CBS Hollywood, is on eight-day trip to New York and Chicago in connection with taping of Bing Crosby shows in those cities. He returns March 30.

TR adds Trenton
WTOA(FM) Feeds Translambcast

ADDITION of Trenton, N. J., to the list of cities whose transit systems provide programs to passengers riding city buses, was announced last week by Transit Radio Inc., Cincinnati. Programming will be provided by WTOA(FM) Trenton. According to R. C. Cribb, executive vice president of Transit Radio, Trenton is the 22d community now having the service.

Contracts for the service were completed by Thomas Kerney, publisher of the Trenton Times which operates WTOA, and Rankin Johnson, representing the Trenton Transit Co., it was announced. Transit Radio said five receiving units are now installed and will operate for a period of 30 days, after which, if both sides are satisfied, the agreement becomes permanent for a five-year term. The Trenton Transit Co. operates a total of 179 vehicles and it is expected that 150 of them will be equipped in the near future, Transit Radio officials added.

Berlin's Scorer

Newscast on WMOU Berlin, N. H., on March 19, designed to make citizens aware of fire danger, not only succeeded but also nearly disrupted daily life in the area. For a realistic seven minutes, the radio show depicted a forest fire raging out of control in the eastern half of Coos County. "Evacuation orders" given on the program to Berlin residents were carried out by nervous mothers, Boy Scouts offered aid at Fire Dept. stations; WMOU was swamped with more than 100 telephone calls, and the road north of Berlin was jammed some 30 miles with traffic.

In Buffalo you can go places fast with WGR -- AND ITS HIGHER-THAN-EVER HOOPER RATINGS

Edgar Bergen - Arthur Godfrey - Bob Hawk - Suspense
Lux Radio Theatre - My Friend Irma - Buddy Clark
Lucille Ball - Abe Burrows - Dick Powell
Mr. & Mrs. North - the Goldbergs
Mr. Keen - Crime Photographer
Lucile Ball - Shari Lewis - Allen Page
Joan Davis - Groupo Max
Mr. Chameleon - Dr. Christian
Bing Crosby - Weekend Special
JACK BENNY - Inner Sanctum
Red Skelton - Helen Hayes
Philip Marlowe - Gang Busters
Horace Heidt - Mystery Theatre
Talbott Hour of Stars
The Family Hour of Stars
Gene Autry
Fred Waring - We, the People
Vaughn Monroe - Contested Hour

Leo J. "Fitz" Fitzpatrick
I. R. "Ike" Lounsberry

Broadcasting Corporation

Rand Building, Buffalo 3, N. Y.

March 27, 1950 - Page 43
WHEN flying saucer allegedly flown by midget was reported sighted in Mexico, Alvin Perlmutter, promotion manager of WEOK Poughkeepsie, N. Y., had an idea. One thousand "teaser" cardboard saucers were thrown from an airplane at 9 a.m. one Saturday morning, bearing statement, "Greetings From Mars." Front page publicity was given saucers that afternoon. At 3 p.m., two more airplanes dropped 4,000 more discs on city. Midget dressed in Mars costumes spread discs from car window in town. Discs promoted 45 rpm records, saying they were "out of this world." Each saucer bore one of WEOK's call letters, and station announced that first 75 persons bringing in discs with all letters would receive prizes. Remote unit from station was set up in town to interview citizens about "visit from Mars."

Farm Hour Brochure

LATEST promotion of WRAK Wil-liamsport, Pa., describing WRAK Farm Hour is brochure mailed to 9,000 rural homes in Lycoming and surrounding counties in north central section of Keystone State. Brochure serves as introduction to WRAK's farm director and to all special guests on program. Complete schedule also is included for benefit of farm folks who cannot tune in for entire hour. Last page is devoted to ABC shows to be heard on WRAK-AM-FM.

Radio Students Operate KILO

Radio students and staff members of KFJM U. of North Dakota outlet were given opportunity to completely operate KILO Grand Forks, N. D., commercial station for two days recently. Some 15 students took part in training program with one regular member of KILO staff on duty to give help and offer suggestions. Duties assumed ranged from riding the network schedule to preparing news broadcasts and children's programs. Program was under supervision of Quentin W. Wely, instructor in radio at university and KFJM faculty advisor.

KOY-TV Mirrors

EIGHT-by-ten-inch mirrors have been sent to Bay Area radio, television and newspaper columnists by KOY-TV San Francisco to promote Admiral Magic Mirror Rescue. Written on mirror in white show card presentation is information about premiere and photo of show's star, Roly Hunter.

Station Hours Growth

CITING triple - pronged growth achieved by 50 kw ABC affiliate, WLAW Lawrence, Mass., has launched extensive newspaper advertising campaign. Opening gun was 85-inch spread which featured chart and table to sustain its contentions. Heading used to stress major points was "3 Firsts in 3 Years"—gains in daytime audience, nighttime audience and number of counties served. Claims in promotion involve both Merrimack Valley market and three counties of metropolitan Boston area. Advertisement emphasized gains of 101% in daytime listening, 179% in nighttime listening and 100% in coverage and service, figures being established on comparison of WLAW's 5 kw operation in 1946 and 60 kw operation in 1949.

WDBC Raises Coal

OVER a ton of coal was raised lump by lump by WDBC Eacazaba, Mich., in connection with the recent nationwide strike. Station offered to contributors an autographed picture of Doreen Hart, "Queen of the North," and Al LaGuire, WDBC announcer and disc jockey known as "The Lighthouse Keeper" in Upper Michigan. In three days, using an original song, "Buddy, Can You Spare a Lump," the item, which was stock piled over 2,000 pounds of coal, with contributions ranging from one lump on up. Calls, telegrams, etc., flooded the station. As promotional campaign, the drive was very successful, WDBC reports.

Mystery Contest

WEAK-long contest, conducted in conjunction with downtown movie showing of "The Third Man," run by WINX Washington recently. Listeners to George Crawford's WINX Variety were invited to enter contest by identifying mystery voices of Hollywood stars and writers. Why "In Washington, nearly everybody listens to WINX." Merchandising gifts were awarded as prizes.

Grocer's Folder

LARGE multi-colored bulletin sent to grocers in area of WYWD New York urges them to be prepared for large purchases of Bab-O or Olim, due to premium offer aired on WYWD's My Mother and I, daytime dramas. Offer and show are beamed to large Jewish market in New York.

Show Invitation

LARGE card resembling screen and surrounding cabinet of television machine is background of invitation sent to trade by Gimbel Bros., Philadelphia. Text written on screen announces party celebrating opening of new Gimbel Handy Man television show, five days weekly, 3:50-4 p.m. on WPTZ (TV) Philadelphia, and party celebrating beginning of third year of Handy Man show with Jack Creamer. Dial on cabinet surrounding screen is tuned to Channel 3, WPTZ's spot.

PERSONNEL

A. RICHARD ROBERTSON, formerly manager of public relations staff of KSL Salt Lake City.

LARRY WHITNEY, formerly of continuity acceptance staff of WGN Chicago, joins public relations staff of station.

THOMAS N. DWAN appointed director of national advertising for CJQ Calgary, and opens office at Toronto.

DONALD GETZ, of WGN Chicago sales promotion department, is father of a girl, Carolyn.

PROMOTION IDEAS

BOOK GIVES 648 CAPSULES


MANUFACTURERS of goods, or those who promote or help others promote national, state or local goods, will find in this volume 648 capsule ideas furnishing data and suggestions for use in promoting sales and stimulating business for years to come.

The second in Printers' Ink's "Idea Book" series, this new book gives one the benefit of the combined merchandising and selling experience of the publication's editors and contributors.

Material, chosen from Printers' Ink "Idea File," explains use of money-making cues such as attention-getters, curiosity arousers, teasers, service items that pay off, better promotion of the package, price, brand names, trade characters, etc.

Kobak Speaks

EDGAR KOBAB, management consultant, addressed the Milwaukee Advertising Club last Thursday during a trip to consult with clients in that city, Chicago and Minneapolis.

RAZOR BLADES BY THE MILLIONS

> See Centerspread This Issue <

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

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BROADCASTING • Telecasting
INDIANA BASKETBALL MEET
Coy Cites Record Coverage by Radio, TV

By WAYNE COY
Chairman, FCC (as Told to Broadcasting-Telecasting)

WHAT MUST have been one of the heaviest concentrations of radio news coverage in the history of broadcasting marked the Indiana High School Basketball Tournament in Indianapolis on March 15.

There were 34 separate aural originations and one for television, feeding the pulses by-play simultaneously to a total of 50 AM and FM stations and two television stations out of Indiana's combined total of 70-odd.

By comparison, coverage of even the biggest world news events ordinarily is handled by a relatively small number of newsmen working on a pool basis.

The use of 30 separate feeds from the Presidential stand at Mr. Truman's inauguration in 1949 was hailed as an all-time record for coverage from that vantage point in the quadrennial event.

Radio Representatives
At the 15,000-seat Butler Field in Indianapolis, where the 1950 tournament was held, there were only a few "pools." Two entirecaa length rows of seats were given over to the radio newsmen and their engineers. And the stations were charged nothing for the privilege, whether their broadcasts were commercial or sustaining.

The unprecedented—or at least rarely rivaled—demand for coverage was attributed to the various station's insistence upon using their own men. They had covered the games all year, they explained, and their listeners would prefer to hear the home-town announcer on the job.

The Indiana Commissioner of High School Athletics, L. V. Phillips, accordingly opened the gates for all stations. His only stipulation was that, in deference to the teen-age audience and the nature of the broadcasts, there should be no advertising of alcoholic beverages for a half-hour before and a half-hour after the broadcasts of the tournament games.

Each station was allotted three seats—one each for a play-by-play announcer, a "color" man, and an engineer.

There were three games—two semi-final contests in the afternoon and the final at night.

In the first game Madison edged Marion 50-49 in the last 10 seconds of play. In the second Jefferson High School of Lafayette defeated New Albany 41-39 in an overtime period with a shot that was in the air when the final gun sounded. In the final Madison downed Jefferson 67-43.

Originating stations included New Albany High School's 10 w WNAS, an educational FM station.

The television origination was handled by WPFM-TV Indianapolis, which also fed WTTV (TV) Bloomington.

The follow aural originations carried the games (originating stations are marked with asterisks, and all stations are in Indiana unless signed):

WJOB Hammond; *WOWO Ft. Wayne; *WLBIC Muncie; *WHOT South Bend and WRAM Warsaw; *WIFE Indianapolis; *WGBF Evansville; *WIBC Indianapolis; *WSBT South Bend; *WCNC Connersville and WCTW (FM) New Castle, WFML (FM) Washington, WIKY Evansville, WSRK (FM) Shelbyville, WMNU (FM) Crawfordsville, WMRI (FM) Marion, and WRSW (FM) Warsaw.

WASK Lafayette and WIMS Michigan City and WFMN (FM) Lafayette; *WTHT Terre Haute; *WIOU Kokomo; *WISH Indianapolis; *WABG Ft. Wayne and WTRC Elkhart; *WWCA Gary; *WED Evansville; *WBAA Lafayette; *WSAL Logansport; *WGRS Louisville, Ky.; *WTON Bloomington; *WAOF Indianapolis; *WTTS Bloomington; *WEOA Evansville; *WGBK Richmond.

WBTW Bedford; *WIND Chicago, Ill.; *WOWO Terre Haute; *WCSI (FM) Columbus and WITZ Jasper, WLOI La Porte, WERC Anderson and WLRP New Albany; *WHBU Anderson; *WFBM Indianapolis; *WCTC Tell City; *WXLW Indianapolis and WKYW Louisville, Ky.; *WBAT Marion; *WNAS (FM) New Albany.

CANTOR HONORED
Gets One World Citation

ONE WORLD citation on behalf of the One World Award Committee was presented last Tuesday to Eddie Cantor, during his personal appearance at Carnegie Hall. The citation was presented by prominent radio personality, Mary Margaret McBride.

Recipients of the One World Award and the One World Citations for International Stalenesship will be named sometime next month.

Ellithorp Elected
J. S. ELLITHORP Jr., former executive vice president of the Beech-Nut Packing Co., Canajoharie, N. Y., last week was elected chairman of the company. Mr. Ellithorp has been with Beech-Nut since 1917. Concurrently, W. G. Arkell, president since 1941, resigned to become vice chairman of the board.

WTIC Hartford, Conn., calls attention to its nighttime program lineup by buying time on WCCC daytimer in same city.
ADOPTION of additional standards for recording, mainly in the magnetic tape field, will be considered April 16 by the full NAB Recording & Reproducing Standards Committee. The group will meet Saturday afternoon at the close of the NAB Engineering Conference in Chicago, according to Chairman Neal McNaughten, NAB engineering director.

The proposed standards will augment those adopted at the 1949 NAB convention after a year of work by nine project groups. The standards serve as engineering guides to manufacturers as well as recording engineers and audio specialists, and are a revision of the basic standards adopted in 1942.

New items for the standards will include tape reels, hubs and flanges. Uniformity will permit use of reels on all makes of equipment. Mr. McNaughten described these standards as steps toward complete standardization of tape recording methods, with all tapes playable on all kinds of reproducing equipment.

The Chicago meeting April 16, to be held at the Stevens Hotel, will be open to any interested persons whether NAB members or not. If additional standards are approved at the meeting they will be submitted to the NAB board for approval.

Winston Jolly, assistant public relations director at WGN Chicago, becomes traffic manager and supervisor of announcers at station. He succeeds Raymond Taylor (see Commercial).

Charles Payen, graduate of New England School of Radio, Bridgeport, Conn., joins WNLK Norwalk, Conn., as disc jockey.

Lee Stewart appointed to handle Hiltbly Frolic show on WHAT Philadelphia.

Dik Darley, KECA-TV Hollywood program assistant, promoted to post of director for station.

Frank Badders, formerly with WKEY Covington, Va., joins announcing staff of WMBS Richmond, Va.

Felix Grant, disc jockey for WWDC Washington, takes over all-night Yaum Patrol show on station, replacing Alan Cummings, resigned.

Phil Berle, brother of Milton, joins KBVH (TV) Hollywood as producer.

Ruth Stone joins WIS Columbia, S.C., as member of program department replacing Helen Hill, promoted to music director. Virginia Dolan joins station's continuity staff, replacing Betty Fellers, resigned.

Walter M. Luce, staff member of WJAX Jacksonville, Fla., resigns, effective April 1, to rejoin WWF Palo Alto, Fla., as disc jockey.

Ernest Iverson, known to radio listeners as "Slim Jim," begins daily show on WCCO Minneapolis.

Tom Byron named script writer for KECA-TV Hollywood Mama Rosa series.

Thomas J. Carson Jr., formerly with WSAM Saginaw, Mich., joins staff of WJW Cleveland.

Kal Ross, formerly with WPWA Chester, Pa., joins WPEN Philadelphia as disc jockey. Also joining station's staff in similar capacity are: Larry Brown, returning to WPEN from WVNJ Newark; Stu Wayne, formerly with KYW Philadelphia, and Sheri Horton.

Shirley Schutt transfers from ABC Hollywood continuity acceptance staff to same staff at KECA-TV Hollywood.

Virginia Lee Mitchell joins continuity staff of KWK St. Louis, replacing Patricia Walsh, resigned because of ill health. Miss Mitchell worked formerly at WTMV East St. Louis.

John Wagner, assistant auditor at ABC Hollywood, promoted to auditor. Except for three years service with Army he has been with ABC and its predecessor the Blue Network since 1942.

Lloyd Fraser Tweedy joins staff of WDTV (TV) Pittsburgh. He formerly was associated with WARE Ware, Mass., and WMNB and WMFM (FM) North Adams, Mass.

Charles Eoon, formerly instructor in television scenic and costume design and associate art director of Pasadena Playhouse, Pasadena, Calif., joins KTTV (TV) Los Angeles as production manager.

Bart Brown, formerly of CKRC Winnipeg, and Chat Medicine Hat, joins Hollywood, promoted to auditor. Bob (Vaughn) Glassburn, cartoonist on Cartoons Circles, KRON-TV San Francisco, joins KRON-TV program department as floor director.

Wally Shubat, formerly of KGPC Brantford, joins CKOY Ottawa, as announcer.

Joseph W. Conn, director of operations for KXTV (TV) Los Angeles, named executive producer in program department. In new capacity he will oversee all directorial and production procedure.

Walter Phillips, disc jockey for WCPO Cincinnati, presented scroll by Patricia Stevens School of Models naming him "the disc jockey whose selection of music we must like to model to."

Don Otis today (March 27) starts two-hour Monday through Saturday record and interview program, Don Otis Show, on KLAC Los Angeles.

Harrie Brin, co-star of KECA-TV Hollywood I'll Buy That, and Bob Fine, producer of TV show, were married March 16.

Hobart Grimes, member of WBBM Chicago staff orchestra, is the father of a boy born March 17.

Carolyn Gilbert, star of her own show on ABC-TV from Chicago, and James D. Fitzgerald have announced their marriage.

Daws Butler, of KTLA (TV) Hollywood Times For Beany show, is the father of a girl.

Bill O'Connor, WGN Chicago sports announcer, is father of a girl, Kathy Dawn.

Milt Milner, director of programs for WTTG Coral Gables, Fla., and DON DANE, of WTVJ (TV) Miami, have announced their marriage.

George M. Caran, KECA-TV Hollywood executive producer and Alice Talton, actress, were married March 18.

Bank Heads Ala. Group

Bert Bank, WTBC Tuscaloosa, has been elected president of the Alabama Broadcasters Assn., succeeding Howard E. Pillo, WSFA Montgomery. Emmett Brooks, WEBJ Brewton, was elected vice president, succeeding Mr. Bank. Program Announcer, WUOA (FM) Tuscaloosa (U. of Alabama), was elected secretary-treasurer. Officers were elected at the spring convention held March 10-12. The association adopted a resolution commending BMI for its 10 years of service [Broadcasting, March 20].
NARBA Hopes
(Continued from page 21)
would be accomplished by executive agreement or some other procedure which would become binding without further ado.

When Senate radio leaders were assured the agreement would not become effective without the Senate's consent, the protests which had mounted began to subside [BROADCASTING, March 13].

In other quarters, political pressures within Cuba were given the blame. Elections are slated in Havana in May to name a mayor—Cuba's second-ranking elective office, long regarded as a stepping-stone to the Cuban presidency—as well as national and provincial representatives in the Cuban Congress.

Thus it was felt that in reversing their position on the proposed agreement and submitting Wednesday's counter-offer the Cuban radio authorities were acting in fear that otherwise they would incur the ill will of Havana radio station owners at a time when they need access to radio facilities.

The Wednesday proposal was rejected Thursday after lengthy conferences within the State Dept. and between State Dept. officials and Comr. Hyde. Mr. Hyde reported he and the other delegates considered the proposal unacceptable and insisted that, in their view, it would be useless to prolong the discussions.

Butler-Prio Talks

In a high-level attempt to seal the rift—which had become obvious two weeks earlier—U. S. Ambassador Robert Butler had conferred Monday with Cuban President Prio to make clear that the terms which had been tentatively agreed upon represented the maximum concessions the U. S. could make.

President Prio was said to have replied that the terms appeared to give Cuba fewer rights than she had under the NARBA Interim Agreement which expired last March 29. Cuba delivered its counter-proposal two days later.

'Talking Magazine'

PROGRAM directed at blind listeners will be started by WNEW New York, at the suggestion of a blind person. WNEW has obtained permission from leading magazines to read material on its program, bearing the name Talking Magazine. Name actors will be used as readers. The program will be heard Monday, 10:10-10:50 p.m. Only two popular magazines are available in braille.

