Success story:

Last January a Richmond ice cream manufacturer started plugging his half-gallon size exclusively on WLEE.

That very month sales of the half-gallons jumped 20% over December. And in February, sales ran 20% over January! All this in the middle of the winter, too!

Richmond advertisers get this kind of fast, profitable action from WLEE all the time. More and more national advertisers are following their lead. Call in your Forjoe man for the whole WLEE story!
Tradition matures slowly in Virginia. But ask a Virginian about WTVR, THE SOUTH’S FIRST TELEVISION STATION and he’ll quickly convince you that tradition needn’t be 100 years old.

WTVR, by its second birthday, had captured the hearts and eyes of Virginians. In the Old Dominion State they look to Havens & Martin stations to make history. The WMBG log is studded with “firsts.”

WCOD was Richmond’s pioneer FM outlet. Now after two years of operation, WTVR has over 24,000 set owners and the number continues to grow. Over 74 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.
Announcing...

MORE power for WJIM

The added power and coverage gained by use of WJIM's new 370 foot TV tower as an AM antenna, and the installation of a new efficient 26,000 foot ground system, will boost the long-established, well-listened to WJIM-AM to an even more prominent place in Central Michigan's AM roster.

MORE coverage for WJIM

That stronger signal means complete coverage of Central Michigan... thousands more listeners... thousands more sales for WJIM clients at no increase in rates.

And New Representatives:

H-R REPRESENTATIVES

NEW YORK  CHICAGO  SAN FRANCISCO

WJIM proudly announces the appointment of H-R Representatives, Inc. as its national sales representatives... Frank Headley, Dwight Reed and Paul Weeks are now members of the WJIM-WGFG sales team. We congratulate them on their new organization, and feel sure that they will serve you conscientiously with pertinent data about WJIM, WJIM-TV, WGFG, and the listening and looking habits of these prosperous Michigan markets.

WJIM  •  WJIM-TV  •  WGFG

ABC for Lansing
New power—New coverage

ABC, CBS, DTN, NBC
(on the air soon)

ABC for Kalamazoo
CLOSED CIRCUIT

WRITE OFF prospects of network resignations from NAB prior to convention in Chicago next week. ABC, CBS and NBC have adopted wait-and-see approach on reorganization. It's indicated they would look with favor on appointment of William H. Ryan, KFI Los Angeles, as general manager—favored by President Miller and by majority of board advisory committee, as it now stands. Networks presumably then would wait reasonable period for results.

Both CBS and NBC negotiating with Bob Hope, whose services will be dropped by Lever Bros., in deal approaching million-dollar-per-year figure. Comedian reported to be asking for contract covering 59 radio performances per year ($20,000 expenses paid, plus $100,000 per year for talent as well as his) plus six special television appearances per year at $40,000 each. Three top executives of both networks scheduled to meet with him today in New York. Lever Bros. expected to notify comedian of cancellation of contract as soon as new Lever president selected.

BEST BET for successor to Charles Luckman as president of Lever Brothers in U. S. is Bert Massey, now president of Lever's Canadian operations.

OPENING GUN in what might become not-so-cold ether war with Mexico is heard in Mexican moving of 1550 kc from Mexico City to Nuevo Laredo, on Texas border, with consequent damage to both U. S. and Canadian stations. XENT Nuevo Laredo switched from 1140 kc, 60 kw directionalized, to 1550 kc, presumably with 20 kw non-directional. State Dept. is pressing formal protests with Mexico but has got nowhere yet. What happened to 1550 kc at Mexico City (XEML), and to use of 1140 kc after it was abandoned by XENT, is minor mystery.

MONTICELLO DRUG Co., Jacksonville, Fla., returning to radio campaign for first time in three years with test spot schedule in Texas, Arkansas and Louisiana for its 666 malarial preparation. Test starts June 1 at 75 to 80 stations. Charles W. Hoyt Co., New York, is agency.

YOU'LL BE HEARING much more about WFIL Philadelphia's rate revisions, which have stirred up hornet's nest. Roger W. Clipp, WFIL general manager, insists it was no rate cut but "readjustment." Station argues vast majority of advertisers liked this approach; about half of agencies liked it, but stations without TV are outraged.

FURTHER PORTENTS of magnitude of Zenith's Phonovision crusade in behalf of box-office television is disclosure that Millard C. Faught, author of controversial report on economics of TV, has been retained by President (Continued on page 90)

BROADCASTING

Upcoming

April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.

(Other Upcomings on page 87)

Bulletins

EXTRA dividend of 25 cents per share of common stock, payable May 29 to stockholders of record at close of business April 21, and dividend of 87 1/2 cents on first preferred stock for period April 1, 1950, to June 30, 1950—payable July 1 to stockholders of record at close of business June 12—declared by RCA board of directors Friday.

GEORGE H. HOLLINGBERY Co. named representative for WHO-TV Dayton, Ohio, effective April 15.

BETTER BUSINESS BUREAU ACTS IN PROGRAM CONTEST

CHICAGO BETTER BUSINESS Bureau has notified postal authorities about activities of National Radio Program Agency, 82 W. Washington St., Chicago, after checks on "many" complaints from "widely separated sources." Firm has mailed cards to persons asking $2 entrance fee for possible selection as competitor in "gives away program, all expenses paid (to Chicago) for yourself and guest," BBB reports.