SHOW PRIZE EXCHANGE
Robbins Proposes Trade of Spots for Products

EXCHANGE deal by which stations would pay for program prizes on a due-bill basis is proposed by Richard S. Robbins, merchandise consultant, 551 Fifth Ave., New York.

In a letter to stations, Mr. Robbins says the usual air mention for quiz programs is no longer "feasible." His fee for prizes is 15% of the retail value, payable as soon as shipment is received, he states.

Describing the plan, he declares that in exchange for prizes "you would give that manufacturer an equivalent value in spot announcements at your prevailing station rates, over an agreed period of time. The manufacturer would supply you with the copy he wished used or with transcription records, and affidavits of air time would be sent to him just as in a regular transaction.

"The manufacturer has the right to specify Class A or Class B time, but the actual hour in that class would of course be determined by the station. This is being done already on about 200 stations and being utilized by national manufacturers who would not otherwise buy time on these local stations. If you wish to receive prizes on this basis, send your letter of confirmation and your rate card, and we will add your station to the list which we are presenting our clients."

Among new inquiry projects reported is one offered stations by Lincoln Loan Service Inc., Pitts

burgh, submitted by M. Belmont Ver Standig Advertising, Washington. Under this plan, inquiries are transmitted by phone to the loan company's Pittsburgh office, with stations paid a $10 fee for each loan completed less agency commission.

WANN Annapolis, Md., submitted its rate card to LeBlanc Corp., Lafayette, Ind. (Hadacol) after receiving a P. I. offer on a 40% basis.

WQXR-FM Pickup

WQXR-FM New York announced last week it would continue indefinitely its feeding of its evening program schedule to WFMZ (FM) Allentown, Pa., a project begun on an experimental basis Feb. 1. The New York station said that WFMZ (FM) listener response was enthusiastic to the arrangement.

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SOUTH BEND IS A MARKET—
NOT JUST A CITY—AND
WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is two adjoining cities — South Bend and Mishawaka — with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-billion dollars!

WSBT — and only WSBT — gives you thorough coverage of this great market. Plus this, the rest of WSBT’s primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it — all of it — only with WSBT.

WSBT duplicats its entire schedule on WSBT-FA — at no extra cost to advertisers.

WSBT

SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RATMER COMPANY • NATIONAL REPRESENTATIVE

March 27, 1950 • Page 47
MORGAN NAMED
Is Senate Probe Legal Head
EDWARD P. MORGAN, an attorney practicing before the FCC, will head up the legal staff of the Senate Foreign Relations subcommittee looking into Sen. Joseph R. McCarthy's (R-Wis.) charges of alleged disloyalty by certain State Dept. personnel.

Mr. Morgan, a member of the Washington law firm of Welch, Mott and Morgan, and also member of the Federal Communications Bar Assn., has been appointed special counsel for the subcommittee by its chairman, Sen. Millard E. Tydings (D-Md.). In that capacity, Mr. Morgan will serve as legal advisor and direct the investigation and hearings dealing with accusations.

A former chief inspector of the FBI in Washington before joining the law firm three years ago, Mr. Morgan had served as associate counsel of the Joint Congressional Committee investigating Pearl Harbor.

Born at St. Louis, he received his BA and MA degrees from Maryville State College, Maryville, Mo., in 1934 and 1936 respectively, and his LLB and LLM from Georgetown U., in Washington, in 1939 and 1942.

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**Table: Hooper Station Audience Index, Fall 1949**

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* C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

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**MERCY TRIAL**
Covered By Granite Network

EXTENSIVE radio coverage of the so-called "mercy killing" trial of Dr. Hermann N. Sander, 41-year-old Candida, N. H., physician, who was acquitted of first degree murder March 9, has been reported by the Granite State Network.

With fulltime broadcast lines into the Manchester courthouse, the network reported it went on the air three times daily with resumes by Norm Bailey of trial testimony. The programs were heard over the network's WXKB, Manchester, WTSC, Claremont, WOYW, Nashua and WWNH Rochester.

In addition to straight news broadcasts, Mr. Bailey also interviewed members of the press, both from this country and abroad, who were assigned to cover the trial. Connie Stackpole, the network's home economist, interviewed prominent women visitors including Novelist Fannie Hurst. After the "not guilty" decision was made known, interviews were made with Dr. and Mrs. Sander and the prosecuting and defending attorneys, the network reported.

**BROADCASTING activities of WHY**
New Britain, Conn., are extended to 24 hours per day.

---

**RICHARD H. GORDON**
executive vice president, elected president of World Video, New York. He succeeds **HENRY S. WHITE**, who joins CBS-TV March 27 but retains stock interest. **JOHN STEINBECK** remains vice president. **WALLACE A. ROSS**, publisher of Ross Reports, elected sales director. He acquires stock interest in firm.


**WORLD BROADCASTING SYSTEM** announces extensions of contracts for its service by WLPO La Salle, Ill.; WKJG Ft. Wayne, Ind.; KTSW Ennis, Tex.; WDBJ Roanoke, Va.; WRBB (TV) Chicago; WTTW East St. Louis, Ill.; KIMV Hutchinson, Kan.; WSTC Songspet, WSON Henderson, WVJS Owensboro, all Ky.; KMBL Monroe, La.; WFBF Baltimore; WOOD Grand Rapids, Mich.; WWB St. Louis and KCHL Billings, Mont.

**RAY RICE** publicity office moves to 150 East 50th St., New York. Telephone: ELorado 5-0455.

**HERALD BECKJORDEN**, former vice president in charge of research for AAAA and member of executive staff of Market Research Co. of America, joins Fact Finders Assoc., Inc., New York, as senior research associate.

**VIDEO SCRIPT SERVICE Inc.**, syndicated script program service for independent television stations and advertising agencies, formed in Hollywood. Offices are at 683 Hollywood Blvd. Principals are **BOB STOCK**, formerly program promotion director of firm, and **LERoy E. STOCK** and **DAVID J. SACHS**.

**ROBERT LEDER** is New York representative with offices at 356 Madison Ave. Firm offers service for payment based on per show percentage of station's rate card.

**NATIONAL SAFETY COUNCIL** announces film, "Easy on the Eyes," available from council in $6.00 sound slidefilm and for 16mm sound-motion projectors.

**HAROLD HIGGINS** Co. opens offices in Guaranty Bldg., 6255 Hollywood Blvd., Hollywood, to handle special product promotion. Mr. Higgins, head of firm, formerly was with Adolph Weiland & Assoc., Los Angeles advertising agency.

**HARRY A. GILLESPIE**, **DAVID B. ROGERS** and **WILLIAM T. DEVIES** appointed southeast, northcentral and southwest field sales representatives, respectively, for RCA's Theatrons.

**ASSOCIATED PROGRAM SERVICE** of New York, has prepared "Associated Program Manual," booklet made up of merchandise, program notes and promotion-publicity sections. Service is given to subscribers. Firm announces three new shows featuring Vic Damone, Mindy Carson and Evelyn-Knight. Shows are 15 minutes, three weekly. Westminster Choir of Westminster Choir College signed to record exclusively for firm's library service.

**Equipment**

**R. C. DOVE**, with RCA Victor for past four years, and **R. V. SOMERVILLE**, with company since 1929, appointed operating assistant to vice president and technical assistant to vice president, respectively.


**HENRY GOLDSMITH** named national sales manager of Jackson Industries Inc., Chicago. He will supervise all advertising and promotion. He has worked for Jackson Industries for the past six years.

**NORTH-AMERICAN RECORDING Co.** moves to new Chicago address, 100 E. Ohio St., Room 436. Telephone: DELaware 7-1644. **GEORGE TASKER** is manager.

**RCA** (Laboratory Division) sets up Industry Service Laboratory at 1560 N. Vine St., Hollywood. New lab will offer engineering service to manufacturers and others licensed by RCA.

**GEN CITY APPLIANCE Co.** is Dayton, distributor of Stewart-Warner radio and television products in seven Ohio counties. **URBAN F. GOCHIEL** is president and treasurer.
Advertising's Role Detailed

ADVERTISING'S role in plans for the forthcoming 17th decennial census, slated to get underway next Saturday, were detailed last week by the Advertising Council in New York City.

Simultaneously, Dr. Roy V. Peek, newly-confirmed director of the Census Bureau, outlined major highlights of the census project which includes provision for radio and TV set counts in living units throughout the U.S., Peek held his first news conference at council headquarters Wednesday.

Radio and television campaigns get underway today, with spots to be aired by the four major networks and by regular stations throughout the country. The next three weeks census radio announcements are part of the council's network regional or spot allocations plan.

TV Plans

Filmed 20-second announcements prepared by Benton & Bowles Inc., which volunteered to handle all material for the census advertising phase, are being made available to TV stations. Prop material includes sample forms used by census enumerators, their identification cards and photographs of American towns and cities. In addition, census-takers are available for guest appearances on TV programs. Radio-TV material stresses that all data given enumerators is "confidential."

The council's census campaign,

Technical

ROSS H. BEVILLE, chief engineer of WWDC-AM-FM Washington, nominated as candidate for major of Takoma Park, Md., is the father of a boy.

RICHARD ECKLES, chief engineer of WKAN and WALK (FM) Kankakee, Ill., is the father of a boy.

PHILCO Corp.'s feedback-type microwave repeater for use in communication networks now being manufactured on production basis, company announces.

CENSUS

P.S. We now have our 5000 Watt Transmitter in operation!

Broadcasting * Telecasting

March 27, 1950 * Page 49
Lauds Farm Story

EDITOR, BROADCASTING:
... A fine job of telling the story of the National Farm and Home Hour [BROADCASTING, Feb. 27]. We have received many favorable comments. ...
... Thanks very much for this excellent treatment. ...

Gerald L. Seaman
Radio Executive
Bert S. Gittins Advertising
Milwaukee

Happy With Day-Only

EDITOR, BROADCASTING:
WEOK has made money every week since going on the air—so we'd rather you ask Mr. Suggs (WMGY) to speak only for himself when he talks of daytime stations losing money [OPEN MIKE, March 6].
We're happy with the FCC, the NAB and all other commissions and organizations with which we are affiliated or do business. It's our thought that station owners would do much better to concentrate on programming and sales rather than spending so much valuable time getting angry with this person or that organization.

We appreciate our daytime only franchise. We wouldn't want a full-time station in this TV infested area. After doing a good radio broadcasting job during the day we like to go home at night and watch our favorite TV program on one of the seven TV channels available to us.

In our area the folks have radio ears daytime—and TV eyes nighttime. WEOK is going ahead with the business of informing and entertaining our listeners and getting topnotch results for our advertisers who pay us more than enough money to make ends meet.

Put us on the list of those who appreciate our daytime only license.

H. W. Casill
President
WEOK Poughkeepsie, N. Y.

WCON Profitable

EDITOR, BROADCASTING:
Your article, "Cox-Howell Merger" [BROADCASTING, March 20], stated: "It is understood the radio properties barely broke even in 1949." In the preceding paragraph, you stated: "WCON began in 1947, and is managed by David Carpenter."

WCON had a very profitable 1949. With allowances for the cost of special engineering, the station compared favorably with any in its class in the South.

I came here in August 1947 and have hired every person on the staff. We have more local and Atlanta-placed regional business than any other Atlanta station.

The February Hooper Share of Audience shows that we lead all stations in the morning and are showing steady improvement in all other periods. We have built and sold more live shows than this town's seen in many a day.
David Carpenter
General Manager
WCON Atlanta, Ga.

[EDITOR'S NOTE: BROADCASTING
regrets the inference that WCON was not a money-maker. It's understood the station did in excess of a half-million-dollar gross in 1949, with net in the $50,000-$60,000 category, exclusive of heavy AM engineering expenses and installation of TV plant and equipment.]

WSSV's Thespians

EDITOR, BROADCASTING:
In your March 20 issue of BROADCASTING, on page 46, you mention a Little Theatre production in Portsmouth, Ohio, in which three members of WPAY-AM-FM were featured. Well, we can go one thing better:

Little Theatre production of "George Washington Slept Here" in Petersburgh, Va., featured Paul Hemmings, program director; George Lund, announcer; Wilbert Keys, copywriter; and James Lowell, promotion director, all of WSSV that city.

There you have four—who'll make it five?

James Lowell,
Promotion Director
WSSV Petersburg, Va.

Defends 'Read'

EDITOR, BROADCASTING:
Mr. Norman Lasseter's letter of your March 20 OPEN MIKE in which he verbally chastises (and how!) the luckless announcer who asked his audience, "Did you READ about the Leopard," certainly has a point—but there are limitations. Some 585 AM stations are owned or operated by newspaper publishers. It is hardly reasonable to expect the announcers of these stations to completely eschew that word "READ."

John F. Clagett
Clagett & Schults
Washington.

KNX-CPN Changes

Realigning Sales Staff

REALIGNMENT of KNX Hollywood and the Columbia Pacific Network sales staff will become effective between April 1 and April 15 according to an announcement by Merle S. Jones, general manager of KNX, and W. R. Steffner, CPN sales manager.

Ole G. Morby, CPN account executive in San Francisco, transfers to KNX-CPN headquarters in Hollywood, with Clark George, KNX-CPN account executive transferring to San Francisco to handle network sales there. Arthur W. Mortensen, CPN merchandising manager, and Frank Orth, formerly KPHO Phoenix sales manager, joins KNX-CPN sales staff. No replacement has been named yet for Mr. Mortensen.

OLYMPIC Radio and Television Inc., Long Island City, N. Y., reports its net sales of television and radio reaching in 1949 were almost three times those of 1948 and that net income after provision for federal income tax was $57,165.
CBS Affiliates Suit

CBS filed a motion to dismiss a $223,000 damage suit Wednesday in Federal District Court, Chicago, and was given five days in which to file a supporting brief [Broadcasting, Mar. 20]. Salt River Broadcasting Co. (for KTUC Tucson and KOY Phoenix) is suing the network for money damages allegedly sustained after the affiliation contract was cancelled Jan. 1.

Upcoming

March 28: American Marketing Assn., Hotel Shelton, N. Y.
March 31-April 1: South Dakota Broadcasters Assn., Hotel Lowler, Mitchell.
April 1-2: Eastern Conference Advertising Federation of America Women’s Advertising Clubs, Sheraton-Belvedere Hotel, Baltimore.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-13: NAB convention, Stevens Hotel, Chicago.
April 17: PM Stations Conference, April 17: Management Conference, April 17-18.
April 15: New England Radio Engineerering meeting, Somerset Hotel, Boston.
April 24-26: Sixtieth biennial convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

Continuity shows that bring you $ $ $ !

Quality scripts in quantity
Highlighted by music of lasting value from the SESAC Transcribed Library.

Many of these superior scripts come in complete series of 39 shows ... additional scripts for holidays and special events.

Sponsored coast to coast!
Network Accounts

(Continued from page 18)

last half of Arthur Godfrey Talent Scouts simulcast on CBS and CBS-TV. Ruthrauff & Ryan, New York, is agency for Frostre. Young & Rubicam, New York, handles other Lipton products.

MILES LABS, Elkhart, Ind. (Alka Seltzer, One-A-Day vitamins), starts alternate-week instead of weekly sponsorship of Quiz Kids on NBC-TV (Friday, 7 to 7:30 p.m. CST) starting June 2 for June, July and August. NBC expects to keep remainders of shows on air. Miles plans to return to weekly schedule in fall. Agency: Wade Adv., Chicago. Miles, also Ind., through Wade renew sponsorship of Monday, Wednesday and Friday broadcasts of Edwin C. Hill, ABC news commentator, heard Monday-Friday, 7:00-8:00 p.m. EST. New schedule is for 22 weeks and is effective April 3.

PETER PAUL Inc., Naugatuck, Conn. (sandyl, will begin sponsorship April 15 of Buck Rogers over 15-station ABC-TV network, Saturday, 7-7:30 p.m. (EST). Initial contract is for eight weeks. Agency: Maxon Inc., New York.

Adpeople

R. M. BUDD, with Campbell Soup Co., Camden, N. J., for 25 years, appointed to newly created position of general advertising manager. H. M. STEVENS, formerly with Lever Bros., appointed advertising manager of soups, and J. R. JOHNSON, formerly assistant to advertising manager, appointed advertising manager of Procter-American products.

FRANK M. ROGERS appointed sales manager of Elgin American, Div. of Illinois Watch Case Co. He has been with company since 1946, and assistant sales manager since 1947. Firm places business through Russell M. Seeds Agency, Chicago.

LEE PHARMACAL Co. combines with OGLIVIE SISTERS, hair beauty products company, to form OGLIVIE SISTERS-LEE Inc., which will produce new home permanent and hair show circuit. Lee Pharmacal also will be exclusive retail and agency agents for all Oglivie Sisters products. JOHN A. ROOSEVELT is president and RAYMOND LEE, chairman of board of Pharmacal Co. Advertising agency to handle new product not yet appointed.

ROBERT G. SPEARS, formerly product manager of Standard Brands Inc., appointed vice president and general manager of Jeike Good Luck Products Div., Lever Bros.


WFIL Cuts

(Continued from page 20)

vertising medium. WFIL's new rate structure is based on this thinking.

In the meantime, the station announced it has completed a move to strengthen WFIL's nighttime radio schedule while attracting new business. This has been done, Mr. Clipp said, by revising the evening program lineup and scheduling a number of "low-cost transcribed shows" providing increased revenue for the station and giving large savings for the sponsors.

To make room for the low-budget packages, Mr. Clipp said, the station discontinued about six hours of local and network sustaining broadcasts weekly. Only two of the 12 newly-scheduled programs remain unsold, he said.

PACIFIC GROUP

XL Stations Meet at Spokane

PACIFIC Northwest Broadcasters, which is comprised of the eight XL stations, held its second meeting of 1950 in Spokane March 18-19. All of the XL stations were represented except KXLE Ellensburg, Wash.

Managers attending were: Ernie Neath, KXLQ Bozeman, Paul Hat-ton, KXLL Great Falls, Barclay Craighead, KXLI Helena, Arne Anjón, KXLF Butte, Pat Goodover, KXLL Missoula, all Montana, and Bryan Woolston, KXLY Spokane, who acted as host. Also present were Jimmy Mount, sales manager of KXL Portland, Ore.; Tracy Moore, West Coast sales manager, and Ed Crane, manager of Pacific Northwest Broadcasters. Between business sessions, the members visited Sears Farm Store where KXLY helped conduct a three-day sale.

PEEGY LEE (3d) songstress and author of hit tunes, who got her start at WDAY Fargo, N. D., in the late 30's, and her husband, Dave Barbour (4th l), are greeted at the airport on their arrival to pay a visit to WDAY. The group includes (l to r) Ken Kennedy, WDAY program director; Mrs. Ken-nedy; Peggy Lee and Mr. Barbour, Carl C. Reineke, president and general manager of WDAY; Mrs. Reineke; Bill Mahler, WDAY announcer, and Glenn Flint, news editor.

Agencies

(Continued from page 11)

SLADE, formerly writer and producer with KSTP-AM-TV St. Paul, and before that with WBBM Chicago and WWJ Detroit, also joins radio-TV staff of agency.

GARRETT E. HOLLARAN joins San Francisco office of Brissacher, Wheeler & Staff as radio-TV director. He was formerly commercial program director for KARM Fresno, Calif., and before that radio director of Beverly Hills office of Lenken & Goldhill, producer at ABC New York, radio director of Chicago office of Erwin, Wasey & Co. and assistant to vice president in charge of program department of World Broadcasting, New York.

RUTH SMITH, formerly with Knox-Reeves, Minneapolis, joins copy depart- ment of Kenyon & Eckhardt, New York.

ROBERT SHULER of Young & Rubicam Inc., New York, is in Hollywood in connection with filming of Silver Theatre television series at Jerry Fairbanks Inc.

MAURICE LIONEL HIRSCH Co., St. Louis, elected to membership in American Assn. of Advertising Agencies.

WASSER, KAY & PHILLIPS Inc., Pittsburgh, moves to new offices in Clark Bldg., effective April 1. Company was formerly Pete Wawser Co.


RRN RELAYS

Permits FM Quality—Hanna

RURAL RADIO (FM) Network in New York is operating the largest radio-relay network in the country, Michael R. Hanna, general manager of RR and of WHCU-AM-FM Ithaca, N. Y., said last week.

The operating efficiency and standards of the system—which conveys regular programming to an 11-station network using only radio-relays—"permits the entire capabilities of FM quality to be realized," Mr. Hanna said.

His statement on the technical worth of the radio-relay system was made to clarify reports last week in Broadcasting, that a projected deal for the RRN to carry broad-casts of Yankee baseball games had fallen through because the Yankee management had ques-tioned the practicability of radio-relay feeds.

The Yankee question did not arise in respect to the technical competence of radio relay. What the baseball officials had questioned was whether it might not be more desirable to use lines which could carry closed-circuit information to participating stations preceding the games. Radio-relay, of course, does not permit closed-circuit dis-tribution.

WFGM DEDICATED

Formal Ceremonies Are Held

FORMAL dedication of WFGM Fitchburg, Mass., was held on Feb. 25, 10 days after its opening broad-cast day.

Ceremonies featured a dedicatory broadcast and open house. Speakers included State Senator George W. Stanton, Mayor Peter J. Levanti and Police Chief Carlile F. Taylor, all of whom were intro-duced by Program Director Edward J. Penney. Owned and operated by the Wachusett Broadcasting Co., WFGM is assigned 1 kw daytime at 1580 kc.

**Why buy 2 more... do 1 big sale... on "Radio BROADCASTING"**
announced [Broadcasting, March 20], a talk by Maurice B. Mitchell, director of Broadcast Advertising Bureau. His topic is "Selling the Program," and will be included in a discussion on development of new program resources. Final event Sunday afternoon will be a sports clinic with Patty McDonald, WHHM Memphis, as director.

Tentative agenda for the Monday morning FM meeting, to be chaired by Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the FM Committee, includes Howard Lane, WJJD Chicago and Field Enterprises Inc. and retiring NAB board member, on "Functional Music"; Chet L. Thomas, XOK St. Louis and president of Transit Radio Inc., on "Transit Radio—A Retail Medium"; Stanley Joffeloff, president, Storecast Corp. of America, on "Advertising's Biggest Challenge to Radio and How FM Will Meet It"; Mr. Bonebrake on "FM Networking," Edward A. Wheeler, WEAV Evanston, Ill., on "FM's Special Services, How to Use One or All."

Duplication Question

Merrill Lindsay, WSOY Decatur, Ill., retiring NAB director for small stations, will discuss "Why I Duplicate." Robert Dean, KOTA Rapid City, S. D., will take the opposite position and discuss "Why I Don't Duplicate." Winding up the FM meeting will be an FM panel including Messrs. Lane, Thomas, Dean, Joffeloff, Lindsay and Bonebrake; Everett L. Dillard, WASH (FM) Washington, retiring NAB board member for FM; Frank U. Fletcher, WARL-FM Arlington, recently re-elected a NAB board member for FM; Victor C. Diehns, WAZL-FM Shasta, Pa.; Josh Horne, WCEC and WFMA (FM) Rocky Mount, N. C.

Convention week opens Wednesday, April 17, with registration for the annual NAB Engineering Conference [see Broadcasting, March 13, for complete agenda]. Winding up the engineering program will be the annual NAB-FCC Roundtable. The annual exhibition exposition

COINAGE PLAN

Propose 2½, 7½ Cent Pieces

PROPOSED minting of 2¼ and 7½-cent coins met mixed reception last week at a hearing before a Senate Banking & Currency sub-committee, which was conducting a series of bills. Fate of the proposal is of unusual interest to several major radio advertisers dealing in soft drinks and other low-priced products.

Edward Walsh Mehren, Beverly Hills, Calif., appeared on behalf of the American Institute for Intermediate Coinage, of which he is chairman. He also is president of Squirt Co., Beverly Hills soft drink manufacturer.

Mrs. Nellie Taylor Ross, director of the U. S. Mint, opposed the plan and said every cash register would be outdated. No condition now exists which would require minting such coins, she testified, adding "How would you make change for a 3-cent stamp if you paid for it with a 7½-cent piece?"

Change Reply

In reply, it was explained that this change could be made with two pennies and a 2½-cent piece.

Mr. Mehren explained the institute is a non-profit organization backed by a number of business and industrial leaders. Soft drink purveyors, he said, want to raise prices but the public doesn't like to pay two coins for a drink and the next step above a nickel is a dime.

Inflationary trends since World War II have aggravated the need for intermediate coins, he said, suggesting effects of inflation "will remain with us in the establishment of a permanent new economic base." He declared the new coins will eliminate waste in the distribution process and promote efficiency.

A saving of $5 billion to $8 billion a year is possible, he said. In the case of the 20 billion bottles of soft drinks sold annually the public would be saved $516 million, he said. Similar savings were cited for beer and coffee as well as transit services. Other savings would be found in sales and luxury prices as well as through split-cent pricing, he contended.

GOV. Herman Talmadge of Georgia (r) congratulates Frank White, president of MBS, after Mr. White received a commission as lieutenant-colonel on the governor's staff. The presentation was made March 17 when Mr. White was in Atlanta to conduct a meeting of MBS affiliates.

WFIL is the only Philadelphia network station to show audience gains both day and night in BMB's 1949 survey.

WFIL has increased its actual listening audience by half a million people—both day and night—since 1946. Progress with Philadelphia's most progressive station. Right now, in 1950, WFIL will work night and day to carry your sales message to the largest BONUS AREA in BMB's Philadelphia Report.

Bigger by 120,590 (18.5%, MORE) listening families in the daytime and 112,780 (18.1% MORE) listening families at night than in 1946 . . .

WFIL is the only Philadelphia network station to show audience gains both day and night in BMB's 1949 survey.

EXECUTIVES from 10 Mutual affiliates in Florida have met with the network's president, Frank White, to hear details of the proposed MBS major league baseball broadcasts. The session was held March 20 in Ft. Pierce.

Mr. White, accompanied by E. M. Johnson, Mutual vice president, and Charles Goodwin of its station relations department, outlined the background for "Game of the Day" broadcasts which start April 18 [Broadcasting, March 13].

The trio also presented a general discussion of sales techniques for local cooperative sponsorship of the games.

Arrangements for the event were handled by Doug Silver, co-owner-manager of host station WIRA Ft. Pierce. O. H. Peacock, co-owner of WIRA, took the Mutual officials deep sea fishing on his yacht the following day.

Those attending the session included: Mr. Silver, Kingsley Butt and Doug McDowell, WIRA Ft. Pierce; Reggie Martin, WHJP Jacksonville; Robert S. Engle, Freedom, N.J.; E.J. Hinds, WLLL Lakeland; A. Frank Ratztatine, WKAT West Palm Beach; T. S. Gilchrist, WTPM Ocala; J. Allen Brown, WLOF Orlando; Jack Paulkner and Herb Anderson, WTSP St. Petersburg; Joseph S. Field, WIBI West Palm Beach; Larry Rollins, WSIR Winter Haven.

SIXTEEN CBS network shows per week have been switched from New York to Washington, bringing total of Washington CBS stations to 30, aired from WTOP studios after April 3.

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Richards Probe
(Continued from page 21)
he labels his opinions as such."
In response to Mr. Fulton's de-
mand that he produce complaints
received by KMPC from listeners,
which he was unable to do, Mr. Roberts said he believes news can be
clearly "slanted" so that listen-
ters would not be aware of the
fact and the thought desired "sub-
consciously registered in their
minds."
Further Revelation
Under cross-examination, Mr. Roberts said that in direct opposi-
tion to Mr. Richards' instructions, David Lilienthal and Bernard
Baruch were not always given the
worst end of the deal in his broad-
casts.
Objecting to what he termed Mr.
Fulton's attempt to "smear" Mr.
Roberts, FCC chief counsel said
the newscaster was not on trial and
was not the complainant in the
case. Radio News Club was, he re-
minded.
At the conclusion of Monday's
hearing, Mr. Fulton questioned the
newscaster about files purportedly
belonging to Mr. Richards, and
cautioned that if he had certain pa-
pers, it was illegal and criminal.
Charges by Mr. Ford that Mr.
Roberts was being "intimidated" and
"impeached" by defense coun-
sel highlighted the Tuesday ses-
sion.
This developed when Mr. Fulton
proposed that FCC chief counsel
join him in requesting an official
investigation into possible perjury,
thief of documents, fraud and false
statements before a federal agency
by Mr. Roberts.
Mr. Fulton questioned the wit-
ness at length on a promotional
broadcast he had made for Davis
Motor Co. of Van Nuys, Calif.,
shortly after he left KMPC in 1948.
Released over four California
stations via transcription, the broad-
cast was "strictly advertise-
ing," Mr. Roberts maintained when
questioned as to whether every
statement in it was true. Pressed
on one statement in particular, he
said he did not know for certain
whether it was true any more than
he would know "absolutely" about
the complete truth of any commer-
cial he might be handed to read on
the air. Mr. Fulton contended Mr.
Roberts had described a small plant as
"massive."

Davis Co. Issue
Under further questioning, Mr.
Roberts testified that he was aware
of the present Davis Co. probe and
that he was also "cooperating with
the district attorney."
"Then," said Mr. Fulton, "I now
invite counsel for the Commission
to join me in asking the examiner
to send to the district attorney of
Los Angeles County a transcript of
all Mr. Roberts' testimony for in-
vestigation of possible perjury in
this proceeding, possible theft of
documents, possible fraud, and pos-
sible violation of federal statutes
against making false statements in
a matter within the jurisdiction of
a federal agency."
Mr. Ford angrily rejected the
invitation, charging this action was
an "attempt to smear his reputation."
"This is slander in cross-exami-
nation," he said. "Counsel has an-
nounced he is trying to impeach
this witness and he has had five
times to do it."
Charges Intimidation
At Mr. Fulton's request that Ex-
aminer Johnson send a transcript of
Mr. Roberts' testimony to the Los
Angeles County district attor-
ney, Mr. Ford again exclaimed:
"Counsel is trying to intimidate
this witness. This is highly im-
proper. I object to this motion and
move it be stricken from the rec-
ord."
Mr. Fulton again interrupted
with an offer to strike out all of
Mr. Roberts' testimony on the
Commission "won't be in the posi-
tion of vouching for this witness."
More words followed between
Meares, Fulton and Ford when Mr.
Richards' counsel asked the witness
introduced by FCC were property
of the station. Mr. Fulton, after
securing them for use in question-
ing, refused to turn the papers
over. He said it was specified they
belong to KMPC and should re-
main in his possession when not
being used by the FCC examiner.
 Examiner Johnson finally ordered
scripts returned to Mr. Ford with a
stipulation that both parties should
have free access to all records at
all times.

Personal Criticism
Mr. Roberts during earlier cross-
examination admitted he expressed
personal criticism of the Republic-
ian controlled 80th Congress in
1948, "contrary to Richards' or-
ders." He also said he praised the
Republicans when he felt they were
right.
Beginning a brief redirect ex-
amination of Mr. Roberts, FCC
chief counsel was sustained in a
motion to strike from the record
Mr. Fulton's motion that the wit-
ness be investigated for fraud.
Under redirect examination, Mr.
Roberts read broadcasts he made
concerning Gen. Douglas Mac-
arthur for which he claims to have
been fired from KMPC because they
were not wholly complimentary in
accordance with Mr. Rich-
ards' orders.
Lauds Richards Stations
COMMENDATION of the public
service achievements of the G. A.
Richards stations was voiced in a
March 16 letter to FCC Chairman
Wayne Coy from Clyde A. Lewis,
national commander-in-chief of the
Veterans of Foreign Wars. The
letter, in part, stated "... the
three stations, particularly WJR
Detroit have always given ex-
tional public service support to
the patriotic and Americanism
projects of the VFW. ... It is my
opinion that stations are judged
by the public service they perform
rather than the private utterances
and notes of the principal stock-
holder."

Sets Near 89 Million
(Continued from page 19)
Sets Near 89 Million
(Continued from page 19)
tion of factories not members of
RMA, the total number of FM sets
produced is estimated as of the
present date to be over 5,000,000.
This total includes TV sets with
FM-band tuners.
In the joint NAB-RMA analysis
it was found that 14,500,000 radio
and television sets were purchased
in 1947. Home radio sets accounted
for 7,900,000 of the total, with an-
other 3,900,000 auto radios and
2,604,000 TV sets. The sales fig-
ures, of course, are below the actual
factory production which consisted
of 7,500,000 radios and 3,020,000
tV receivers, with differences ac-
ccounted for by dealer-distributor
stocks.
Last year 78% of all cars manu-
factured were equipped with ra-
dio, a total of 3,064,000 sets that
went into autos.

Average for '48-'49
Average number of radio sets, in-
cluding TV, was 1.70 per home at
the end of 1949, the same average
as that found for 1948. The ratio of
factory auto to cars hit a peak of
88% in 1947 before dropping to the
78% figure for 1949. However, a
million more auto sets were turned
out in 1949 than in 1947.
In the process of compiling the
NAB-RMA figures it was found that
some unofficial estimates of the
total number of radio homes had
been based on misunderstanding
of U. S. Census Bureau data.
The Census Bureau estimates there
were 42,843,000 families in the
United States as of Jan. 1, 1950.
It figures that 95% of these fami-
lies have radios, a total of 40,701-
000 radio homes. The bureau's es-
imate of radio saturation in 1948
was 94.2% of homes.
Radio-home estimates ranging as
high as 45,000,000 are believed to
have been computed on a Census
Bureau estimate of 46,000,000 hous-
ing units, but this 45,000,000 figure
covers all dwellings whereas only
42,843,000 are actually occupied by
families.
The Federal Reserve Board esti-
mates there are 50,000,000 "spending
units" in the United States, com-
pared to 42,843,000 families, but
this spending unit figure is based
on the number of persons living
under one roof and it does not al-
low for families having more than
one wage earner, according to
board officials.
Dwindling returns casting a shadow?

See Daylight with Du Mont Daytime Television

Move to the sunny side of the street with Du Mont Daytime Television—modest in time and talent casts, ostentatious in results. Daytime television is Du Mont's baby. And Du Mont can show you how to apply it locally or on a network basis, on budget appropriations you can look at without wincing.
What's New in Television? Take a Look at WPTZ!

Hollywood Playhouse

the Newest and Most Economical Buy in Television!

THANKS to "Hollywood Playhouse", Philadelphia area television families are watching a full length, feature movie every afternoon. Naturally, it's on WPTZ—another Philadelphia first on Philadelphia's first station.

The 700 or so theatres which run daily matinees in our area attest to the fact that Philadelphians like movies, day or night. And a review of Pulse over the past year shows that feature films on television have averaged a rating of 17.3.

Musicals, detective stories, comedies, dramas now are served daily in thousands of television homes via WPTZ at 2:00 o'clock. Philadelphians like movies and "Hollywood Playhouse" is your calling card to these thousands and thousands of customers.

We don't mean for one visit a day, or two, or three, but six messages each day—all for the price of a single participation! Yes, it's WPTZ's new six-for-one "Hollywood Playhouse" package. It's hour long coverage for the cost of a spot! It's the newest and most economical buy in television.

For full information on this "plus" program, drop us a line here at WPTZ or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC
COLOR WINDUP

Hopes that FCC may complete its contentious and protracted color television hearing not later than mid-April arose last week as these developments brought the presentation of direct testimony near an end:

- Development of a color set which will receive RCA color transmissions and, without additions, may also receive transmissions by the Color Television Inc. and CBS systems was reported by FCC Comr. Robert F. Jones. He said he had seen such a set but did not say where.
- CBS President Frank Stanton called for a "clean-cut decision" on color "at the earliest possible moment," promised to be airing 20 hours of color weekly within three months after a decision adopting CBS standards, and foresaw a possibility of almost 100% colorcasting in two years. He opposed multiple standards on grounds that public and industry confusion would result and color might be delayed.
- President Joseph H. McConnell of NBC, RCA subsidiary, said NBC would increase its present 5-hour-week schedule of Washington colorcasts to 12 hours a week "immediately" if the RCA system is adopted, and would be networking at least 18 hours a week a year later.

The outlook for cross-examination dropped from a total of about 30 hours to a little less than 20 when CBS announced it will waive cross-examination altogether. FCC cancelled this week's sessions, but it was hoped direct testimony would be completed early next week if not in last Friday's sessions (see late story page 86), with cross-ex-

NBC's President McConnell at FCC's color TV hearing.

Harper Defends TV

Cites Marketing Successes

TWO CURRENT appraisals of television—that it is suited only for "bigtime" advertisers willing to meet "high price tags," and that its market coverage is "too thin, too sectional"—were challenged last week by Marion Harper Jr., president of McCann-Erickson Inc.

Stressing television in a general media discussion last Thursday before the Radio Executives Club at the Hotel Roosevelt, New York, Mr. Harper found little support for either thesis, which he denied on the basis of other media histories and TV's already established marketing accomplishments.

"To the contrary, indeed, there seems every indication that TV is now and will continue to be a strong, valid, new kind of medium qualified... for the use of practically any advertiser," Mr. Harper asserted, adding that some observers tend to overlook TV's potential impact.

He cited McCann-Erickson's list of 23 TV clients whose budgets range from $14,000 to over $1 million, and noted that "each of these advertisers is in this medium to accomplish a marketing advance."

Harper Defends TV

Cites Marketing Successes

He observed further that each uses TV with other media and that most of them can show "good money's worth in sales results."

Mr. Harper coupled his challenge with a plea for more and better media sales case histories in support of his contention that all media can be properly measured only "in the nude" though they are usually seen only "when dressed to kill." His subject was "the naked medium," which he described as "the net, clear demonstrable ability... to bring home the kind of bacon the purchaser wants."

Television is especially suited to take the lead in development of concrete data because it is sharply sectional and homes within any area are readily located to make possible "matched samples" of those homes. This is no longer possible in radio, he added.

He concluded, "... until the 'naked medium' itself can be seen and appraised, neither media seller nor media buyer has lived up to his obligation..."
ASCAP REVISIONS

Acceptance Put to Vote

“ACCEPTANCE” of the new ASCAP-governing consent decree, which provides changes in the society's licensing procedures with TV stations, will be put to a vote among the organization’s some 12,200 members in the next fortnight before ASCAP evolves its revised charter or by-laws.

The charter (articles of association) would then be approved by membership prior to submission to the Justice Dept. for its approval sometime in the next two months.

Meanwhile, TV industry and ASCAP attorneys last week were still weighing the potential ramifications of the new decree which superseded the 1941 agreement.

While they declined to be quoted directly, these opinions appeared to emerge after early consideration of the new decree:

(1) ASCAP’s practice of claiming fees for non-ASCAP music programs immediately preceding and following a program using its music apparently would be curtailed.

(2) The conflict between payment for participation and spot programs using ASCAP music still appears to hang in the balance. ASCAP has exacted payment for commercial participation shows and has contended that use of spots in effect, renders the programs commercial.

(3) Decree spells out procedure which provides for licensing of TV stations by the TV network thus clarifying the radio - as - distinguished-from TV issue. Accordingly ASCAP is restrained from negotiating individually with stations affiliated with any TV network whose commercial programs it carries.