... All entrants will receive a lovely gift from the sponsor." Card names no sponsors or shows, asks letters of 50 words stating why person wants trip. Names were selected in "a national mailing campaign." Chicago office space was sub-leased to Arthur Starnes of the program agency, building reports. BBB, which has been unable to find Mr. Starnes, reports "contest" closing date is "continually being extended." It has cards with five different dates, last one being April 9.

From bureau report, being circulated to other branches: "Although the card infers that the winner will be given a trip to Chicago with expenses paid, no actual promise is made in any literature seen by this bureau, and also, while the plan is supposed to be a contest, the usual rules pertaining to the conduct and conditions thereof and the method of determining the winner are not set forth." NAB also had notified postal authorities about program contest.

TWO JOIN KATZ

MARVIN I. RUDWICK, vice president of Gordon & Rudwick, New York, and Louis M. Cottin, also with agency, have joined Joseph Katz Co., New York.

BUSINESS BRIEFLY


SHOE FIRM'S PLANS Acrobat Shoe Co., division of General Shoe Co., Nashville, scheduled sponsorship of Acrobat Banok, children's TV variety show, as network daytimer next fall. Present plans are for half-hour show to be telecast on 14-station network, plus pictures, before studio audience from Chicago. Script auditioned at WENR-TV (ABC) Chicago last week. Agency, Ruthrauff & Ryan, Chicago.


ARMY, AIR FORCE REVISE RADIO BUDGET POLICIES

U. S. Army and Air Force recruiting service, under revised policy will spend more of its advertising budget for purchase of radio time than for costs of producing programs for public service broadcast, and will buy time on "long-range basis calculated to give each station supporting recruiting programs ... an opportunity to fulfill a portion of the national or local advertising.

New policy reported by Broadcast Advertising Bureau Friday following conference of Charles Batson, of BAB; Justin Miller, NAB president; Maj. Gen. T. J. Hanley Jr., chief of personnel procurement for services, and Robert Collins, of Grant Adv. Inc., agency for recruiting campaign.

Gen. Hanley agreed to change Army accounting system so cost of producing programs for free broadcast and cost of time purchases would no longer be lumped in reports of radio expenditures. Six field armies, which have own budgets, will spend half their money for radio time, supplementing national advertising.

Understood recruitment time purchases will be intensified during period of school graduation in May and June.

ROSENMAN LEAVES WCAU

ALEX ROSENMAN, sales vice president of WCAU-AM-FM-TV Philadelphia resigned Friday, effective May 1. He is oldest employee in point of service, having joined station in 1927 as salesman. He became commercial manager in 1940 and vice president in 1946. During his term as sales administrator WCAU became one of most successful stations in nation commercially. Donald W. Thornburgh, WCAU president, said he accepted resignation with regret. No plans made for successor.
Again it's...

PLAY BALL!
WITH THE
DETOUR TIGERS
PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY
STARTING APRIL 18
AND STARTING SOON WKMH GOES...

5000 Watts

as Michigan's Most Powerful Independent...

THE TIGER IS...

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

MONEY-WISE TIME BUYERS ANALYZE COSTS

WEED and Company National Representatives

BROADCASTING • Telecasting

April 10, 1950 • Page 5
have you ever seen...

a time buyer’s desk?

One-armed paperhangers are serene next to the average timebuyer. They are advertising’s busiest creatures, and the condition of their desks proves it.

Buried under an avalanche of promotion from stations, station reps and networks, the average timebuyer has developed an immunity to all promotion that does not look important... does not tell a story and tell it quickly. That’s why your promotion and advertising should be planned, written, designed and scheduled by experts.

Whether you’re planning a ¼ page trade paper ad or a 52-week direct mail campaign...a local audience building program or a coverage map...call on the agency with the widest promotion experience in the entire radio-television industry...

O’BRIEN & DORRANCE, inc.
160 EAST 56TH STREET, NEW YORK 22, N.Y.

Stations everywhere are asking about our new PROMOTION PLAN...Have you?
A Question and Answer Book of Railroad Information—valuable to every editor, writer, radio commentator

"Quiz on Railroads and Railroading" is a handy railroad source book that gives you quick, accurate information in brief, non-technical form, about hundreds of railroad topics—fascinating facts that you will find useful.

In editorial use, the detailed index makes possible the immediate location of data covering railroad history, properties, accomplishments and procedures, and the role of the railroads in America's "good living."

To get your copy of the newly revised edition of "Quiz on Railroads and Railroading," or extra copies for staff use, simply mail the coupon below today.
WATCH

Present the

At the N.A.B

ANOTHER GREAT FIRST!
ANOTHER GREAT EXCLUSIVE!
ANOTHER GREAT SPONSOR'S SHOW!

... For WORLD-Affiliate

ONCE AGAIN

WORLD Adds To The Great Train Of Unparalleled Feature Presenta

DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHER

FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMONIES

See WORLD'S N.A.B. Convention Exhibit, Suite 500-5
Hottest Idea
Convention!