(4) Synchronization — the right of incorporating ASCAP music into motion picture film and performance rights are plainly separated with one exception.

(5) Performance rights from ASCAP are deemed to carry with them synchronization rights as well where stations record and air delayed broadcasts, such as by kinescope. Generally, the two rights involve clearance from the publisher, acting for the author or composer, and ASCAP.

(6) Previous decree is further clarified to the extent that use of existing motion picture film originally designed for theatre purposes would be excluded from TV, and film prepared for TV performance would not be shown in theatres.


ASCAP LICENSES

Extend Interim Basis
To May 1

ASCAP representatives and a TV broadcasters committee have agreed to extend stations’ interim per-program licenses from April 1 to May 1 and also have deferred further negotiations on license terms until later next month.

This action resulted from two-day sessions of the society’s officials and the telecasters’ committee meeting in New York March 15 and 16. It was the first conference since negotiations were held last December [TELECASTING, Dec. 12, 15, 1949] when committee members settled on indefinite extension of TV licenses.

Attending this month’s meetings was a subcommittee composed of Dwight Martin, vice president and general manager, Crosley Broadcasting Corp.; Roger Clipp, WFIL-TV Philadelphia; Howard Lane, Field Enterprises Inc., Chicago, and Stuart Sprague, attorney for TV broadcasters. Fred Ahlert, ASCAP president, also sat in briefly at the meetings.

Considerable discussion on per-

program license terms produced "nothing acceptable" by either ASCAP or industry representatives, Mr. Sprague reported at the meetings. Also aired was the recent ASCAP-government agreement, which directs changes in the society’s licensing methods for TV stations and the issue a single license for all performances of a motion picture or entire network telecasts [TELECASTING, March 20].

Without Court Review

Conferees generally felt, Mr. Sprague said that the new agreement will serve to implement provisions of the original 1941 decree for ASCAP music, while substantially all of the remaining active video stations are on an interim basis.

The present interim fee scale range from $50 to $50 per month, based on station income. Scale provides that TV stations with gross revenue from non-network advertisers of $50,000 pay $50 per month; $75,000 pay $100 monthly; from $150,000 to $300,000, $175 monthly and over $300,000, $250 per month.

Adjustments on fees now being paid will be made when per-program license terms are set and accepted by the stations. Fees are retroactive to Jan. 1, 1949.

New Scene Changer

NEW technique to change from one TV scene to another, a "horizontal wipe" as used in movies, has been made possible by John Wilner, director of engineering for WBAL-TV, Baltimore, a device developed by Mr. Wilner to produce the change permits two sources of TV signals to occupy the same space usually taken up by a single camera signal. Device was introduced by WBAL-TV on March 11 birthday show.

SADLAK TAX STAND

Says TV Needs Encouragement

THE TELEVISION industry needs encouragement, "not a tax burden to retard (its) progress," Rep. Antoni N. Sadlak (D-Ky.) told his House colleagues last week. His statement came in connection with his announced stand against the administration's proposed tax on TV sets.

Rep. Sadlak also offered for Congressmen's inspection an editorial printed by the Bridgeport (Conn.) Sunday Herald, entitled "Television Revolution Will Be Digested Too." Editorial points out the art of video is slowly becoming "another adjunct to a full life" and potential objection to TV is decreasing because as time goes on "selectivity returns, even to children..."
TELEVISION sponsors will have a vastly expanded audience available via network cable and relay facilities when the fall-winter season opens next autumn.

Under the Bell System intercity construction program, TV advertisers will be able to use a network running from Boston to Jacksonville, Fla., on the east, across the south to Atlanta, Memphis and Birmingham, and bounded on the west by Kansas City, Omaha and Minneapolis-St. Paul (see map).

On the West Coast a microwave relay will connect Los Angeles and San Francisco. This greatly broadened service area for live TV networking will be accompanied by advances in TV recording processes and program sources, bringing to view improved sight-sound quality far in advance of that available in the fall of 1949.

The TV audience available next fall via interconnected network will be nearly triple that of last October, judging by estimates of the audience reached at that time and the audience to be available next autumn.

When the 1949 autumn-winter season opened, the interconnected Bell System network operating in the eastern half of the country was able to serve fewer than 2 million TV sets, according to industry estimates. At that time set production was starting to skyrocket. The pace has continued to increase right into the early spring weeks and weekly TV set output now is over the 100,000 mark.

Audience Grows
Total TV circulation is nearing 5 million. As the cable and microwave facilities of Bell System continue to reach into new areas, the audience reached by the network grows accordingly.

By next October, when the present networking construction program is to be nearly complete, the TV stations linked by coaxial and microwave facilities will be serving an estimated 8½ million video receivers with chance that the figure will exceed 6 million if present factory output and dealer sales continue to mount.

Latest additions to the Bell System network are a microwave link from Richmond to Norfolk, Va., and a coaxial extension from St. Louis to Memphis. Scheduled for summer completion are microwave relays expanding New York-Chicago service, via Philadelphia, Pittsburgh, Cleveland and Toledo; Pittsburgh-Johnstown, Pa., microwave; more New York-Washington service by microwave.

September completions, under Bell System's schedule, are to include more Washington-Richmond coaxial facilities; coaxial service from Richmond to Charlotte, N. C., and Charlotte to Birmingham via Jacksonville and Atlanta.

In October the telephone company plans to add Dayton-Indianapolis microwave; Indianapolis-Louisville coaxial; Chicago-Des Moines microwave; Des Moines-Minneapolis coaxial; Des Moines-Omaha microwave; Omaha-Kansas City coaxial. Ames, Iowa, will be added in December.

The Los Angeles-San Francisco radio relay, consisting of two northbound channels, is scheduled to open in September.

Microwave Link Underway

Construction of a cross-country microwave link from Omaha to San Francisco is in the early stages, according to AT&T officials. Engineering work is underway and much of the basic construction work has progressed into Colorado, it is understood.

AT&T will not hazard a guess on the date this telephone facility will be open to TV, providing an interconnected transcontinental network.

BELL SYSTEM TELEVISION NETWORK ROUTES

(Planned for completion by Oct. 1, 1950)

Note—Includes both coaxial cable and microwave relay. Ames, Ia., link to be ready by Dec. 1, 1950.

March 27, 1950

The Outlook as AT&T's Network Expands

By J. FRANK BEATTY

Microwave Kuwait first to triple size of present connected audience in year...
AYEARAGO, Frank P. Schreiber, manager of Chicago Tribune broadcasting activities, generalized about television as he surveyed a year of achievement by WGN-TV Chicago, youngest of the illustrious Tribune offsprings.

"An open mind; the courage to take a chance; the ability to learn quickly from trial and error—these are television's prime requisites," he declared.

Last week, Mr. Schreiber was more specific as he spoke with pride of the approaching second anniversary of WGN-TV. He called the station "our more glamorous and beautiful baby."

"Much emphasis" is put on WGN-TV in the current multimillion-dollar building program of WGN Inc., he revealed. Mr. Schreiber cautiously added, however, that AM facilities likewise are being improved and WGN's overall expansion program exemplifies faith in the future of both radio and television.

Nevertheless, observers see in Mr. Schreiber's enthusiasm for television an indication that, in WGN-TV, the Tribune has as great a money-maker in the TV field as WGN is among AM operations. With 105 local advertisers; every minute of its five sports programs sold out; success stories and testimonials coming in by the dozens; more viewers for such popular TV programs as the World Series than for all other Chicago TV stations combined—this two-year-old "baby" seems to have hit its stride.

WGN-TV was a million-dollar investment even before it took the air April 5, 1948. Its premiere, in WGN's famous radio theatre—Studio One—featured a parade of the best talent then available in Chicago, plus speeches by a United States Senator, the governor of Illinois, and the mayor of Chicago. There were 17,000 receivers in the Chicago area at the time.

With the influential Tribune promoting it to the hilt, WGN-TV was an important factor in bringing up receiver sales in the Chicago area by nearly 100,000 during the station's first year of operation. The Tribune not only published a record-breaking television edition on the eve of WGN-TV's premiere, but earlier had invited hundreds of Chicagoland dealers to a "TV Open House."

Heavy Opening Schedule
Station started out with an unprecedented schedule of 42 hours weekly. Such events as the International Golden Gloves, Chicago Cubs baseball games, exclusive White Sox baseball telecasts, other local sports features and special programs were included in the first month's operation. Succeeding months brought Chicago televiewers the Alexander Korda productions. President Truman was televised the first time in Chicago when he appeared at the Swedish Pioneer Centennial.

The summer of 1948 brought the first telecast big league night baseball games, as well as the nation's first complete 154-game major league schedule. Other mid-summer highlights were from the Chicago Railroad Fair and a Lincoln Festival in nearby Park Ridge, Ill. In August, WGN-TV was a natural selection to telescast two mammoth Tribune extravaganzas—the Chicagoland Music Festival and the All-Star Football game. The latter drew an estimated 500,000 viewers.

Throughout its two years, WGN-TV's Chicagoland Newsreel has been one of the station's most popular offerings. It is the only locally prepared TV newsreel, with 35 commercial spots in 10 showings per week. With a large staff of photographers and technicians, many of them Tribune newstrained, Chicagoland Newsreel is one of the most costly TV projects in the nation, but Chicagoans hail it as an unrivaled public service, giving them their only opportunity to see the city from all aspects.

In late August 1948 the station joined DuMont network, and in November became affiliated with CBS-TV as well. DuMont's Original Amatuer Hour, plus Friday night wrestling and CBS' Toast of the Town, were among the first eastern network shows to be seen in Chicago by tele-transcription.

On Jan. 11, 1949, WGN-TV joined other Chicago video outlets in the first telecast on the east-midwest cable, and the next day started its regular schedule of eastern telecasts from CBS and DuMont.

Other memorable telecasts of the first year were Roy Rogers' Rodeo, International Livestock Exposition, National Television and Electrical Living Show and the International Kennel Club Dog Show.

A S if in preparation for its first anniversary celebration, the station averaged 51 hours per week on the air during March 1949, and increased its weekly commercial time to 60%, as compared with 24% at the outset. The average March program week broke down as follows: 25% live studio shows; 15% remotes (outside the studio); 30% film; 26% network feeds.

In step with program and commercial developments, WGN-TV made long strides engineering-wise during the latter part of its first 12 months, and early in its second year moved its antenna tower and transmitter from a temporary location at the Chicago Daily News Bldg. to Tribune Tower. However, delays in construction of a spacious new WGN building, adjacent to the "Tower," made it impossible to move all of WGN-TV's facilities from the Daily News Bldg. until recently.

The 100-foot combination TV-FM antenna, supported by a steel mast rising 35 feet above Tribune Tower, puts the top of the present antenna 610 feet above ground level. This represents an increase of more than 190 feet over the height of the temporary installation. The station is on Channel 9 (186-192 mc) with 7.2 kw sural, 11.5 kw visual.

Station started its new year with a full Chicago Cab's schedule and exclusive White Sox baseball telecasts. Chicago retailers became increasingly active as the station promoted its "second year on the air." Rosen's Men's Wear took on Friday night boxing and record sales increases from the first telecast. By the third week enough customers were brought in by TV for this advertiser to break even.

One of the most encouraging reports of the station's new year came late in April when Mystery Players was shown by two rating services to be only two points be-
This new building, housing WGN-TV as well as other Tribune broadcasting operations, is nearing completion on property adjacent to Tribune Tower.

**AST fall WGN-TV gradually moved into prominence as one of the nation's most successful "local" operations. It leveled off with more than 85% of its time non-network and 67% commercial. By October its local status became even stronger when it was revealed that a commercial programming from two TV stations accounted for only 11% of all its time. When CBS-TV was dropped later that month, station had only four hours of untold time during the period 6:30-11 p.m., Monday through Sunday.

Early this year Chicago Cooks with Barbara Barkley loomed as one of the nation's most successful TV shows. Mail count of 3,015 in November and 3,850 in December moved up to 5,098 in January and had passed 6,700 by the third week of February. Starting as two half-hour shows per week, Barbara Barkley now has five 45-minute shows weekly with 31 announcements paid for by 19 clients. All of Friday's show, plus one announcement on Wednesday, is sponsored by Kelvinator, which recently was moved to send in a testimonial letter.

"We have received more direct returns from this program than from any other advertising we have used," wrote A. G. Whitmer, advertising and sales promotion manager. "Our advertising dollar spent in television has gone further than in any other medium. The direct results from the use of this program have far exceeded our expectations and we wish to compliment your organization on a job well done."

Another recent commercial achievement was the avalanche of votes pulled by a contest to select "Miss Tavern Pale of 1948." A total of 1,642,000 ballots were received, and the sponsor, Tavern Pale Beer, has started another contest for 1950.

One advertiser tried WGN-TV for a test last year and found it necessary to expand from a 4,000 sq. ft. location with three employees to a 25,000 sq. ft. layout with 70 people. Dulane Inc., a 1949 newcomer in the electrical cooking appliance field, uses Harold Isbell, with 26 years of broadcast experience, on both Spell with Isbell and Stop, Look, and Learn. Dulane plans to put the Isbell shows on the network to back nationwide distribution.

"Although we sold only 100 units in January 1949, our October sales were 15,000 units," wrote Robert Dusel, president. "Television is ideal for the little fellow with the modest income. The only city in which we purchased advertising was Chicago. Sales in Chicago have increased faster than in other major cities."

WGN-TV now is on the air 57 hours a week. Its hourly rate ranges from $750 (Class A) to $375 (Class C).

**STATION soon will be settled in headquarters equal to any in the world. Seven of the 14 studios now available or under construction in the new WGN Bldg. will be used for TV. Largest will be Studio One, for many years scene of WGN's Chicago Theatre of the Air. This famous radio meeting place, with a marquee on Michigan Blvd., now is being remodelled for TV as well as AM.

An outdoor bandshell - transplanted indoors - would quite logically describe the recently opened Studio A. Three stories high, and split one-hundredths of a half of the other, it contains a complete bandshell and is planned for broadcasts of symphony orchestras, large bands and other over-sized productions. A floating studio, it is 41 ft. wide and 70 ft. long. A client's booth, 23 x 9 ft., can accommodate 25 persons. Permanent seats will not be installed on the main floor of this studio, making it as flexible as possible, but 250 portable chairs are available.

Another studio now ready is 6A, also built on the floating principle. It is 24 x 50 x 22 ft. and is encircled by a catwalk 15 feet from the floor to provide additional space for scenery, lights and other equipment. Lighting is accomplished by 12 banks of fluorescent tubes suspended from the ceiling on accordion-like supports. They can be adjusted to any angle from 6 to 20 feet. Additional banks of special lights rated up to 2,000 watts are mounted on floor-dollies.

An ultra-modern kitchen has been permanently installed in Studio 6A for use in afternoon programs designed for homemakers. It has a 1950 model electric range, deep freeze, refrigerator, double sink and lighted cabinets. At least five other stage sets can be dovetailed into this studio simultaneously for one or several shows.

The only other TV studio completed is 6B, a unique music and organ room. The organ installation is a $50,000 project in itself. Only the console is visible. Pipes and shutters have been concealed behind a perforated wall, creating the illusion of sound permeating the studio from the innermost recesses. Two stories high, Studio 6B, which measures 39x45 ft., will also be used for AM.

WGN-TV's staff of 115 is headed by Mr. Schreiber, a Tribune man for more than 30 years. He covered sports for the newspaper as early as 1918 while in high school. Within 10 years he was named assistant general purchasing agent of the Tribune company, and three years later joined WGN as public relations director. He has been in charge of all WGN Inc. broadcasting operations since September 1940.

Director of engineering for WGN-TV, as well as the Tribune's AM and FM stations, is Carl J. Meyer. His first assignment on joining WGN in 1929 was to report.

(Continued on Telecasting 18)
TELEVISION INDUSTRY, despite its relatively tender years, already represents an investment of over $2.5 billion. This estimate was released last week by Dr. Orastes H. Caldwell, former U.S. Radio Commissioner and now editor of the Caldwell-Clements magazines, Tele-Teck and Radio & Television Retailing.

Dr. Caldwell figures that the approximately 5 million television sets, with their installation costs, repairs, etc., make up the bulk of the investment—$2 billion. With their inventories and places of business, TV dealers and distributors represent approximately $500 million. Another $100 million may be added for taxes.

The 101 television stations now on the air represent an investment of approximately $50 million. Dr. Caldwell estimates, with another $50 million invested in coaxial cable.

Adding the huge sums that the television industry has spent in research, patents, FCC hearings, legal controversies, etc., Dr. Caldwell feels that another $50 million is easily accounted for.

Combining all these items, Dr. Caldwell has the gross investment at $2,680,000,000. By the end of 1950, he estimates this total will have increased to $4.5 billion.

**AR B Expansion To Issue Monthly Report**

EXPANSION of service to two new cities and the proposed issuance of a national television rating were announced last week by American Research Bureau, Washington, D.C.

The first issue of "The United States Television Audience" is slated for release in October, according to James W. Seller, ARB director. The report will be issued monthly thereafter and will be based on a probability sample representing all television homes in the U.S. Network program audience will be shown in terms of actual number of homes and men, women and children viewing.

The ARB diary method is to be used with the diaries placed in all TV areas—urban and rural—on the basis of actual set ownership. An entirely new sample will be selected for each month's report.

As is the case of ARB city reports, audience duplication, cumulative audience, audience composition and data flow will be available.

Two new areas have been added for regular city reports—Cleveland and Chicago. City reports hereafter will be issued monthly for New York, Philadelphia and Chicago and quarterly for Baltimore, Washington and Cleveland. First reports for the two new cities will be released next month.

Top television shows in New York and Philadelphia during the March 1-8 test week are reported by American Research Bureau as follows:

**NEW YORK**

1. Star Theatre—68.6
2. Top of Town—60.4
3. Talent Scouts—57.4
4. The Goldbergs—53.3
5. Guided by Friends—50.7
6. Studio One—41.1
7. Saturday Review—39.5
8. Dancing—N.Y. (ABC Fri.)—39.5
9. Children's Hour—33.5
10. The Love Ranger—32.4

**PHILADELPHIA**

1. Star Theatre—78.4
2. Talent Scouts—69.3
3. Top of Town—63.2
4. Dancing—N.Y. (ABC Fri.)—63.0
5. Guided by Friends—56.6
6. Cavalcade of Stars—55.9
7. Elvis Theatre (WFIL-TV Sun.)—55.7
8. Lights Out—51.7
9. Stop the Music—50.6
10. The Goldbergs—50.1

**Three Video Outlets**

**REVISE RATE STRUCTURE**

WABD(TV) New York raises its Class A time rate from $1,500 to $2,000 an hour, effective April 1. Class A time is 6:30 p.m. to 11 p.m. Monday through Friday, 12 noon to 11 p.m. Saturday and Sunday.

KFTV Los Angeles, moving into night-time operation, has announced the following basic rate structure: Hourly rate, $300; one-minute announcement, $52.50; participation, $60.

Station's daytime rates remain the same—$210 per hour; $35 for one-minute or less; $40 per participation.

On March 19 the rate structure of WEWS (TV) Cleveland was revised. New rate for one hour of Class A air-time (7-11 p.m. Monday through Saturday and 4-11 p.m. Sunday) is $600, including use of studio facilities. Old rate for the same time and facilities was $500.

**WHO-TV Dayton Surveys Student Viewing**

IN A recent survey at Madison Trowood Elementary School, Dayton, Ohio, it was found by WHO-TV that over 35% of the students have television sets in their homes. Another 7% visit neighbors regularly to watch TV.

In such surveying families it was found that almost 90% of them now stay home more than before the TV set entered the home. First choice in programs among the small fry was Hopalong Cassidy, WHO-TV reports. The Lone Ranger and Texaco Star Theatre ranked second and third, respectively. Average viewing is reported as better than four hours per day per child.

Children also were asked for any comments from their parents. Most frequent one reported was that television should remind children when to go to bed. Another was that alcoholic beverages and tobacco should not be advertised until after 8 or 8:30 p.m.

**States File Bills Governing TV in Cars**

BILLS governing the use of television in motor vehicles have been introduced for legislative action in Massachusetts, Mississippi, New York and Virginia, according to the legislative reporting service of the Automobile Manufacturers' Assn.

The bill filed in Virginia would make it unlawful for anyone to install any TV set in any automobile, truck, bus or other vehicle where it would be visible to the driver. In New York, a bill would make it unlawful to equip or operate a motor vehicle with a television receiving unit. The Mississippi bill would make it unlawful to install a TV set in any motor vehicle. And in Massachusetts, the bill reads that no person shall drive any motor vehicle equipped with any TV viewer, screen or other means of visually receiving a television which is located in the motor vehicle, so any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle.

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**Weekly Television Summary—March 27, 1950 TELECASTING Survey**

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<tr>
<th>City</th>
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<td>KJOV-TV</td>
<td>4,660</td>
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<td>Baltimore</td>
<td>WJZ-TV, WJZ 12</td>
<td>3,021</td>
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<td>Philadelphia</td>
<td>WIP-TV</td>
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<td>New York</td>
<td>W4XW-14</td>
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<td>Los Angeles</td>
<td>KTTV-9</td>
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<td>Chicago</td>
<td>WGN-TV, WGN-8</td>
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<td>Detroit</td>
<td>WXYZ-TV</td>
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<td>WBBM-7</td>
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**Editor's Note:** Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and other sources. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Every survey has shown WSB-TV to be the overwhelming choice of viewers in the Atlanta market. Latest report—by more than 2 to 1.

Note to Advertisers and Advertising Agencies: If your television plans include Atlanta, get the full facts from your Petry man.
New Era in Video -via REMOTE

This Relay Switching System does what RCA's Audio Relay Systems have

This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation — no matter where you set up your units. It provides unlimited flexibility — enables you to add facilities as your station grows, without losing a penny's worth of your original equipment investment.

Actual switching in the RCA TS-20A system is done by d-c operated relays located in the video line itself. Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH


2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.
Switching RELAYS!

for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching and presetting, so that the sound switches with the picture automatically.

* * *

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 1900, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.
TV'S STATUS

Mullen Predicts Increase in Film Use

FILM eventually will make up 50% of the total television programming, it was prophesied by Frank Mullen, chairman of the board of Jerry Fairbanks Inc., Hollywood, speaking on "Films on Television" at the March 20 meeting of the Hollywood Advertising Club. Topic of the day was "Television: Where Do We Stand?"

Taking up other phases of the television picture were Ralph Lovell, head of NBC kinescope operations, who spoke on kine-scopy, and Lowndes Worth-ington, Pacific Telephone & Telegraph, who discussed the coaxial cable and microwave.

Mr. Mullen's prophecy followed an earlier prediction that television stations would "in no time at all" double their present average of 50 hours of operation a week to 100 hours weekly.

The film industry, Mr. Mullen further predicted, can look forward to a "tremendous demand" for film and "tremendous talent" for it. Basing his calculations on demands fulfilled by the motion picture industry, he stated that the television industry will require 10,000 hours of film per year. All the present combined facilities in the United States would not meet that kind of demand, he stated.

Will Stimulate Media

In conclusion Mr. Mullen said that not only will television not kill radio, motion pictures, reading and various other things, but it will stimulate them.

Centering television's future around kinescopes, Ralph Lovell stated that the merit of kinescopes lies in their being relatively fast, simple and economical as compared to other methods of TV programming. Kinescopes, he feels, are presently serving as the core of program material for non-connecting TV stations. Further, with the coming of improved in kinescope recording as to techniques, cameras, tubes and film, kine-scoping has "great possibilities for the future," he said.

It is just a matter of time before all cities are interconnected by television lines, according to Mr. Worthington. Such connections, he said, awaited only the demands of broadcasters. He did not venture a guess as to the date of completion of transcontinental facilities. By the end of 1950, he stated, 18 additional cities will be linked, with Los Angeles to San Francisco microwave relay installation ready by the fall of the year.

Speaking of the phone company's efforts toward television, Mr. Worthington announced a new system being developed for coaxial cables to increase bandwidth to about eight million cycles. Band would be divided between telephone and television service. The latter would get as wide a band as it requires and the remaining portion would be used for phone circuits.

Regarding the use of coaxial cable and microwave relay, he said that, both systems will have their place in the television picture.

TV DISPLAY

RMA Host to Europeans

LEADING types of TV receivers will be displayed March 28 at the Hotel Commodore, New York, by set manufacturers for benefit of a group of European radio dignitaries invited to visit U. S. television facilities. The European officials will be guests of the State Dept. and will spend the coming two weeks inspecting factories, studios and transmitters (TELECASTING, March 20).

Dr. W. R. G. Baker, General Electric Co., has worked out details of the demonstrations as director of the RMA Engineering Dept. RMA was invited by Willard L. Thorp, Assistant Secretary of State, to serve as industry host. The plans have been approved by Donald S. Farris, assistant chief of the Commerce, that will be carried out under the auspice of International Trade, Dept. of Commerce. RMA President Raymond C. Grossman is in charge of entertainment plans.

The program opens in New York today (Monday) with a Hotel Statler reception. Visits will be made tomorrow to DuMont TV studios and transmitter in New York; Paramount theatre (TV equipment); TV receiver display at Hotel Commodore: visit to NBC studios and transmitter. On the March 29 agenda are RCA TV facilities at Nutley, N. J., AT&T plant in New York; Phonovision exhibit by Zenith Radio Corp. at Waldorf-Astoria.

Delegates will visit the RCA tube plant at Harrison, N. J., April 3. The next day they will inspect DuMont transmitter at Clifton, N. J., and the CBS studios and transmitter in New York.

The second week includes April 3 demonstration at RCA Labs, Princeton; April 4 at RCA plans, Camden, N. J.; April 5 at other facilities, Philadelphia; April 6, conference at State Dept. at which color TV proponents will explain their cases, April 7 demonstrations of three TV color systems in Washington.

KSTP-TV Baseball

TWO Minneapolis broadcasters, the Gluek Brewing Co. and the Minneapolis Brewing Co., have contracted with KSTP-TV St. Paul-Minneapolis for co-sponsorship of the Minneapolis Millers baseball telecasts for the 1950 season, it was announced last week. There are no financial, advertising or other interlocking agreements between the two stations. An Agency for Gluek is Vance Pidgeon Assoc. and for the other, BBDO.

BROADCASTING • Page 66
**TV DIRECTORS**

**RTDG, SDG Seek Jurisdiction**

JURISDICTIONAL dispute over television directors was set off in Hollywood last week following an announcement by Screen Directors Guild that it was taking immediate action to establish jurisdiction over directors of both filmed and live productions.

Move was challenged by Radio and Television Directors Guild whose ranks include 36 of the 45 television directors connected with local stations. Representatives of both groups were scheduled to meet to discuss the problem last Friday. No results were available as telecasting went to press.

The screen guild based jurisdictional claim on Section 9 of the Labor Management Relations act that named it bargaining representative of television directors. Guild further stated that the action was prompted by "five years" research of the television field and by the rapidly increasing employment of SDG members in preparation of film material for world's television screens.

Guild's Contention

The guild also adds that men who are directing live TV programs, as viewed on home screens, are directing moving pictures, in that they deal with same visual and aural elements common to all screen techniques.

Special meeting of the board of directors of Screen Directors Guild was called for tomorrow (March 28) to plan action in taking over jurisdiction of television directors and assistants. In the meantime, Radio and Television Directors Guild was holding meetings with network and station representatives on behalf of television directors, most of whom are members of RTDG.

Support was given the SDG stand for jurisdiction with a statement last Thursday by Frank Capra, movie producer-director, that the SDG action is the first major step in what must become "a concerted cooperative movement by picture makers to recognize the TV industry and join forces with it."

**30-INCH TUBE**

DuMont Reveals Development

DEVELOPMENT of a 30-inch direct-viewing television tube designed for use in restaurants, schools and other public places was revealed last Wednesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, at a luncheon marking the official opening of DuMont's Allwood tube plant in Cliff- ton, N. J. The tube probably will be released after next September, according to Dr. DuMont.

More than a million standard tubes of various types will be produced this year, according to Irving G. Rosenberg, manager of the tube division of DuMont Labs. Overall, he predicted, six million sets would be turned out.

**WABD MOVES ANTENNA**

5th To Use Empire Tower

THE FIFTH of seven television stations in the New York metropolitan area last week decided to move its antenna to the Empire State Bldg. tower. WABD (TV) New York, the DuMont station, announced it would install its antenna and transmitter in the world's tallest building as soon as the FCC authorized it. A new transmitter will be built.

The station will maintain its present transmission center atop its headquarters, 515 Madison Ave., indefinitely for emergency purposes. Other New York stations which will use the Empire State tower are WNBTV (TV) WCBS-TV WJZ-TV WPIX (TV). Only WOR-TV, which has its own tower on the Hudson Palisades, and WATV (TV) Newark will remain at other locations.

**NBC Leases TV Space**

NBC has leased three floors at 517 West 56th St., New York, to house television scenic design facilities, it has been announced by Carleton D. Smith, network's director of TV operations.

**TELEVISION "Isotop," test instrument designed to bring safety and efficiency to testing and servicing of TV and radio receivers, announced by RCA Tube Dept.**

**TRAINING BY TV**

Census Bureau Plans Course

EFFICIENCY of television as an educational medium will be tested by the Navy Dept. and U. S. Census Bureau through use of a four-day TV training course in connection with the 1950 decennial census [CLOSED CIRCUIT, March 26, also see page 49].

Fifty census enumerators will be trained for their data collection via a TV film recorded by the Navy. Another 50 enumerators of similar educational attainment will be trained in five classes. Work will be evaluated by Fordham U.
WHAS-TV BOWS

WHAS-TV Louisville, makes its debut today (Monday), adding a second TV station for the Kentucky city. Victor A. Sholis, WHAS-AM-FM-TV director, said the station would _"concentrate on quality of programming,"_ rather than on quantity, expanding its facilities as experience and performance warrant. At present the station will program 2-10:30 p.m. six days weekly.

WHAS-TV, like its parent AM station, Mr. Sholis said, is a primary CBS affiliate. Station operates on Channel 9 (168-192 mc) with 7.2 kw aural, 9.6 kw visual.

The newest and latest technical equipment has been used in the construction and installation of WHAS-TV, Orrin W. Towner, technical director, said. The tower supports a 12-bay GE TV antenna which, along with a three-section transmitter, would eventually permit the station to transmit a 54 kw signal, Mr. Towner added. Also employed is a fluorescent lighting system atmosphere-controlled for its main studio, six skyhooks and a rear screen projection unit. In addition to this large studio, the station has an audience-participation and organ studio.

Studios are maintained on the sixth and seventh floors of the Louisville Courier-Journal-Times Bldg. Kinescope recordings of network shows will be presented until about Oct. 1, date when the coaxial cable is expected to reach Louisville.

WKY-TV Policy

P. A. SUGG, manager of WKY-TV Oklahoma City, has announced adoption of a general policy against the telecasting of any programs based primarily upon "horror story" plots until after 9 p.m. when "the younger children should normally have retired." Pointing out that the sponsors have been "most cooperative" in agreeing to program revisions to fit the new policy, Mr. Sugg said two NBC-TV shows featuring "mystery-violence dramatization" have been moved from 7:30 and 8 p.m. spots to 9:30 on Monday and Wednesday.

Reel Takes

FREDERICK A. NILES

RED NILES has watched TV activity at Kling Studios, Chicago, grow in the same proportion that TV set sales have skyrocketed in the area. In 1947, when he originated the video branch of the film production firm, there were 12,000 sets in Chicago. Now there are more than 380,000.

Since mid-1947, when Kling had produced only one television commercial (Goebel beer, with 35mm sound reproduction, on a stage about a block long on Chicago's near north side. Only union technicians (from four locals) are employed, and each person creating a TV commercial works closely with other personnel.

Primarily a Chicago concern, Kling Studios has branched out to New York, Detroit and Cincinnati in the past 15 years. Most of the video work, however, is done in Chicago.

Fred is married to the former Jan Turen. They met in Oklahoma when he was in the Army, and now have a four-month-old daughter. When he isn't on the job, he's home watching TV—reaffirming his convictions that video will revolutionize the advertising world in five years. He believes too often too much attention is placed on the show and not on the commercial. Pacing is the most important factor in production of a TV film spot he concludes.

TEXACO THEATRE

Tops Hooper TV Ratings

With a rating of 65.4, Texaco Star Theatre was first place in the top 10 Hooper TV-Network Television ratings for February, it was announced yesterday.

The February ratings are the last network television ratings to be issued by C. E. Hooper Inc. Under terms of the recent sale of National Hooper ratings to A. C. Nielsen Co., Hooper will continue to conduct television network ratings but they will be issued through the C. E. Hooper Co.

February Leaders were:

1. Texaco Star Theatre—Million Viewer Show (30 NBC-TV cities) 65.4
2. Texaco Troubador Hour (5 NBC-TV cities) 63.1
3. West of the Town (19 CBS-TV cities) 42.7
4. General and His Friends (46 CBS-TVs) 41.0
5. Texaco Star Theatre (19 CBS-TV cities) 39.8
6. Lone Ranger (35 ABC-TV cities) 38.9
7. Kraft TV Theatre (18 NBC-TV cities) 35.8
8. Philco TV Playhouse (35 ABC-TVs) 35.2
9. Robert Montgomery Presents (11 NBC-TVs) 33.1
10. Fireside Theatre (16 NBC-TV cities) 31.3

LIVE OR FILM?

No Labeling Needed—FCC

FCC REFUSED last week to grant a request that television stations be required to announce at the beginning of each program whether it is a live film, or a kinescope recording.

Denying a petition of Charles W. Curran of Jackson Heights, N. Y. [TELECASTING, Jan. 30], the Commission held that its present rules on the subject (3.688) are adequate.

The rules already require stations to make it known when "mechanical reproductions" are used. Thus, FCC held, it should be obvious that a program is live if it is not otherwise announced.

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March 27, 1950
ENGINEERS MEET
SMPTF Convenes April 24-28

MOTION picture and television engineers will meet in semiannual convention at Chicago's Drake Hotel April 24-28, with the TV technicians attending for the first time. The group's name, Society of Motion Picture and Television Engineers, was adopted early this year, when TV was included. Technical sessions are planned for the opening (Monday) afternoon, followed that evening by a seminar sponsored jointly by the society and the Chicago section of the Institute of Radio Engineers.

Tuesday morning and afternoon members will discuss TV production techniques, including lighting, staging, optical and electronic methods of introducing special effects. High-speed photography will be outlined Wednesday morning and afternoon, with 16mm projection equipment slated as the Thursday afternoon subject.

Operation of high-intensity projection lamps, carbons and the problems of screen lighting will be demonstrated on location at Wilding Studios Thursday evening. The following morning, members will hear about sound recording and studio production.

WFIL-TV SIGNS
With Paramount TV Network

WFIL-TV Philadelphia has signed as an affiliate of Paramount Television Network, Roger W. Clipp, general manager of WFIL-AM-FM-TV, has announced. Under terms of the agreement, WFIL-TV acquires rights for local showing of Paramount's special programs which are produced and film-recorded in Los Angeles.

TELEFILM INC., Hollywood, reports signing of three additional stations to carry its Roving Camera series. KGO-TV San Francisco and WNAC-TV Boston have severed for 13 weeks. Firm has temporarily ceased production of series following completion of 66 films. Telefilm also is doing second television commercial for French Sardine Co., Inc., Terminal Island, Calif. Agency: Rhodes & Davis, San Francisco.

Dick Strome Television, Philadelphia, has released one-minute and 20-second spots for Goldenberg Candy through Clements Agency, and spots for Porto Rico Beverages through Deane Klein Davidson Co. Goldenberg Candy anticipates enlarging spot campaign to cover several markets on eastern seaboard. Firm has also completed six 20-second films for Adam Scheidt Brewing Co., through Lawrence I. Everling Adv. Agency.

Thirty-two feature length western films have been leased by KLAC-TV Hollywood from Oil Video Productions, that city, at undisclosed price. Included are 12 Fex Ritter films, 10 Ken Maynard, six Bob Steele and four Jack Perrin films. First of series which were telecast earlier this month are being serialized in half-hour segments to be followed by complete hour length films.

Production of 34 additional half-hour TV films for Procter & Gamble NBC-TV Fireside Theatre series scheduled by Bing Crosby Enterprises about May 1. Crosby firm recently completed 10 of half-hour films. New series to be telecast on NBC eastern and midwestern stations next fall and winter. Agency: Compton Adv., Hollywood.

Lou Croxton, formerly with RKO Hollywood, joins Jerry Fairbanks Inc., that city, as art director. Fairbanks is expanding TV production operations to New York. Firm will set up complete studio facilities at 187 E. 68th St. and present New York office will be moved to new location. Eastern facilities will include three large sound stages and latest type sound and camera equipment. Trained personnel of Hollywood staff will be transferred to New York. Russ Johnson, vice president in charge of sales and distribution, will head N. Y. operations. New York firm is currently producing new series of commercials for Cameo starring Frank Warren, singer, and Bill Stern, sportscaster. Agency: William Kety Co. Inc., N. Y.

Filmtone Productions, Hollywood, has started production on first of 85 half-hour TV films based on Cosmopolitan magazine story by Larry Moore, “Ding Howe and the Flying Tigers.” Series will incorporate 40,000 ft. of combat shots of Gen. Clair Cathcart's Flying Tigers, made available by Chinese news service, with shooting of original film. Les Goodwins is director. National sponsor is said to be interested in series.

FOR first time in area, “St. John's Passion Play” was telecast in its entirety this year by WCPO-TV Cincinnati. Lentsen institution in Cincinnati since 1918, three-hour religious drama was picked up yesterday (March 26) from church auditorium.

Flying Action!

``BALANCED'' TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

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March 27, 1950
Color Windup
(Continued from Telecasting 3)

one set the programs broadcast under an agreement.
Even if a combination set eliminated this argument, he continued, each broadcaster would still have to choose the one system he wished to employ.

"Mr. McConnell also conceded the public would not be harmed by adoption of multiple standards—assuming the accuracy of your statements," he told Comr. Jones.

The NBC executive told FCC that if it approved RCA standards the New York studios would extend its WNBT (TV) Washington color programs from the present eight hours a week to at least 12. "The programs would include commercial as well as sustaining shows, in choice time as well as at other hours," he said.

Outlines Transmission

Further, he reported, the Washington color programs would be sent to all systems extending relay facilities as well as AT&T relays, which the telephone company has said will be available this summer, and the color relay work would be started "at once" on expanding WNBT (TV) New York studios for color origination, he asserted.

He continues: "RCA color relay system presents no problem of reception on present sets, our color programs would be selected from your regular schedule. . . . Our stations in Chicago and Cleveland would receive color programs over the same relay which the telephone company has said will be available this summer. Thus stations would be able to transmit in color before they have their own facilities for originating color broadcasts.

Mr. McConnell noted that all NBC colorcasts would be available for color broadcasts by "stations reached by radio relay" (the present coaxial cable passes RCA color only in monochrome.)