Stations Already Released:
- JINGLES
- LYN MURRAY SHOW
- COMMERCIAL JINGLES

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

National Representatives

JOHN BLAIR & CO.
The history of the oldest incorporated town west of the Rocky Mountains is the story of power-laden Willamette Falls. Water power has encouraged continued industrial development, making Oregon City a healthy, growing market... a market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

At one time a Hudson's Bay Company trading post, Oregon City now boasts two gigantic pulp-paper mills, a large woolen mills-clothing factory, a food processing plant, and a rich agricultural and forest hinterland. Population has grown, too... helping Oregon chalk up during the last ten years the largest population increase in the United States.

KGW DELIVERS OREGON CITY... as through COMPREHENSIVE COVERAGE it delivers the rest of the nation's fastest-growing market.

This chart, compiled from official, half-mili-
volts contour maps filed with the FCC in Wash-
ington, D. C., or from field intensity
surveys, tells the story of KGW's Compre-
enhensive Coverage of the fastest-growing market
in the nation.
Compliments to your publication. Having recently arrived in this country from the BBC-TV, I find your magazine invaluable for keeping in touch with technical advances.

Donald B. Archer
Bantock Productions
Phoenix, Ariz.

Transit FM's Horizons
EDITOR, BROADCASTING:
The editorial entitled "In Transit or Insolvent" in the April 3 BROADCASTING is the most intelligent appraisal of FM that I have read to date. I am convinced that the answer to the question you pose in the first paragraph is that FM is a sleeping giant only if Transit Radio is given an opportunity to provide a firm financial foundation for the FM industry. I agree with your statement concerning the value of Transit Radio to the entire broadcasting industry in that we are attracting retail dollars and once the retailer uses Transit Radio he is a good prospect for all other phases of radio. Transit Radio is selling merchandise for retailers because Transit Radio is an outstanding retail medium.

We are convinced on the basis of exhaustive surveys that Transit Radio is in the public welfare and in the event of war or an emergency, local or national, it will prove to be a means of communication of inestimable value to defense agencies...

C. L. (Chet) Thomas
President
Transit Radio Inc.
St. Louis

Cites WBNX Show
EDITOR, BROADCASTING:
I have just completed reading the March 27 issue of BROADCASTING, and particularly the story by John Oatson, "Upsurge in New York Radio" on page 21, and note the following statement in that article: "Station spokesmen point out that WBNX is the only station airing Italian language programs at night and on Sunday." It seems to me almost unbelievable that any competent station spokesmen could be so mis-informed as to disregard complete programs which have been on the air six nights a week for the past 17 years. WBNX broadcasts in the Italian language Monday through Saturday from 8 p.m. to 10:30 p.m. one full hour beyond the time of the last Italian program on WHOM...

William I. Moore
President
WBNX New York

[EDITOR'S NOTE: BROADCASTING apologizes to WBNX for overlooking its fine service to Italian language listeners.]

Read Cover to Cover
EDITOR, BROADCASTING:
... Yours is the only publication that keeps the thousands in radio and allied fields up on all the happenings.

I think, also, that you'll be interested to know that our copy of BROADCASTING is routed to every one in the station to be read and initialed and I can safely say that it's read from cover to cover and if anyone seems to have missed a pertinent fact, it is always called to their attention by someone else.

Keep up the good work. It's really appreciated.

Jeffrey E. Bruno
Chief Announcer
WLDY Ladysmith, Wis.

Defends NAB Dues Hike
EDITOR, BROADCASTING:
As a radio man of 15 years experience... may I enter my two cents worth...

In the majority of stations, the manager is expected to manage the station, sell advertising, help write continuity, possibly do some programs on the air, handle remote programs, and many times take over the program directors position... How can managers carry on those duties... and also get the real good out of the NAB?... A manager, and I'm talking about a real manager, should be the head, guide and direct... destinations, and spend a lot of time working (Continued on page 20)
Announcing—

the RCA-5826

...a major advance in studio-type image orthicons

A NOTABLE PRODUCT of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA's continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there's an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section D37P, Harrison, New Jersey.

The world's most modern tube plant...

RCA, LANCASTER, PA.

See the new RCA-5826 image orthicon and RCA-5831 super-power beam triode at the NAB Convention
Jack Berch atop some of the 5 million Christmas cards which were sent to one of his NBC morning listeners.
JACK BERCH, Prudential's Singing Star, is perched on a mountain of mail—proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch's brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages... and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the POWER AND APPEAL of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.

America's No. 1 Advertising Medium

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America
G. F. HEUBLEIN Bros. Inc. will use established radio programs in seven key cities to help introduce its A1 mustard and to promote its A1 sauce. Cities to be covered are: Cincinnati, Portland, Los Angeles, St. Louis, Detroit, Minneapolis and Chicago. Duane Jones Co., New York, is agency.

STERLING BREWERS, Evansville, Ind. (beer), starts sponsorship this week of two one-weekly 15-minute films through Smith, Benson and McClure, Chicago. Top Views in Sports is telecast on WFBM-TV Indianapolis and Sterling Little Theatre on WAVE-TV Louisville. Firm is reorganizing its radio schedule and considering buying sports, platter and/or news shows and chain-breaks and spots in 10 to 12 major markets and 30 to 40 minor ones in sectional areas where product is distributed.

DAD'S ROOT BEER Co., Chicago, expands AM spot schedule to 40 more stations, making total of 70, all on 52-week basis. Malcolm-Howard, Chicago, is agency, ART HOLLAND, account executive.

EKSKIMO PIE, Bloomfield (ice cream bar), through Buchanan & Co., New York, preparing its seasonal spot announcement radio campaign in about 50 markets. Starting dates are on staggered basis.


J. N. CEZAN Co., Los Angeles (distributor of Crosley and Apex electrical products and Dayton Tire & Rubber battery products), appoints Ted H. Factor, Los Angeles, to handle advertising. Distributor with cooperating dealers currently sponsoring for Crosley two television shows on KECA-TV Los Angeles. Firm plans both television and radio spot campaign in near future for Apex products in Southern California.


CHESEBROUGH MFG. Co. (Vaseline Cream Hair Tonic), through Cayton Int., New York, adds WDSU-TV New Orleans and KING-TV Seattle to stations carrying Greatest Lights of the Century. Program is telecast Saturday, 10-10:15 p.m., on WDSU-TV and Monday, 10:30-10:45 p.m., on KING-TV.

Toni Co., Chicago (home permanent wave), sponsors Jack Lemmon on Toni Twin Time alternate Wednesdays on CBS-TV, 8 to 8:30 p.m., CST, through Foote, Cone & Belding. Variety show will be carried on 51 stations, 20 by kinescope.

PURE OIL Co., Chicago, renews its NBC Newsweek May 1 for 11th year, sponsoring H. V. Kaltenborn and Richard Hartness for 52 weeks. Five-week show, 6:45 to 7 p.m., CST, is aired on 32 network stations. Agency: Leo Burnett, Chicago.

EMERSON RADIO & PHONOGRAPH Corp. (radio and TV sets), New York, will sponsor The Clock, alternate Fridays, on NBC 9:30-10 p.m., beginning April 21. Agency for Emerson is Foote, Cone & Belding, also New York.

PABST SALES Co. adds KFAR Fairbanks and KENI Anchorage, Alaska, to its list of NBC stations carrying The Life of Riley. Show is tape recorded in Seattle and air-expressed to Alaska for rebroadcast. Stations are NBC affiliates.

ARNOLD BAKERIES, New York, moves Page Emerson Show from CBS-TV to NBC-TV effective April 22. Show will be telecast Saturday, 10:30-10:45 p.m. Agency is Benton & Bowles, New York.
ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?

1. 52-CS Studioette Speech Console.
2. BC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. 50-watt Telephone and Telegraph Communications Transmitter.
10. BC-5B 5KW Transmitter with Phasor.
11. HF-15 15,000-watt Telegraph Transmitter.

Quality PLUS makes GATES a MUST.
Feature of the Week

ONE of radio’s oldest breakfast-time shows—The Early Birds at WFAA Dallas—has turned 20 years old, and in celebration, it had a transcribed old-home-week of alumni who’ve made national names since their days on The Early Birds.

The show broke precedent for its anniversary festivities, March 27 to April 1, by using recordings of its former talent. Otherwise, the show is strictly a live-talent affair, with a cast of more than 25, heard Monday through Saturday, 7:15 to 8 a.m. (on WFAA’s 820 frequency).

Heard on the special shows were Eddie Dunn, The Early Birds first announcer, now announcing for NBC’s Jack Borch Show; Dale Evans, Roy Rogers’ leading lady and wife, who sang blues at WFAA; Fred Lowery, the whistler, known as “The Texas Redbird” when he got his start on The Early Birds.

Ralph Nimmons, now WFAA national sales manager, resumed briefly as announcer on The Early Birds, while Alex Keese, also of WFAA sales’ force, played again with the oldtime fiddle trio, along with Karl Lamberts, now manager of Musak in Dallas.

Saluting the show as a Texas (Continued on page 42)

On All Accounts

STRICT OBSERVANCE of the rule against burning one’s bridges behind him has paid off for Bob Hetherington, recently elected vice president of WIL St. Louis.

If Bob hadn’t left friends at WIL in 1948, after two years as a salesman there, chances are he wouldn’t have been called back to the station as sales manager a year later. And if his superiors at the Automobility Club of Missouri, where he sold memberships as a young man, hadn’t hated to see him leave, the club probably wouldn’t have buying time on WIL today.

Robert Maxwell Hetherington was reared into selling. A native of Harrisburg, Ill., his father died when he was a small boy, but he became attached to his stepfather, a ladies’ ready-to-wear chain store manager. During Bob’s school years, the family lived in 24 different cities, within a territory bounded by Syracuse, Richmond, Dallas, and Duluth. He believes his sales ability is a result of having learned to adjust his self to many types of people and their customers.

Bob’s first selling jobs were as a newsboy and grocery store clerk in Maplewood, Mo., where he graduated from high school. At Lewis Institute, Chicago, he studied advertising and business administration, but only at night after long days on the circulation crew of a neighborhood newspaper. He later transferred to night school at Washington U. St. Louis, where he absorbed more advertising under J. W. (Scoop) Goldstein, vice president of Olian Advertising Co.

In the daytime he sold vacuum cleaners for a utility company.

Bob had his first taste of radio in 1936 when Bill West, then manager of WTMV East St. Louis, hired him as a special salesman on a “Downtown Retailers Day” promotion. Sales jobs followed with Famous & Barr, one of the largest department stores in St. Louis, and with Marshall Field’s big Chicago organization. Then Bob moved into intangibles for good. He started selling memberships for the Automobile Club of Missouri (now a steady WIL customer with spot announcements after local sports events); became Missouri state manager for the Farmer’s Automobile Inter-Insurance Exchange; then assistant manager of the Public Loan Corp., St. Louis. The...
An ever-growing station audience..