He said he understood that by the end of the summer radio relays will extend from Boston to Omaha, "and beyond," and stations such as Providence, New York, Philadelphia, Pittsburgh, Cleveland, Toledo, Chicago, and Davenport-Rock Island-Wiltonia, Baltimore, and Washington, Detroit, and Milwaukee also will be served by radio relay by that time, he reported, adding that Albany, Schenectady, Utica and Syracuse also could be served if the General Electric relay to Schenectady were restored. RCA-NBC's experimental UHF "booster" at Bridgeport also would carry color pickups, he said.

Adoption of a non-compatible system, he said, would mean a station "would lose its entire circulation" during the time it was colorcasting, except for persons "who had bought adapters, converters or new color receivers." He felt economic considerations accordingly would not permit that most color programs, under a non-compatible system, would be broadcast in fringe time and would not include "choice programs.

Sees 100% Color

Dr. Stanton, however, contended that CBS might well be broadcasting almost 100% in color within two years after approval of the CBS standards. This belief is based on the probability of reasonably priced color equipment, and prompt production of internally adapted sets. If CBS should get FCC approval, CBS would start originating color programs in New York "within a few days," offering the colorcasts to all interconnected markets. Within three months he said the total could be expanded to at least 20 hours a week, including both studio and remote programs. Of the 20 hours, three hours daily, five days a week, would be carried before 6 p.m.; 30 minutes daily, five days a week, would fall in the 6-8 p.m. period, and another 30 minutes daily would come at the close of the monochrome transmissions or at some other time after 8 p.m.

For promotion, he said, each interconnected affiliate would be provided with at least one color demonstration purposes. Sponsors for the color programs will be sought, he continued, adding that "several requests" for priority have been received. Additionally he said CBS would conduct educational clinics for licensees, manufacturers, and sponsors and agencies.

But Columbia's plans, he noted, assume FCC will decide the color question "in the near future. He said that "necessarily Columbia cannot commit itself to plans the execution of which, by reason of a delay in this decision, cannot be inaugurated until next year, or the year after."

"Normal" Conditions

He said he also was assuming that color will develop "under conditions of normal competition;" that other networks will feed color programs to their affiliates and that their affiliates will carry them; that manufacturers will supply the demanded equipment including black-and-white sets internally adapted to receive CBS color in monochrome, and that sponsor support will continue as in black-and-white.

If FCC decides to adopt multiple standards, he contended, the various systems should be approved only after demonstrating that they can maintain technical requirements. The CBS system, he claimed, already has done so.

Dr. Stanton told the Commission that color, if put off now, "will rear its head again" and would not abandon its color system in any event, because it is useful for many non-broadcast purposes, but that he saw little use to press again for its adoption as a broadcast service since "we've pressed twice" already.

He submitted an exhibit reporting CBS has spent $4.2 million on colorcasts in its old 12-me system, and $1.5 million on the present 6-me technique.

He said he didn't think it possible for the industry to get together voluntarily on standards, and that he didn't think the CBS system could be made completely compatible.

Would Accept CTI

Mr. McConnell was as emphatic as Dr. Stanton in rejecting the idea of multiple standards. After prolonged questioning during which he said the CTI system would be acceptable to NBC if it were adopted, he said, FCC would not abandon its color system and that he didn't think his company's system could be made completely compatible.

To questions by Comr. Jones, he said the necessity of installing studio equipment would be the main preventive to 100% color programing that would result if FCC adoption of standards.

Opening the Thursday session, W. B. Sullinger, Western Union radio research engineer, noted that the company has video facilities between New York and Philadelphia but said the facilities have never been used commercially and are used for the transmission of video Audio would have to be transmitted by the Bell System or otherwise, he said.

Mr. Sullinger presented proposed plans for Western Union to expand its present facilities. These expansions are, he said, dependent upon the outcome of the interconnection question, economic questions and demand for the company's service.

Considering resolution of these factors, he presented a company plan to install facilities between New York, Washington and Pittsburgh—with all three cities to be interconnected by two reversible TV channels—which he said could depend on the resolution of the three determining factors of interconnection, capital and demand.

As the request of the Commission, Alex G. Jensen of Bell Telephone Labs appeared to present information on compromises necessary for a color system to fit 6 me bands. Mr. Jensen appeared as an individual and not as a representative of Bell. Basis for his testimony was a paper delivered at the recent IRE convention.

During cross-examination by the Commission, Mr. Jensen conceded that under ideal theoretical circumstances, a dual-service system at 6 me would not preclude video or video and audio transmission at 12 me, and at 18 me in some bands of video transmission would cut the necessary video band for black-and-white to approximately half its present 4 mc width. He pointed out, however, that he has never seen this system used in black-and-white transmission and doesn't ** 

FCC ATTORNEYS in the color case include Assistant General Counsel Harry M. Plotkin (r), chief counsel, and John E. McCoy, chief of the television branch of the Commission's Legal Division. They make the opening argument for the Commission counsel table at last week's sessions.

INTERESTS of Color Television Inc., which was moving its color equipment from Washington back to San Francisco, were represented at FCC's color hearings. Also attuned is Lloyd H. Smith (l) and Carl L. Wheat.

CTI will seek a formal demonstration of its system in San Francisco.
know of any such equipment that has been developed.

Under questioning by Comr. Jones as to the cost of dot interface in black and white, Mr. Jensen said he felt the cost would be approximately equal to that of color. He said this was only his own opinion after rapid consideration since no black and white equipment of this type had been developed.

Asked by Comr. Frieda B. Hen-nock whether setting standards for only one system would delay de-velopment of the television art, Mr. Jensen said he felt experimentation should be continued.

The bulk of Thursday afternoon testimony was consumed by the re-mainder of Mr. Jensen's prepared statement and clarification of his remarks under cross-examination by members of the Commission and counsel representing the three color systems under consideration.

In reply to Comr. Jones, Mr. Jen- sen stated he felt the writing of color standards could be done now only in a broad statement and that more exact standards would have to wait for some of the facts to be compiled.

Joseph V. Heffernan, RCA vice president and general attorney, pro-posing a theoretical color system combining dot interface, time multi-plexing and the color F.C.C standards, asked Mr. Jensen if he felt such a system would be compatible. An affirmative answer was given.

Hugh M. Bevill Jr., NBC direc-tor of research, appeared to pre-sent information which his depart-ment had gathered on the reception of RCA color televisions on black and white receivers. The infor-mation was based on mail re-sponse received following the start of color transmissions on WNBW (TV) Washington and outlined the reaction of viewers on the question of computerability.

L. A. WRESTLING
MCA Signs 20 Grapplers

IT LOOKS like local wrestlers will be throwing their weight around again on Los Angeles television, with taking over by MCA Agency of representation of 20 top wres-tlers last week. There has been no telecasting of local matches since promoters jumped on ban Feb. 9, charging that telecasting cut box-office receipts. According to an MCA spokesman, the plan is be-ing considered to allow televising of matches once a week and from a small arena, in order not to hurt large spots.

Affected by the ban are KTLA, KTBV, KLAC-TV, KTLA-TV and KBNI.

KTS L has met the problem with kinescopes of Sunnyside Garden, New York, wrestling; KTTV has a weekly kine-cope of matches from St. Nicholas Arena, New York, with lady wrestling on its future calendar, and other Los Angeles TV stations have turned to b-movie film or live talent shows. None lost a sponsor as a result of the ban, it was reported.

The Outlook
(Continued from Telecasting 5)

set up for use through Phoenix. I would say three years and then the big question is whether or not we would want to pay the price for the service with the continued im-provement in kinescope plus film service and local shows. I question whether or not we will ever want to use the coaxial cable in Phoenix. Certainly it is not in the cards for our television station in Phoenix to pay for a 1,000-mile haul for this cable.

David Carpenter, general manage-er of WCON-TV Atlanta, said there is little about the average TV program that demands immediate viewing for full enjoyment. "With the gradual improvement of tel-transcriptions," he said, "Atlanta stations could be served in a manner which would give reason-able satisfaction to the listeners and enable the stations to do a bet-ter all-around program job because of the easing of overhead."

Another aspect is that three stations in Atlanta must share the line equally and the contrast from kinescope to live will add to the dissatisfaction," he said.

Economic Question

Robert D. Swezey, general man-age of WDSL-TV New Orleans, also is concerned about the eco-nomic angle. He said AT&T had indicated it would take 12 or 18 months to adapt the southern cable for TV service to New Orleans. "I gather that an order could be placed tomorrow," he said, "but whoever placed it would have to undertake to meet the tariff for airline mileage between New Orleans and Memphis—some 1000 miles—which, as I recall, is $35 per mile per month."

"In all the circumstances the en-try date of the TV coaxial in New Orleans seems to depend pretty largely on the practical economics of working out an arrangement to support it financially. At best, it looks as though it is two or three years removed."

Thad Holt, president of WAPM-TV Birmingham, said, "We have been approached by the local office of Southern Bell Telephone & Tele-graph Co., stating that DuMont and ABC did not sign up for 'shared' video service to Birmingham by the deadline date of Jan. 15, 1952."

Local Channels

"We are also told that we are to order local channels from toll office to individual television stations, which is a departure from radio network service. This was transmitted to the local office on Feb. 14, but I understand may have been countermanded."

"The matter of furnishing net-work video service seems to be be-tween the networks and AT&T. We have not been advised that any network has signed up for the cable into the Southeast, and if the costs are what we hear, then we are very happy with T.V.R."

The economics of network tele-vision are also important in smaller cities, judging by replies from a dozen station operators not yet on the network. For example, Marshall Ross, general manager of WSAT-TV Huntington, W. Va., de-scribed the AT&T cost estimate for a Cincinnati-Huntington link as "prohibitive."

"We are working very seriously toward the establishment of a relay connection of our own, privately owned and operated," he said. "We have made all the necessary studies preparatory to building such a sys-tem and a final go-ahead decision is now largely dependent upon admin-istrative matters." He added that new techniques were being studied, and hoped to have service in opera-tion this summer so big league baseball as well as direct network services could be provided local viewers.

George S. Johnson, manager of KOB-TV Albuquerque, N. M., said, the station is interested in one-time service for special events. "We do not see how we could support serv-ice direct on a continued basis," he said. "If we could tell our audience they might get one football game or a world series game direct plus the regular kinescopes we now have, I believe it would have a tremendous influence on the sale of receivers," he said.

Future Outlook

Harrison M. Dunham, general manage-er of KTTV (TV) Los Angeles, feels that network facilities may be used by Pacific Coast sta-tions only in the case of national emergencies or outstanding public events because of the cost. "It is our further feeling," he said, "that as Hollywood's motion picture indus-try becomes more closely allied with television broadcasting, coaxial cable throughout the east will become less important to the television industry."

Station managers in all parts of the nation not now getting network service reflect views generally simi-lar, in many cases, to the above comments. Their estimates of net-work service to be provided this year paralleled AT&T's own published schedule.

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WLW-TELEVISION

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TELECasting  •  Page 17
Telefile
(Continued from Telecasting 7)

31 MARCH

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DALLAS JONES

Firm Adds Studio Space

DALLAS JONES Productions, Chicago, has bought all assets of Frank Lewis Inc., same city, increasing its television and motion picture studio space from 10,000 to 25,000 square feet. The firm, headed by Dallas Jones and his wife, will specialize in production of TV films.

New quarters are located at 1725 N. Wells St. Mr. Lewis, who produced slide films and illustrations, remains as head of the new illustration department.

EXCLUSIVE television rights to games of Girl's Professional Softball League of Los Angeles, have been acquired by KTTV (TV) Los Angeles Series play starts in May.

SCIENCE AND DRAMA

WTVJ (TV) and U. of Miami Are Rewarded in Joint Effort

MUTUAL cooperation between WTVJ (TV) Miami and the U. of Miami in Florida is combining educational value with entertainment in video programming.

The university’s radio and television department says the collaboration is responsible for TV shows of unusual local interest and for quality training of its students. WTVJ received two regular feature programs from the department, both sponsored by the Taylor Construction Co., a local building firm. The school uses the station’s studio six hours a week for student instruction in a TV workshop course in which WTVJ personnel augment faculty teaching.

On-the-air production experience is gained by students while aiding weekly university-produced shows and setting up and breaking down equipment on remote telecast locations. The cooperation grew out of an arrangement made between Col. Mitchell Wolfson, WTVJ president, and Sydney W. Head, chairman of the radio and television department, before the station went on the air last March.

The university produces a half-hour show each Tuesday at 9 p.m., at present alternating a dramatic program with a science show every other week. Additional special programs are produced frequently.

Most unusual is the science series, called Science Show Window, that brings to the camera interviews on plant and animal life peculiar to the subtropical, southernmost reaches of the peninsula. Professors of the various “ologies” are interviewed by Oliver Grieswold, member of the department, and live mammals, loaned by the zoo, are exhibited on the show.

In the dramatic series, the first production was outstanding in the choice of a play and in the manner of presentation, Mr. Grieswold explains. Hans Rohne’s (professor and formerly with Max Reinhardt in Europe) modern version of Shakespeare’s “The Comedy of Errors” was telecast remote from the stage of the U. of Miami drama department’s Bow Theatre. Prof! Head supervised video production; Mr. Rohne directed the play. Audience could see stage action or by turning their heads watch the telecast on receivers placed in the theatre. Backstage, a receiver presented on-stage action to members of the cast not performing at the moment.

REPTILE is displayed to viewers by Prof. Julian D. Corrington, of the Zoology Dept. L to r: Profs. Grant Shepard and Sydney W. Head (seated); Mr. Grieswold, Prof. Corrington and Lloyd Gagnes, WTVJ cameraman and student.
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TELECASTING • Page 19
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PERSONAL TOUCH

PLAYING personal angle for all it's worth is Mark Sheeler, m. of morning show on WPIK, Alexandria, Va. Mr. Sheeler enters Washington homes armed with tape recorder and leading questions such as, "Do you think that marriage will ever replace the automobile?" Informal chats with housewives resulting from such questions are recorded and presented on Mr. Sheeler's program.

Dances of Countries

NEW studio program at WBAP-TV Ft. Worth, Tex., is Dance Parade, sponsored by the Girl Scouts. Program is produced and distributed by Kraus, Inc., and is recorded for national syndication.

DISTANT COVERAGE

NATIONAL Amateur Hockey tournament in Lewiston, Me., was covered by KROC-AM-FM Rochester, Minn., 1,000 miles away. KROC sent its sports director, Bernie Lusk, to Lewiston to give play-by-play accounts of meetings between Rochester Mustangs and Lewiston's team. Rochester Post-Bulletin, sponsor of KROC broadcasts, also sent its hockey writer, Ozzie St. George, on trip.

EXPLOITING EXPOSITION

FIVE-minute interviews were sold to exhibitors by WDC-TV Des Moines, Iowa, at city's recent Annual Home and Food show. Exhibits were telecast with interviews telling their sales stories and explaining their products. Program Director Charles Freburg and his camera take lighting crews dolly from booth to booth with Dan Jensen and Norman Bacon doing running commentary on interviews. Successful results indicate that station will use "roving camera" technique at future Home and Food shows.

BILINGUAL SHOWS

LIVING up to its French title 7:45 show on WSSR Cleveland, s bilingual. Conducted by George Thompson, modern language teacher at Western Reserve U., Cleveland, format of show is French music, interspersed with talk in both French and English. Show is aired Mon. at 7:45 P.M. Due to its success with persons of French extraction and students in Cleveland, another evening show, Peaches Tropical, has been started on WSSR by Mr. Thompson. Format of program similar, with Spanish being substituted for French, and Spanish guest welcomed to program weekly. Show is piped over public address system at Kent State University union.

HANKS THAT SPEAK

FIFTEEN-minute show over WLWD (TV) Dayton, Ohio, has format especially constructed for deaf mute. Entitled Hanks That Speak, program is made up of devotionals or messages delivered by minister. Message is interpreted in sign language as are hymns sung for listening audience. Idea for show originated with Mrs. Peg Kylstra, local school teacher, who worked on production details with A. Donovan Faust, assistant general manager in charge of programs at WLWD. Show is sponsored by Church Federation of Dayton and Montgomery county, and is on trial schedule until Easter.

CATERING TO TASTES

VARIETY of music to suit listeners' preferences is aired Mon.-Sat. on WSPN's Matinee by Larry Brown, m. of WPEN Philadelphia show. Mr. Brown divides four-hour show into half-hour segments, using them for pop tunes, light modern experiments in music, classics, hits of 30 or 40 years ago, old-time instrumental favorites, background music from current motion pictures, and one hour of past and current show tunes. Format satisfies tastes of old and young alike, station reports. WSPN's Matinee is heard from 2:05 to 6:30.

NEW CONTROVERSY

NEW quarter-hour weekly program Seven on The Air-airing has been inaugurated on WJZ-TV (TV) Los Angeles. Program is believed to be first television program sponsored by local labor union, Retail Clerks Union. Local 770. Speakers on program will include James Roosevelt, Rep. Helen Gahagan Douglas, Harry Flannery and Gordon Severance, in addition to authores on science, business and communities. Leonard Sheehan produces program with Robert S. Howell as associate producer. Bob Breckner will direct.

PLAY-BY-PLAY CHECKERS

WGBF Evansville, Ind., lays claim to play-by-play description of first broadcast of checker game when Evansville's champion, Walter Giannini, met the Harrisburg, Ill., champion, John Latwinski. Forty-five minute game was described by J. C. Kerlin, WGBF's local newsmen.

CALLING ALL CABS

ACTUAL workings of taxi meter are shown as part of two week series on Calling All Cabs. Featuring WTVR (TV) Richmond, Va., series consists of two shows, is designed to demonstrate control exercised by city on this mode of transportation. Second show in series was devoted to discussion by taxi squad of Richmond Police Department, enforcement stories by police in regulation of taxis and drivers were shown.

SPOT REPORTING

LESS than an hour after airliner crashed in South Minneapolis, killing 15 persons, WCCO Minneapolis-St. Paul aired first eye-witness report. Citizen and Paul Lugley, executive of station's staff, were on scene shortly after accident and phoned on-the-spot report to station. Telephone coverage was recorded and aired on 10 p.m. newscast, just 58 minutes after tragedy.

CLUB DUE

SECOND late evening disc show broadcast by WJR Newark, N.J., from night club has been inaugurated by station. First program was held at Palace Theatre, nation's champion, John Lusk, and broadcast from Palace Club in Irving, N.J., from 11 p.m. to midnight nightly. Latest series features Ed Bonner spinning records and interviewing guest star, who is Miss Diana, Union, N.J. Mr. Bonner is heard from 10:10-11:30 p.m., nightly, except Mondays.

PRIZE PARTY POPULARITY

NEW TV show on WFLF-TV Philadelphia, sponsored by the Girl Scouts, will begin Thursday night, March 16th, at 6 p.m., on the Palace, featuring Carl Iles and broadcast from Palace Theatre in Irving, N.J., every Thursday night. Latest series features Ed Bonner spinning records and interviewing guest star, who is Miss Diana, Union, N.J. Mr. Bonner is heard from 10:10-11:30 p.m., nightly, except Mondays.

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March 27, 1950 • Page 75
March 17 Applications. ACCEPTED FOR FILING.

Modify CP: CP, AM station to change power, install DA antenna extension of completion date: WQAD-Glasden, I.A. (March 10).

KWWD Whitehouse, Va. — Mod, CP AM station to change power, install new FM station to change to Ch. 297.7 kW, WXRH Boston, Mass. — Mod, CP new FM station to change to Ch. 7037 kHz.

March 20 Decisions.

BY A BOARD

Modification of CP

KYMA Phoenix, Arizona — Authorized to use a change of location from 1260 kHz to 1300 kHz, and to move the studio, change effective day.