(Now 295,470 BMB radio families daytime, 307,970 BMB radio families nighttime)

in the nation's fastest-growing state

KEX
PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW - KDKA - WBZ - WBZA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Open Mike
(Continued from page 12)
for the community good through his position.
If the station managers would really read and assimilate the many good things given them by the NAB, it would mean more money for the radio station. I realize that increased NAB dues seem, and may be, a bit high for some stations, but if they use NAB the way they should, it can help them present better radio, run a better station, and increase the quality of their station.

... Any city that can afford a radio station certainly should be able to afford a manager who could devote more time to management and helping NAB... Judge Miller has done a great job... It's not his fault, or the fault of most of the officers. It's your fault, the owners and managers of radio stations.

N. L. Royter
Former Manager
WOLS Florence, S. C.
WBOY Lexington, N. C.

Aids Broadcasters
EDITOR, BROADCASTING:
Perhaps you can't satisfy all of your readers all of the time. Neither can we satisfy all our listeners and viewers all of the time. There is no question, however, that broadcasters are aided materially in doing a better overall job by your magazine. I hope that you fully appreciate the service you are rendering the industry and that we continue to supply the information and assistance you need to carry on this excellent service.

Robert B. Hanna
Station Manager
WGY Schenectady, N. Y.

First...
... with a Slim Trim Dynamic for TV

- New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response - Pop-Proof - More Rugged, More Versatile - Individually Laboratory Calibrated

Here, for the first time, you have a slim, trim microphone with all the advantages of dynamic performance and utility! Only because of the ingenious Acoustalloy diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the 655 pop-proof. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. Field proved.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone. Model 655. List Price...

$200

Response:
40-15,000 c.p.s. ± 2.5 db

Power Rating: -53

Omni-directional

Acoustalloy Diaphragm

Blast Filter

Changeable. Low Impedance

Removable Swivel

1/4" or 1/2"-27 Thread Mounting

Cannon X-L Connector

All parts precision ground

ElectroVoice, Inc.
402 Carroll Street • Buchanan, Michigan

Export: 13 East 40th Street • New York 16, N. Y. • U. S. A. • Cables: Arlab

Quick magazine was approached, accepted the idea and requested permission to contact other stations...

Now, I am against time chisel deals as much as the next person, but I cannot see where this is any more of a time chisel deal than obtaining prizes from manufacturers in return for air plugs....

... I did want to... assure your readers that the idea was instigated by us and not by Quick magazine. I still think it is a good idea and want to continue with it. You have an excellent magazine and I certainly go along with your policy of exposing P. I. and other time chisel deals.

Douglas D. Kahle
General Manager
KCOL Fort Collins, Col.

Kerg Programming
EDITOR, BROADCASTING:
Kerg, Eugene, Ore.'s newest radio station, is proud of its current programming policies...

On the air since Nov. 18, 1949, Kerg has concentrated on local level coverage. We have honestly attempted to follow the "block-program" technique, and it has proven very satisfactory. We program music in the classical, semi-classical, and popular vein as a common denominator, filling the local special-events and sports programs in block-periods as well.... Kerg is on-the-air proof that smaller-city radio CAN be better....

Reg Roos
Program Director
Kerg Eugene, Ore.

On All Accounts
(Continued from page 18)
war intervened, and for three years Bob was attached to the infantry and AAF Supply both in this country and in Europe.

Early 1946 found him on the sales staff of WIL as an uncle, Chris Hetherington, of John Blair's St. Louis office, had talked up the potential in radio sales. Two years later, Co-owner Frank Pellegin of KSTL St. Louis invited Bob to join the sales force of the new station, then not even on the air. In April of last year, he returned to WIL as sales manager, and last Jan. 1 was elected vice president.

He has brought a number of accounts to the station, notably Wabash Railroad, Quinlan Dance Studio, Bandbox Cleaners, and McMahon Pontiac. He sold WIL's winter sports' schedule to Jack Kennedy Chevrolet.

Bob and Doris Lucille Clore of Golconda, Ill., were married Nov. 20, 1941, when she was a secretary at Monsanto Chemical Co., St. Louis. Today they live in St. Louis Hills, on the city's southwest side, where Bob spends his idle hours reading "who-dun-its," playing shuffleboard, rummey, poker, or canasta.
FOR MICROWAVE APPLICATIONS REQUIRING DEPENDABLE U-H-F PERFORMANCE!

Here are well-known G-E planar types that take in stride frequencies of thousands of megacycles. Proved in military radar—proved in commercial u-h-f work—Lighthouse Tubes serve reliably, give long use, as high-level detectors; as pulsed and CW oscillators; and as frequency multipliers and power amplifiers.

If you design or build equipment of the following types, G-E Lighthouse Tubes should have your first consideration:

- Police, taxicab, and other mobile and fixed radio apparatus operating in the 450-460 mc band.
- U-h-f equipment for emergency communications work.
- Aircraft traffic and location control devices of various types.
- Communications multiplex equipment.
- Broadcast relay equipment.
- Telemetering transmitters.
- Microwave test apparatus.

By specifying General Electric Lighthouse Tubes, you further protect your customers in that replacements can be obtained locally. From coast to coast, G-E tube distributors with stocks on hand are equipped to give fast delivery.

Read the facts below about these modern, high-efficiency u-h-f tubes; then ask for prices and complete information. Also... G-E tube engineers will be glad to work personally with you in choosing the right types for your circuits. Address Electronics Department, General Electric Company, Schenectady 5, New York.

APPLICATION

GL-2B22  H-f detector up to 1,500 mc.

GL-2C40  R-f amplifier, converter, and local oscillator up to 3,370 mc.

GL-2C43  R-f amplifier and oscillator from 200 mc up to 1,500 mc, and in special plate-pulsed circuits up to 3,370 mc.

MAXIMUM PLATE RATINGS

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<th>GL-2B22</th>
<th>GL-2C40</th>
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<td>Dissipation</td>
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<td>Voltage, CW</td>
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GENERAL ELECTRIC

April 10, 1950 • Page 21
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.

No other Southern State rates as many firsts in Sales Management Survey as North Carolina. AND, WPTF with its central location, 50,000 watts at 680 KC, is North Carolina's Number One Salesman.
NEW ELECTRONIC HORIZONS

NAB Engineering Meet Opens

By J. FRANK BEATTY,
LATEST technical developments in broadcasting and telecasting, pointing the way to new electronic horizons, will be unveiled at NAB's Fourth Annual Engineering Conference, opening Wednesday at the Stevens Hotel, Chicago, as the first feature of convention week (see NAB Management Conference story page 25).

Several forays into the practical economics of engineering will be taken during the conference. The technical agenda includes papers by engineers on such spheres as transmitters, recording, antennas, tubes, microphones, UHF, and the various television processes and devices (see summaries page 25).

Judging by advance registration at the weekend, the conference will draw an attendance of perhaps 400, same as last year's attendance (see advance registration list page 25). Arrangements have been in charge of Neal McNaughten, director of the NAB Engineering Dept., and Jessie Beanight, of the department, aided by members of the NAB Engineering Committee.

Conforming to a pre-conference survey, three-fifths of the papers will deal with various phases of television. The subject of TV color will enter the discussions only indirectly.

FCC Industry Roundtable

Industry participants in the roundtable will be: Edward D. Guy, NBC; E. K. Jett, WMAR-TV Baltimore; E. M. Johnson, MBS; William B. Lodge, CBS; Frank Marx, ABC; Robin D. Compton, WOIC (TV) Washington; Mr. McNaughten.

With no holds barred, the industry spokesman will seek the whys and wherefores of regulatory developments although an effort will be made to confine discussion to "answerable questions" instead of letting it slop up in futile talk about issues for which no definite answers can be given.

As usual, the engineering agenda covers enough technical papers to provide long work-days. Meetings will start at 9 a.m. and continue to 5:30 or 6 p.m. Every minute will be filled, aside from brief recess periods, and luncheons will be work sessions.

Ebel Is Chairman
Presiding at sessions will be members of the NAB Engineering Committee, headed by Chairman A. James Ebel, WMWD Peoria, Ill., and Mr. McNaughten.

Among technical developments in the last year are improved transmitters for AM, FM, and TV, along with equipment for UHF operations at Bridgeport, Conn., Pittsburgh and Nashville. The RCA-NBC experiments at Bridgeport will be discussed at length. Antenna progress will be reviewed along with operations of TV networking facilities.

New to the annual conference will be a discussion of engineering for transit radio. Advances in recording techniques will be described.

The economic side of engineering enters the conference via the papers on new types of equipment with low-cost operation, management economics and a panel, "Engineers and Management," to be directed by Richard P. Doherty, director of the NAB Dept. of Employer Relations. This panel is scheduled Saturday morning just before the FCC-Industry Roundtable.

Final event of the four-day session is a meeting of the NAB Recording & Reproducing Standards Committee, scheduled at 3 p.m. Saturday. The committee is expanding the standardization project started before the war. It will take up new standards covering wow factor (reproducing), turntable platens (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

These standards are expected to come before the Engineering Committee at a meeting to be held Wednesday. They require board approval before becoming effective.

Registration Desk Opens Wed.
Registration desk for engineering delegates will be in Exposition Hall of the Stevens basement. It will open at 9 a.m. Wednesday. The Engineering Committee is to meet during the day. Informal reception for speakers and delegates will be held 6-8 p.m.

The annual equipment and broadcast service displays will open at 10 a.m. Wednesday, one day earlier than last year. This will give the technical-minded delegates a day to inspect light and heavy equipment. The heavy exhibits are (Continued on page 24)

P&G’S MORGENS

Radio Healthy, Despite TV

"AS WE PROJECT television's growth into the future, we look forward not to dropping our radio properties but to lowering their costs."

That was the statement made last week by Howard J. Morgens, vice president of Procter & Gamble Co., the biggest buyer of radio time.

Speaking before the New York Radio Executives Club at a luncheon last Thursday, the P&G vice president said both radio and television would be "great and constructive forces in America for many years to come" only if they enabled advertisers to deliver advertising messages "effectively and efficiently."

Lower Time Costs
"We look forward to lower radio time costs, in areas of relatively high television development, as confidently as we do to higher television time costs in those areas," he said.