Hearing Designated

KKY Taft, Calif. — Designated for hearing in Washington June 28 application for CP change to 1300 kHz from 1260 kHz. MBE Santa Barbara, Calif., party to hearing.

KXOR Little Rock, Ark. — Designated for hearing in Little Rock June 25 application for CP change from DA-2 to DA-1, WAXY Lexington, Ky., party to hearing.

Request Denied

KGGN Cleveland, Ohio — By letter, denied request that KGGN (authorized to change to 1260 kHz) be permitted to sign off at 8 p.m. PDT during operation each day. 

Under Communications Act of 1934 as amended, the Commissions' jurisdiction with duty of regulating standard broadcast stations in public interest. Public interest requires that fullest use be made of all available broadcast channels and frequencies. To permit decreased hours of operation and less efficient use of broadcast channels and frequencies would not appear to be in public interest. No exception entertained. 

Application Granted

KBTV Davenport, Ia. — Authorized application to operate under certificate and ground system and correct geographical coordinates description. License to move station to same eng. cond. specified in its present location. Authorized CP to operate on 1170 kHz 1 kw, un.

March 17 Applications. ACCEPTED FOR FILING.

Modification of CP: Mod, CP station to change power, install DA antenna extension of completion date: WQAD-Glasden, I.A. (March 10).

KWWD Whitehouse, Va. — Mod, CP AM station to change power, install new FM station to change to Ch. 297.7 kW, WXRH Boston, Mass. — Mod, CP new FM station to change to Ch. 7037 kHz.

APPLICATIONS RETURNED

KCHI Chillicothe, Mo. — RETURNED conversation in CP 12-2. 

Georgetown, Del. — Rolls Best, Co., March 10 application for CP new station on 900 kHz. 1 kW D A. 

Paul Best, Co. RETURNED March 10 application for new station on 1890 kHz, 1 kW D.

March 20 Decisions.

BY A BOARD

Application Granted

KBTV Davenport, Ia. — Authorized application to operate under certificate and ground system and correct geographical coordinates description. License to move station to same eng. cond. specified in its present location. Authorized CP to operate on 1170 kHz 1 kw, un.

ACTION ON MOTIONS

By Carmen G. E. Sterling, A. H. Davis, Tex. — Granted dismissal without prejudice of applications TV CP.

KYOG Ogden, Utah. — Granted leave to file motion, hearing upon applications of KSUU Provo, Utah, KNPR Provo, Utah.

FCC General Counsel — Granted extension of time April 15 to file options to initial decision issued in proceeding upon application of WJOC Jamestown, N.Y.

ANTENNA CONSTRUCTION PERMIT

CP construction permit.

DA-antenna permit.

ERF-effective radiated power.

STL-studio-transmitter link.

SYM-syncronized amplifier.

STA-special temporary authorization.

CG-condition grant.

ANTENNA CONSTRUCTION PERMIT

CP construction permit.

DA-antenna permit.

ERF-effective radiated power.

STL-studio-transmitter link.

SYM-syncronized amplifier.

STA-special temporary authorization.

CG-condition grant.

Antennas granting new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 17 Applications. ACCEPTED FOR FILING.

Modification of CP: Mod, CP station to change power, install DA antenna extension of completion date: WQAD-Glasden, I.A. (March 10).

KWWD Whitehouse, Va. — Mod, CP AM station to change power, install new FM station to change to Ch. 297.7 kW, WXRH Boston, Mass. — Mod, CP new FM station to change to Ch. 7037 kHz.

APPLICATIONS RETURNED

KCHI Chillicothe, Mo. — RETURNED conversation in CP 12-2. 

Georgetown, Del. — Rolls Best, Co., March 10 application for CP new station on 900 kHz. 1 kW D A. 

Paul Best, Co. RETURNED March 10 application for new station on 1890 kHz, 1 kW D.

March 20 Decisions.

BY A BOARD

Modification of CP

KYMA Phoenix, Arizona — Authorized to use a change of location from 1260 kHz to 1300 kHz, and to move the studio, change effective day.

Hearing Designated

KKY Taft, Calif. — Designated for hearing in Washington June 28 application for CP change to 1300 kHz from 1260 kHz. MBE Santa Barbara, Calif., party to hearing.

KXOR Little Rock, Ark. — Designated for hearing in Little Rock June 25 application for CP change from DA-2 to DA-1, WAXY Lexington, Ky., party to proceeding.

Request Denied

KGGN Cleveland, Ohio — By letter, denied request that KGGN (authorized to change to 1260 kHz) be permitted to sign off at 8 p.m. PDT during operation each day. 

Under Communications Act of 1934 as amended, the Commissions' jurisdiction with duty of regulating standard broadcast stations in public interest. Public interest requires that fullest use be made of all available broadcast channels and frequencies. To permit decreased hours of operation and less efficient use of broadcast channels and frequencies would not appear to be in public interest. No exception entertained. 

Application Granted

KBTV Davenport, Ia. — Authorized application to operate under certificate and ground system and correct geographical coordinates description. License to move station to same eng. cond. specified in its present location. Authorized CP to operate on 1170 kHz 1 kw, un.

ACTION ON MOTIONS

By Carmen G. E. Sterling, A. H. Davis, Tex. — Granted dismissal without prejudice of applications TV CP.

KYOG Ogden, Utah. — Granted leave to file motion, hearing upon applications of KSUU Provo, Utah, KNPR Provo, Utah.

FCC General Counsel — Granted extension of time April 15 to file options to initial decision issued in proceeding upon application of WJOC Jamestown, N.Y.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices; National Press Building; Offices and Laboratories; 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>ADams 2414</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers; 905 Natl. Press Bldg., 1407 Pacific Ave., Washington, D.C.; Santa Cruz, Cal.</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>Upper Montclair, N.J.; MONTclair 3-2000</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering; MUNSEY BLDG., REPUBLIC 5347; WASHINGTON 4, D.C.</td>
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<tr>
<td>Craven, Lohmes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215; WASHINGTON 4, D.C.</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>SPECIALISTS IN ALLOCATION, DESIGN, INSTALLATION; 363 E. 7th St., Chicago 19, Ill.; PHONE: TRIANGLE 4-4600</td>
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<tr>
<td>Craven, Lohmes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215; WASHINGTON 4, D.C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D.C.; 1645 Connecticut Ave.; DALLAS, TEXAS; 1728 Wood St., Riverside, Texas; JUSTIN 8-6100</td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Cohn &amp; Foss; 927 15th St., N.W.; Republic 3883; WASHINGTON, D.C.</td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W.; STERLING 7922; WASHINGTON, D.C.</td>
<td></td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS; HIGHLAND PARK VILLAGE; DALLAS 5, TEXAS; JUSTIN 8-6100</td>
<td></td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST.; AR-4721; ARLINGTON, TEXAS</td>
<td></td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant; Executive 5851; 1833 M STREET, N.W.; Executive 1230 WASHINGTON 6, D.C.</td>
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**Consulting Radio Engineers**

**Broadcasting** • Telecasting

*March 27, 1950 • Page 77*
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 of BROADCASTING.
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...

<table>
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<tr>
<th>Page</th>
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<td>Page</td>
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<td>Eighth page</td>
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<td>Sixteenth page</td>
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</table>

Write or wire (collect) your reservation to BROADCASTING, National Press Building, Washington 4, D. C.
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No checks or blank forms accepted. One insertion per section. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcripts, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

**Managerial**

Colorado regional has openings for top quality managerial positions. Established regional manager seeks skilled, experienced man capable of assuming full administrative responsibility for regional stations. Will provide full details by personal interview. Box 368E, BROADCASTING.

**Salesmen**

1,000 watt station in eastern Michigan. Good market—15% commission per dollar. Send full details including drawing account. Box 437E, BROADCASTING.

**Announcers**

Wanted—Salesman, salary fifty dollars week plus commission. If you are a hard worker and hustler we do not apply. Box 498E, BROADCASTING.

** Engineers**

WANTED 5 kw network station in western Michigan city of 115,000. Real opportunity. Salary competitive with financial requirements. Box 508E, BROADCASTING.

WANTED—Time salesman, 500 watt daytime independent, south Texas. Draw salary plus gross sales, get to make $500.00 or better monthly or better. Good radio market. Housing available. Car necessary. Box 595E, BROADCASTING.

South Georgia station wants salesman. Must be willing to work 250 watt full-time independent. Must be able to produce. Box 518E, BROADCASTING.


**Men or Woman to Open and Operate Class D Station**

In SE. Box 604E, BROADCASTING.

**Technical**

Chief engineer for 5 kw network station. 15 years of experience in all details and salary requirements. Box 612E, BROADCASTING.

**Announcers**

Southeastern Mutual will soon have opening for combination engineer—announcer, also combination writer-announcer. Box 634E, BROADCASTING.

**Salesmen**

New southern station 250 kW has open- ings for thoroughly experienced chief engineer, announcer and combination men. Air mail disc, tape, photo, references desired. Expected, Box 656E, BROADCASTING.

**Immediate opening experienced engi- neers, announcers, salesmen, sales- men, saleswoman with first class license, expected salary, expected first ap- plication. Box 669E, BROADCASTING.

Combination man with first class license needed to complete staff of new 250 kW full-time independent station. Air disc, photo and background information desired.武RCO, Richland Center, Wisconsin.

**Production-Programming, others**

Important, responsible position awaits experienced mature brain with creative ability in special events, public relations, programming, NBC in SE. Replies in confidence. Box 491E, BROADCASTING.

**Announcers**

Alabama ABC affiliate has immediate opening for capable announcer, strong on engineering.谱写abolished, good voice,并且writable ability essential. Send complete information and background to Box 486E, BROADCASTING.

A real deal McNeil. If you're on the ball, Paul and can run a good show... we've got a chance to contact you at once. Send all details including your present status and salary. Box 514E, BROADCASTING.

One experienced commercial announcer with strong sports background. Must have ticket. Send disc or tape, please. Request box 568E, BROADCASTING.

**Situations Wanted**

**Managerial**

Manager—Forget your management problems. 250 watt western station tired of cold coast. Has $300,000 investment, 15,000 employees, and 10 million in annual gross sales. Has full time network set up in Chicago, Los Angeles, and New York. For first three years of management in both radio and television, $2,000 per year plus 5% of all profits. Send full details by personal interview. Box 518E, BROADCASTING.

**Salesmen**

Sales manager—aggressive, experienced. Successful sales record with national station. Excellent opportunity. Box 608E, BROADCASTING.

**Announcers**

Top sportscaster, excellent play-by-play, listener appeal, employed, available. Send complete references. Box 388E, BROADCASTING.

**Sportsman**

Combs, independent, network experience and connections in major broadcasting centers. Send complete references. Box 358E, BROADCASTING.

**Sportsman**

Top playby-play baseball, basketball, football, soccer, college grades. Box 525E, BROADCASTING.

**Announcers**

Wanted with first class engineering and sales background. Experience in all phases of network and local operations, including control. Box 467E, BROADCASTING.

**Announcer—musician, all-round man.**

Married, many years experience. Thirteen years. Travel, disc, photo. Box 501E, BROADCASTING.

**Announce, versatile, news specialty.**

Thirty years commercial experience. Seeks permanent location. Box 302E, BROADCASTING.

**Announce, college graduate 30’s, start salary, location secondary.**

Write new, wanted, years experience in all types of radio. Available for cheap live shows. Box 531E, BROADCASTING.

**Announce, play-by-play sportscaster and commentator.**

Excellent knowledge of all sports. Four years experience. Desires permanent job. Can be reached immediately. Box 548E, BROADCASTING.

**Announcer, college graduate, 30’s. Start salary, location secondary.**

Write new, experienced, years of service. Available for hourly, daytime, weekend work. Box 553E, BROADCASTING.

**Announcer, 3 years staff, also writer-director dramatic series.**

Know board. Will travel. Thoroughly experienced. Box 576E, BROADCASTING.

**Staff announcer, writer.**

Available for any location, one year experience in one station. One year program director, news director, in addition. Box 586E, BROADCASTING.

**I’ve played over one hundred games. Looking for same.**

Chief announcer, three and a half years experience in baseball, football, hockey. Plenty of baseball, anywhere. All letters welcomed. Box 587E, BROADCASTING.

**Invest $100 to $500 in AM operation or CP.**

Announcer-program director to work 11 years experience local indie to 5 kw net, veteran, BA Degree. Join progressive organization only. Box 578E, BROADCASTING.

**Capable, experienced, announcer-program director, seeks permanent post in northeast.**

Box 559E, BROADCASTING.

**Looking for an all-round staff announcer?**

I have one of staff experience. Desires permanent location. Will send complete references to offer. Box 593E, BROADCASTING.

**Announcer, Commercial, arts, news, narration.**

Announcing experience small market. Prefer to work in college graduate, single, prefer Midwest. Box 595E, BROADCASTING.

Two-man announcing team experienced play-by-play all sports staff announce, independent, good color, all sports. Higher rates. Box 597E, BROADCASTING.

**Announce, writer, on engineering work.**

Looking for opportunity to work. No job now. Wants job with western station. Box 601E, BROADCASTING.
Announcer, married.

BROADCASTING.
in school in

Prefer

four years experience,

plus

able

floater.

writer,

football, staff.

or PM disc jockey.

CASTING.

in school

First

job.

Wanted, combination or

B. Announcer, Washington, Available now. Details. disc or

stations.

or

network

west -young

-by

Washington

disc or

stations.

This equipment. Has veteran,

1 -by

Oak St., Kansas City,

six. Young.

2933

Complete

FM 608E, Permanent

position as radio operator

oped, Will answer all replies. Available immediately, 

photo available. Box 615E, BROADCASTING.

Combination man, news, DJ, write copy, 23, single, Will travel. Disc photo available. Box 616E, BROAD-

Casting.

Ex-network staff announcer-newst-

ster: Eight years experience, including play-by-play. At present associate direct-

or

New York TV station. Must,

leave this area for family's health. Desires job with disc or AM or TV.

Highly capable

of

all

broadcasting subjects. Will consider any locality. Available immediately. Box 617E,

BROADCASTING.

Personal announcer—special shows, inclu-

ding

disc, news and philosopher-

poetry feature (CBS style). Experience. Minimum salary $50 plus talent. Knows programming,

music. Box 618E, BROADCASTING.


Desires position with backward

wages. Box 620E, BROADCASTING.

They say my diction and delivery is perfect, but I've only included B.B.C. News, TV pro-

ducers, and P.T.A. members. Married. Box 622E, BROADCASTING.

Go west, young man, and live your dreams. Experienced announcer wants to raise family in

west or southwest. Desirable family available. Box 632E, BROADCASTING.

Available—Combo man with 6 years experience. Am

radio, TV and disc jockey,

hard worker. Best references. Go, any-

where! Box 633E, BROADCASTING.

First phone, 1 year, 10 months experi-

ence 250 watt. Recent graduate of TV course. Desires job in radio and TV. Present in-

surance age 21. Box 634E, BROADCASTING.

Play-by-play sports man. Six years ex-

perience in all phases of play-by-play. Specializes in baseball, football, and basketball. Employed as sports director. Excellent reference. Box 635E, BROADCASTING.

Announcer, 10 years experience, in-

cluding two years television, seeks position in eastern or southwest. Box 637E, BROAD-

casting.

Wanted, combination or engineering job, preferably with Washington stations. Home

voice. College graduate. Excellent references. Box 638E, BROADCASTING.

Top announcers: top newscasters; top writers; available now. Write, phone or look up.

干旱 Station Office—222-A Oak St., Kansas City, Mo.

City, Mo. Box 639E, BROADCASTING.

Personality disc jockey, sportscaster, announcer. Experienced in Mutual with

Wilt and Smith, WCFC, Beckley, West Virginia.

Top announcers; top newscasters; top writers; available now. Write, phone or look up.

Box 640E, BROADCASTING.

KAFY, Bakersfield, California.

Send letter.

For sale. One RA-25 Raytheon 250 volt tube amplifier in excellent condition. 

May 1. Write, wire or phone Ted 

Barkley, 106 S. 13th, Bakersfield, California.

Woody, Wannamaker.

For sale. Several used Wincargher

wills. Will sell. Erector 

Tower Construction Co., Engineer, Sloucy,

Iowa. Phone 5-678.

Television

Directed film operations. 16 years cam-

era experience. All lines. Silent, sound, very clean. Will

made to set up, direct newswear operation, com- 

mercial. Send all information or call as soon as pos-

sible. Box 646E, BROADCASTING.

WANTED MANAGER

For only station serving industrial 

community of over 75,000 people. 

Full-time station on excellent 

frequency.

Only capable, qualified and aggres-

sive applicants will be considered.

Good salary to right man.

Send photo and complete letter.

Box 616E, BROADCASTING

(Continued on next page)
Help Wanted

Salesmen
- TRAVELING SALES REPRESENTATIVE
- FOR LEADING TRANSFORMATION COMPANY
- Local commissions. Territories open: South, Southeast, West, Midwest, California, Southwestern, Midwest, Southeast.
- High salary.
- Send photo and references. Big opportunity for right man with sales ability.
- BOX 4177, BROADCASTING.

ANNOUNCER—ENGAGE
Large midwestern AM-TV operation needs personable, experienced announcer-engineer for "personality" roles on both radio & TV. Salary open. Send recording, photos, and background to Box 4686, BROADCASTING.

For Sale

SITUATIONS WANTED
Announcers

Available
Announcer—Chief Engineer
Network voice and ability
Ten years experience. Married. Sober. Prefer Texas or Florida.
BOX 555E, BROADCASTING

Technical

Are you ready for the team?
Or the clear channel decision? Position available as director of engineering or chief engineer. Will participate in simplest organization up to and including all phases of broadcasting including administrative engineering and TV operational experience with major network in New York where you employed. References important. Age 25-35. Residence Box 5485, BROADCASTING.

School

Need Trained Personnel?

BROADCASTERS!

WANT A REFRESHER COURSE?

BEGINNERS!

WANT TO BE A BROADCASTER?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
"established in 1934"

Residence and Correspondence School

For Sale

ANNOUNCER—ENGINEERS
with 1st Class Tickets
Tuesdays and Thursdays

WANTED AT ONCE

17 East 48th St.
New York 17, N.Y.

For Sale

SITUATIONS WANTED
Announcers

New York State
Radio Station

FOR SALE

$250,000

Fulltime 1000 watts located in city of over 100,000. Good earnings, good radio opportunity. Will finance.

Principals or qualified buyers only.
BOX 555E, BROADCASTING

Miscellaneous

Custom "Jingle"—$37.1

RICHARD STRUTT

WANTED AT ONCE

ANNOUNCER-ENGINEERS

with 1st Class Tickets

Tuesdays and Thursdays

with experience

E WARD C. HOLLOWELL ASSOCIATES

Savannah Case

E. D. RIVERS Jr., granted for a new AM station in Savannah, Ga., told FCC last week that the protest which existing Savannah stations registered against his grant was based on a desire to keep competition down.

The protest, filed by the Savannah Radio Council, claimed Mr. Rivers had not operated KTDE-AM-Sav. Decatur in the manner he told the Commission he would, and that there is a "serious question" as to his qualifications to operate a station in Savannah [BROADCASTING, March 13].

Mr. Rivers replied, in an answer filed by Philip M. Baker, Washington attorney, that WEAS has not failed to keep FCC informed of its program policies; that the station has "gone beyond [its] promises" with respect to service to Negro listeners and has built up a wide following for its religious programs; that it has emphasized "race, rural (programs) and religion," and that Mr. Rivers was clear in his application that he planned to "build the same type of public service in Savannah."

Mr. Rivers contended each of the stations in the Savannah Radio Council—WCCP-WDAR-AM-FM WFRP WSAS-AM-FM and WTOC-AM-FM—has "found it necessary to depart from previous representations" with respect to program service.

Cites Constitution

He also claimed the council's constitution provides that the members "agree to abide by decisions and policies" of the council. This, he said, raises a question as to "whether there has been an unlawful delegation of the licensee's sole responsibility to operate their facilities in the public interest," and "whether the Savannah Radio Council is a combination in restraint of trade."

Mr. Rivers also claimed that as late as last December he was approached as a possible purchaser of WDAR and of WFRP. That, he noted, was before he got his grant conducted theatre bil. for "personality."

The grant, issued March 6, was for $900 kc with 1 kw, daytime only. The council asked FCC to set the grant aside and designate the application for hearing.

CIVIL DEFENSE

C. of C. Issues Report

BASIC STEPS for adequate wartime civil defense are proposed by a national defense committee of the U. S. Chamber of Commerce in a report, "Civil Defense in Your Community," released last Monday.

Communities should take an inventory of such existing facilities as "communications when normal means have been disrupted," transportation and other resources, the committee suggests. Appointment of a civil defense director by the mayor of each community also is recommended. (Forty-one of the 45 states now have such directors and 17 have provided for legislation to set up planning, it is pointed out.)

H. L. Tallman

H. L. (Mac) TALLMAN, 58, manager of WALB Albany, Ga., for the past two years, died of a chronic heart ailment on March 16. Born in Pennsylvania, Mr. Tallman had spent his adult life in the entertainment world and for many years conducted theatre pit. orchestras. James H. Gray has been named acting manager of WALB.

Southern California Fulltime Regional

$135,000.00

This kilowatt fulltime regional is located in a city of over 50,000 with retail sales $66,000,000.00 and area with three times that volume of sales. Commission growing, Good living conditions. Approximately $50,000.00 required for down payment with financing out over a short period of years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
Washingtbn Bldg.
1225 15th St.
Washington 6-4550

CHICAGO
Harold R. Murphy
1225 Merch. Mart
Sterling 3431-2
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
125 Montgomery St.
Exkbrook 2-5672

BROADCASTING  TELECASTING
W. VIRGINIA MEET Clinton Named President

GEORGE H. CLINTON, vice president and general manager, WPAR Parkersburg, and general manager, WBLK Clarksburg, both in West Virginia, was elected president of the West Virginia Broadcasters Assn. at the annual business meeting held March 18 in the Chancellor Hotel, Parkersburg.

Mr. Clinton succeeds John S. Phillips, WCAC Charleston, general manager of that station, who has been president for the past two years.

Others elected to the board were: Joe L. Smith Jr., president, WILS Beekley and WJN Charles-

ton, vice president, and Alice Stein, general and commercial manager, WBTH Williamson, secretary-treasurer.

Following are the other district directors elected to the board: WYVW Wheeling, F. J. Evans; WPLH Huntington; Emile Hodel, WCFC (P) Greenville; WKNK Charleston; W K N A, and Marshall Roseen, WSAZ Huntington. Mr. Rine was designated large station director;

Mr. Evans, small station director; Mr. Hodell as FM station head; Mr. Drey as medium station director, and Mr. Rosene as TV director.

Nearly 40 West Virginia broadcast stations and wire service representatives attended the business session, which dealt with current activities of the WVBA. During the meeting, new district directors were appointed and a committee was formed to work with the West Virginia State Newspaper Commission in arranging a program for the annual council conference slated for Oct. 19-20 at Morgantown. A broadcasters' clinic will be held at the conference.

Principal business at the session concerned the moving of the West Virginia group from the fourth District of the NAB to a more suitable location. A resolution will be sent to Judge Justin Miller, NAB president, urging such a move.

March 21 Applications

ACCEPTED FOR FILING

AM-830 kc WRAJ Quincy, Ill.—CP Application to change frequency from 990 kc 1 kw. to 930 kc 5 kw. w.

AM-850 kc WBZB Muskegon, Mich.—CP Application to change frequency from 1350 kc 1 kw to 1500 kc 1 kw.

License for CP

KKR serviced by WABN-AM, WAMC-AM, WABN-FM WABN-FM, 1210 kc, 1 kw. w.

License for new station

WAMC-AM, WABN-FM, 1210 kc, 1 kw. w.

License Renewal

WABN-AM, 1210 kc, 1 kw. w.

Because we SELL—We're 65% SOLD W GRD

BROADCASTING • Telecasting

GRAND RAPIDS, MICH.

March 27, 1950 • Page 83
Theodore H. Geppert, Co-P. Re. 411 and Kenneth E. Cooney 4/8 as Komera. He is the new firm of name change. Mr. Cooney sells his interest in WGE to Mr. L. F. All; Mr. L. F. All sells his interest to Mr. T. W. B. BASW is assigned 250 w day or 990 kW night time. March 21.

Deletions...

THREE AM authorizations two F1 permits and one TV permit were re assigned by FCC March 21; reason for withdrawal follow: 27 West Virginia, WBEY-DT, Beckley, WBEY-DT, Beckley, WBB; Radio Station, WBB was deleted.

New Applications...

AM APPLICATIONS

Flagstaff, Ariz.-Lyle C. Treadwell and Kun L. Co. would like reassigned 555, $10,000, one owner Radio Institute Inc. (Schofield). For reassignment of license to applicant for service in rural and underpopulated areas of Los Angeles, Calif., for FM broadcast station.

Radio Station, WBB; Radio Station, NGC; Radio Station, NGC was deleted.

New Applications...

AM APPLICATIONS

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New Applications...

AM APPLICATIONS

Flagstaff, Ariz.-Lyle C. Treadwell and Kun L. Co. would like reassigned 555, $10,000, one owner Radio Institute Inc. (Schofield). For reassignment of license to applicant for service in rural and underpopulated areas of Los Angeles, Calif., for FM broadcast station.

Radio Station, WBB; Radio Station, NGC; Radio Station, NGC was deleted.
BOB BURGER (l), WCAIX man-on-the-street in 1949, meets and interviews division managers of Sears, Roebuck &Co., Burlington.

When Burlington Buys

(Continued from page 88)

guide our efforts to get comments from our audience on how they liked the program and what suggestions they might have for improvements.

In order to accomplish this, small prizes were offered for questions submitted for use on the program provided they were submitted with comments regarding the program. A first prize of $5 in Sears Credit Coupons was awarded for the best question, two second prizes of $5 in Credit Coupons and $1 for every question used on the program. This offer was made for three weeks. In that three-week period over 400 entries were received. Praise for the program was more than abundant. Though the audience was instructed to send its entries to WCAIX, well over a third of them were directed to Sears, Roebuck.

That description by Mr. Trueld of program acceptance shows how the audience in Burlington is keeping in the public mind day in and day out. We have created good will because of the public acceptance of our program. Our slogans are becoming common knowledge.

Our credit plan and credit coupon plan are kept before the public.

“Four out of five days we draw a crowd in front of our store. Five days a week an average group of 10 persons comes into our store to listen to their voices on our Sears Silvertone wire recorder. Identification of our principal brand names has improved measurably. In short, the initial objectives for which this program was started have been met beyond our expectations.

“One specific institutional value is worth mentioning. The arrangement of having the people interviewed on the program come into the store to hear their voices, the m. c. has the opportunity to say as he completes each interview, ‘Be sure to come upstairs and hear your voice on the Sears Silvertone wire recorder.’

“This has meant that our brand name Silvertone has become as familiar in the public mind in this area as any of the nationally advertised radio brand names. We cannot imagine the accomplishment of the same result in any other way or through any other medium or combination of media without a tremendous expenditure far and above the cost of the program which, as we have explained, served many other purposes.”

Results General

These results are of a general nature. Getting down to Mr. Trueld lists a few examples of merchandising projects. Here is how he put it in the NRDGA entry:

“The first specific results which made us wonder if we weren’t underestimating our radio came after devoting one program to announcing that the new Sears catalog was available. We had placed a newspaper ad on this the day before and had gotten some action. We put it on the radio the next day just as a matter of course. The response was immediate, and all catalogs were ordered by mid-afternoon.

“For the past three months we have been regularly using radio to sell merchandise. The results have been more satisfactory than satisfactory in relation to the cost of promotions. Three specific results follow where no other advertising was used.

“Pinking was increased for three successive days—Monday, Tuesday, and Wednesday. By the end of the week our complete stock of 187 was sold.

“Our department had a vacuum cleaner promotion which went twice by our radio program. Twenty sets were sold and the department had a 28% increase over last year for the period.

“We carried a special traffic-getting rose promotion, and in one day sold the complete stock of 50 dozen.

“In most instances where we tie the radio in with the rest of our advertising and we have been aware of the real sales help it has been. However, in these instances it is difficult to assess the absolute results of different media. For that reason we have confined our answers to the few instances where radio has been exclusively used or its results could be specifically ascertained.”

Long-Range Aspect

That’s Mr. Trueld’s summary of some of Sears’ specific promotions. Summarizing the long-range aspects of the broadcast, he says: “Our Sears, Roebuck store in Burlington, which was built four years ago, has maintained its’ good growth in these past few years. Though logically we cannot attribute this in any major portion to our radio program—there are too many other factors—we do feel that our Sears Man-on-the-Street program has been a major factor in our public relations and hence our sales effort. The things that we have been able to accomplish by this program could hardly be accomplished so neatly and easily by any other program.

“Sears Man-on-the-Street program has become a part of Sears, Roebuck and a part of the public consciousness of Sears in this area. Sears satisfied that we have been able to remain satisfied with these results, good as they are? Not at all. Looking forward Mr. Trueld says: “We have been pleased to discover the merchandising possibilities of our program and intend to explore these further.”

RAZOR BLADES BY THE MILLIONS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

L.B. Wilson

CINCINNATI

March 27, 1950 • Page 85

BROADCASTING • Telecasting

Norton Recovered

ED NORTON, chairman of the board of the Voice of Alabama (W A P I, W AF M (FM) and W A F M -T V Birmingham, Ala.), last week returned to his desk following an operation a fortnight ago and two weeks convalescence in the hospital.
RCA'S NEW COLOR TV TUBE DEMONSTRATED FOR FCC

POTENTIAL SOLUTION of some of color television's fundamental technical problems was seen Friday after closed-door demonstration of RCA's new single-tri-color picture tube to FCC and NBC executives in the television laboratory in New York, where an awaited tube, first outside laboratory, was held Thursday night and reported to other participants in color hearing at Friday session. FCC meanwhile set April 6 as date for official demonstration of the picture tube.

Although details of tube and its performance were not disclosed officially, it was known that RCA presented two types of tri-color tube, one single gun and one triple gun, with latter said to give rendition most nearly approaching performance of RCA's present three-tube color system. Some observers considered new tube to be "great stride" in color development, emphasizing its facility in all color systems and removal of restrictions on screen size.

Both tube models shown were 16-inches, longer than RCA's present monochrome kinescopes of that size and hence said to present unique opportunity in that they are build from scratch rather than from rear of set. RCA witnesses already have testified they can build large tri-color tubes easier than small ones. Single-gun tri-color picture tube was said to require about 10 receiver tubes more than monochrome sets, plus accompanying extra circuitry, while tril海量 gun tube adds still another 10 tubes plus circuitry. Rough estimate $10 was cited as cost for "adding a tube" and its circuits, making single-gun sets cost some $100 above monochrome, not considering cost of tri-color picture tube itself.

FCC color hearing continued Friday with CBS showing off 16mm film of 625-line monochrome transmission, black-and-white pickup of 405-line CBS color, and CBS color TV medical demonstration at Atlanta [TELECASTING, Feb. 6, 14].

ABC STORE SPONSORSHIP

EXPERIMENTAL techniques that ABC-TV believes may set pattern for future use of television by department stores will be used in special half-hour program sponsored by Arnold Cooper & Co., Inc., on W2X-TV New York, ABC station, March 29, 4:30-5 p.m. Program will be telecast live from store itself, with store's buyers appearing in person to talk about products advertised.

EASTON-ALLENTOWN PLEA

SECOND petition for writ of mandamus against FCC in Easton-Alle mtown, Pa., case filed in U. S. Court of Appeals for D. C. by Al lown Broadcasting Co. (WHOL, Allentown), winner of FCC decision which court remanded for further action. In sequel to rival Easton Publishing Co.'s petition for writs of prohibition and mandamus [TELECASTING, March 20], Allentown Broadcasting asked court to issue mandamus requiring FCC to comply with court decision and issue findings on basis of original hearing record rather than hold further hearing which FCC has scheduled.

NBC SATURDAY CHANGE

ALTHOUGH not abandoning entirely original plan to sell one-minute announcements in its 24-hour Saturday night television show, NBC-TV now offering half-hour blocks of show for single sponsorship as well.

HUGO REYER APPOINTED TO NEW POST AT FCC

HUGO REYER, FCC's executive assistant chief accountant, appointed Friday to be assistant chief accountant under Chief William J. Norfleet in Commission's new Office of Chief Accountant [BROADCASTING, March 13, 20]. His appointment is in line with sector's move toward simplification of accounting regulation division, named chief of new Office's Economics Division.

Following appointments announced for FCC's new Common Carrier Bureau under Chief Harold J. Cohen, now assistant general counsel in charge of law bureau's common carrier division: Jack Werner, chief assistant to law bureau's common carrier division; Marion H. Wood, assistant chief engineer and chief of present common carrier division of Engineering Bureau, to be chief of International Division; E. R. Eiland, chief of tariffs and telephone rates branch of Accounting Bureau, to be chief of telegraph division; Curtis M. Bushnell, now in Accounting Bureau's field division, to be chief of telephone division; Charles R. Mekola, now chief of Accounting Bureau's field division, to be chief of field organization unit; Alexander Ueland, now in common carrier branch of Accounting Bureau's economics and statistics division, to be chief of Common Carrier/Statistical Division.

All appointments effective April 3.

ALLOCATION PROPOSAL ADDS 10 TV CITIES

TV ALLOCATION proposal which it said would provide 10 cities with their first VHF channels without robbing any other community was filed with FCC Friday by WBTM Danville, Va.

Station said its plan would revise but not curtail FCC's own proposed allocation for 17 cities in eight states to enable VHF channel to be provided for each of following communities omitted from FCC's VHF proposal: Danville, Virginia, and Raleigh, N. C.; Zanesville, Ohio; Greensboro, North Carolina City and Kingsport, Tenn., and Charlotteville, Danville, and Winchester, Va.

WBTM's proposal, filed with Washington Attorney John H. Midlen and Consulting Engineer George C. Davis, "can be effectively accomplished without any serious problems of co-channel or adjacent-channel interference to the Grade A or B seen, to the respective assignments," FCC was told. WBTM would apply for Channel 7, which its plan would move to Danville from Roanoke. Roanoke would get VHF Channels 9 and 11 in lieu of Nos. 7 and 10 as proposed by FCC.

EXAMINER REVIEWS ORDER

EXAMINER J. Fred Johnson Jr., conducting FCC hearing on news-slan charges against G. (Ollie) Richards, agreed Friday to take under further consideration his order that magistrate, Jack Ford, counsel permit Mr. Richards' attorneys to examine so-called "confidential" affidavits filed by Robert H. Brown, former newsman for Mr. Richards' KMPC Los Angeles station. Decision to reconsider came at urging of Frederick W. Ford, FCC's chief counsel in hearing (early story, page 24).

George Sadowski's (D-Mich.) measure to up an already full frequency allocations board was laid aside in favor of Senate Judiciary Committee's Senate-passed McFarland Bill (S 1973) to organize FCC procedures. Group also expect to carefully digest FCC criticisms of McF and amended version of "model bill" [BROADCASTING, March 5].

BATTLE of Johnson (Sen. Ed. C., D-Col.) and of Johnsten (Representative of Motion Picture Assn.) can be expected to take new and more satisfactory turn. They met in Washington last Tuesday for hour's huddle on Senator Er bill to license motion picture industry as means of attaining "moral turpitude" aspects. Senate hearings are presumed hearings will be held on bill (S 223) but that it will wind up with motion picture industry agreeing to police itself.

GENERAL MILLS, Minneapolis, looking ov new Dave Garway NBC-AM show, slated be aired five weekly, 9:30 to 10 a.m. (CS from Chicago starting April 3.

NOT BROADCASTING, but safety and service functions probably will be next surv subject in FCC's gradual staff-wide function realignment. New director will be Charles Koblenz, in management programing and personnel work in Government for past 11 years, most recently with War Ass Reorganization, who was hired for reorganizat on job and did one which he confessed for new Common Carrier realignment. He's now a sistant to FCC Executive Officer William I Holl.

INTEGRATION of NBC's KNBH (TV) Los Angeles into network's Own and Operate Stations Division, reporting to James L. Gaines, division director, foreseen in report [impending appointment of Thomas B. McFadden now manager of NBC's New York stations, a manager of KNBH (TV). Los Angeles station now reports through Sidney N. Stroths, admin istrative vice president in charge of Wester Division, to Charles R. Denny, executive vice president.

McCANN-ERICKSON, New York, and Chry ler Corp. awaiting end of United Auto Work ers strike will give start sponsorship of half-hour video program. Company said "sublime" and "dramatic" type shows advertised... NATION'S smallest television city, Bloomington, Ind., may soon have direct link with coaxial cable (see network story page 59). Present plans of Sarkes and Mary Tarzian WTV(TV) (TV) Bloomington owners, undersee call to about installation of new relays to link station with cable at Cincinnati. Station affiliated with ABC-TV, CBS-TV and DuMont.

MRS. GARDNER COWLES SR.

MRS. GARDNER COWLES SR., 88, mother o Gardner C., president of Cowles Broadcast ing Co. and of Des Moines Register and Tribune, died Wednesday in Des Moines widow of publisher of Register and Tribune, she is survived by six children.

CCIR GREETING VIA TV

DELEGATES of International Radio Consultant Committee (CCIR) meeting today (Monday) in Statler Hotel, New York, to be greeted via TV by FCC Chairman Wayne Co and Undersecretary of State James V. Webb, both appointed to speak via TV. Messages can be transmitted via WABD (TV), DuMont station in New York, 2:45-2:55 p.m. (Continued from page 4)

BROADCASTING  *  Teletcasting
THE KANSAS CITY TRADE AREA

Does Not Run in Circles!

Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been custom-built to serve this area—without waste circulation!

The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.

The True Area is an East-West Rectangle and...

Only

The KMBC-KFRM Team

Covers it Effectively and Economically

Contours are 0.5 mv/m Daytime

Ask for a Copy of The Kansas City Trade Area Study

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
...you can't cover California's Bonanza Beeline without on-the-spot radio

Capture the Beeline and you capture a big, fat market. One that takes in all of inland California plus western Nevada — with more people than Los Angeles . . . for the buying power of Baltimore.*

But don't expect to cover this inland market with outside radio. Because the Beeline audience naturally finds its favorite listening on its own on-the-spot stations . . . the five BEELINE stations.

With all five, you cover all the Beeline . . . at combination rates. And you choose best availabilities on each station without costs or clearance problems. Or use the BEELINE stations individually, for top coverage of any major Beeline shopping area.

Here's what you should know about KERN Bakersfield

The CBS station for 59,000 Kern County radio families. Last Hoover shows KERN with nearly twice the audience of next best station, Mon. through Fri. afternoons; 30% more audience than next best station, Sun. through Sat. evenings.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

KFBK Sacramento (ABC) 50,000 watts 1530 kc.
KOH Redding (ABC) 1000 watts 1390 kc.
KERN Bakersfield (CBS) 1000 watts 1510 kc.
KWG Stockton (ABC) 2000 watts 1230 kc.
KMJ Fresno (NBC) 3000 watts 1300 kc.