"We also look forward to working with our radio talent to lower program costs—particularly on our higher priced shows. Our aim will be to continue the programs without any sacrifice in program quality and to keep them as effective, efficient advertising vehicles. We P&G's broad attitude toward radio and television, Mr. Morgens said, was that both media are "entering an extremely difficult period."

"Radio is in a period of declining values—which is always difficult," he said. "Television is in a period of such rapid growth that it has many boom towns aspects to it, and no one knows just how high its sharply rising costs will ultimately be. . . . In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

Amplifying his company's attitude toward radio, Mr. Morgens said that P&G does not intend "to be panicked by any of the figures now appearing which show the effect of television's impact on radio listening."

"Neither do we intend to be panicked by any casual phrase such as one occasionally hears to" (Continued on page 51)

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**Engineering Conference AGENDA**

**Wednesday, April 12**

Registration Desk open for Engineering Conference—Exposition Hall, Stevens Exhibits Officially Open—Exposition Hall, Syracuse.

Meeting, NAB Engineering Executive Committee—Stevens.

Informal Reception for Engineering Conference Registrants and Speakers—Stevens, 6:00 to 8:00 p.m.

**Thursday, April 13**

9 a.m.—12:45 p.m.

North Ballroom, Third Floor

CD-CHANNEL AND ADJACENT CHANNEL TELEVISION INTERFERENCE TESTS—J. W. Wright, RCA.

OBJECTIVES OF THE NBC VHF FIELD INSTALLATION—Richard F. Guay, NBC.

THE VHF FIELD INSTALLATION:
PART I. A ONE kW UHF TELEVISION TRANSMITTER—Wayne F. Smith, RCA, Engineering Products, Camden, N.J.

PART II. A HIGH-GAIN UHF TELEVISION TRANSMITTER ANTENNA SYSTEM—O. O. Fiet, RCA Engineering Products, Camden, N.J.

A 5 KW TELEVISION TRANSMITTER OF ADVANCED DESIGN—John Ruston, Allen B. DuMont Labs, Passaic.


12:45 to 2:30 p.m.—Bowling Room
Presiding: Norman McNaughten, director, NAB Dept. of Engineering.

Address: Sir Norman, Mr. Austin Miller, President, NAB.

THE YOUNG IN ELECTRONICS—Raymond F. Guy, president, Institute of Radio Engineers.

2:30 to 3:30 p.m.—North Ballroom
Presiding: Oscar C. Hirsch, KFVS Cape Girardeau, Mo., member, NAB Engineering Executive Committee.


RECESSES PERIOD—J. Roger Hayden, International Derrick & Equipment Co., Columbus, O., will show color movies of the construction of the tallest building in the world.

A MODERATE SIZE TELEVISION STUDIO AND TRANSMITTER INSTALLATION—John G. Stevens, licensee, WHO-TV Dayton, Ohio.


**Friday, April 14**

9 a.m. to 12:30 p.m.—North Ballroom
Presiding: John H. DeWitt, Jr., WSM, (Continued on page 49)

**New Electronic Horizons**

(Continued from page 23)

on display in Exposition Hall. Light equipment and services occupy the entire fifth floor, dubbed the Magical Fifth (see Exposition Hall story page 27 and fifth floor story page 27 for description of exhibits).

Arthur C. Stringer, assistant to the NAB secretary-treasurer, is in charge of the exhibits, comprising one of the nation's top industrial expositions.

The exhibits will open on the following schedule: Wednesday, April 12, 10 a.m. to 9 p.m.; Thursday and Friday, 9 a.m. to 9 p.m.; Saturday and Sunday, 9 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m. Though the Management Conference runs to Wednesday noon, the exhibits will be dismantled starting at 5 p.m. Tuesday. All Stevens elevators will go to Exposition Hall on request.

Popple Presides

Formal meetings will open Thursday at 9 a.m. with Jack R. Popple, WOR New York, presiding. He will introduce the first speaker, J. W. Wright, of CBS, who will discuss co-channel and adjacent channel television interference tests.

Three speakers will cover the B&BC UHF project at Bridgeport. Raymond F. Guy of NBC and T. M. Gluyas and O. O. Fiet, of RCA. Other morning speakers include John Ruston, Allen B. DuMont Labs., on a 5 kw TV transmitter; C. L. Ellis, General Electric Co., on a synchronizing generator; Lucien E. Rawls, WSM Nashville, on UHF transmitter site selection, and Ralph Hamorton, Westminster Radio Stations, describing UHF propagation tests at Pittsburgh.

Mr. McNaughten will preside at the Thursday luncheon and will introduce NAB President Justin Miller, who will deliver the formal address of welcome. Luncheon speaker will be Mr. Miller, who is president of the Institute of Radio Engineers. He will give a history of broadcasting.

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., will preside at the Thursday afternoon session. Speakers will be F. G. Back, Television Zoomar Corp., on TV optics; Richard Blount, General Electric Co., on studio lighting; Robert F. Bigwood, DuMont TV Network, on theatre TV controls; Ernest L. Adams, WHO-TV Dayton, Ohio, on moderate-size TV installation; John L. Horcher, Raytheon Mfg. Co., on TV grid modulated power amplifiers.

During the afternoon recess a 5 kw TV min of motion pictures; construction of the 1,057-foot tower of WCON Atlanta will be shown by J. Roger Hayden, International Derrick & Equipment Co.

**Friday Session**

Presiding at the Friday morning session will be John H. DeWitt Jr., WSM Nashville. Morning speakers will be E. Bradford, Federal Telecommunications Labs., speaking on 5 kw VHF air-cooled TV transmitters; L. J. Wolf, RCA Engineering Products, on a VHF supergain antenna for TV; Blair Foulds and Frank N. Gillette, General Precision Lab., on 16 mm TV projectors; Charles E. Schooley, AT&T, on TV networking; Mr. Compton of WOIC, on TV economics; Thane E. McConnell, Collins Radio Co., on a 10 kw FM transmitter.

Mr. Ebel will preside at the Friday luncheon session at which G. Emerson Markham, director of the NAB Television Dept., will speak on television's possibilities.


Mr. McNaughten will preside at Engineering Sessions

**Broadcasting's Suite HEADQUARTERS OF BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.**
CONVENTION GAVEL POISED

EIGHT-DAY program covering the full range of broadcast problems neared completion last week as NAB headquarters laid out plans for the industry’s annual convention week, April 12-19 at the Stevens Hotel, Chicago.

The four-ply schedule opens Wednesday when the annual equipment exposition is unveiled. Technical delegates will assemble for the annual Convention Conference, with reception scheduled in the evening (see conference story page 28 and agenda page 24).

Second event will be the Independent’s Day program scheduled Sunday, April 16, second event of this type. The all-day program carries practical sales, programming and promotion themes (see agenda, page 24).

Monday morning meeting for FM stations will be held just prior to the formal opening ceremonies at the noon luncheon.

The Management Conference luncheon will move at once into the Eighth St. Theatre for afternoon talks and a labor panel (see details below). Closing the management meetings will be a Wednesday morning TV session.

Banquet Is Tuesday
Annual banquet will be held Tuesday evening, with BMI providing entertainment.

Advance registration of nearly 550 at the weekend was running slightly ahead of last year, with prospect that final attendance figures would pass the 2,000 mark.

Network participation in the convention will consist mainly of station relations personnel, with minimum of top-level attendance.

Numerous side meetings have been arranged during the convention, starting with the NAB Engineering Conference which gets all-day session Wednesday, April 12. The meeting will be held in Private Dining Rooms 5 and 6 at the Stevens.

An all-day meeting will be held Friday by BMI field men, starting at 9 a.m., in PD6.

Saturday Sessions
Series of meetings will be held Saturday. The University Assn. for Professional Radio Education meets Saturday afternoon and Sunday in PD2. The association comprises colleges providing radio degree instruction, with Russell Porter, U. of Denver, as president. The group seeks to promote standards of professional radio training.

The NAB board meets Saturday for a luncheon session at 12:30 p.m. in the Lower Tower Room. The board will consider Engineering Committee recommendations for the new post of general manager, created at the board’s February meeting. A special committee headed by Clair R. McColough, WGL Lancaster, Pa., retiring director-at-large for small stations, will make a formal report on its study of candidates for the office. Newly elected board members are expected to sit at the meeting.

The NAB Recording & Reproducing Standards Committee meets Saturday at 2 p.m. in the South Ballroom, third floor.

Golfers Gather Sunday
The annual NAB golf tournament for the Broadcasting-Telecasting trophy will be staged Sunday at the famous Tam O’Shanter course with special buses leaving from the Stevens. Entries will be received by the golf tournament director, 870 National Press Bldg., Washington 4, D.C.

Opening the Sunday list of meetings is the BMI board, convening at 10 a.m. in PD6. MBS affiliates will meet at 11:30 a.m. in the Upper and Lower Tower Rooms. District chairman of NAB employer-employee relations committees will meet at 4 p.m. in PD12. The Council of Radio Journalists meets at 7 p.m. in PD5. Annual dinner will be held Sunday evening by the “VIP” group that made a post-war inspection trip of European radio facilities.

Clear Channel Broadcast System members will meet Monday, April 17, 9 a.m. to 12 p.m.

Another Monday event is the annual BMI-NAB “Oldtimers Dinner” with BMI serving as host to its directors and former directors. Dinner will be held at 6 p.m. at the Ambassador East.

“Annual Scratch” of the Flea Circus group, comprising NAB alumni and staff members as well as ex-NAB employees and broadcast member companies who made the annual district meeting trek some years ago, is scheduled Tuesday, April 18, at 5:30 p.m. in the suite of Standard Radio Transmission Service.

The Independent’s Day meeting (Continued on page 48)

NAB Engineering Conference Advance Registration

April 28, 1950 • Page 25
Summaries of Technical Papers to Be Delivered

At The NAB Engineering Conference

Co-channel and Adjacent Channel Television Interference Tests—J. W. Wright, CBS.

A series of tests were performed to determine the highest undesired to desired signal ratios at which viewers are not annoyed by interferences of different kinds for both field sequential color and for the standard black and white system. 299 viewers were tested for standard co-channel, offset carrier, thermal noise, diathermy, and upper and lower adjacent channel interference. Critical viewing tests by engineers were made of multiple image, impulse noise, and c-w interference. Results indicate that there is no important difference between the tolerable interference ratios for a field sequential color system and those for the standard black and white system. Relationship of the tolerable levels of interference to the FCC Standards of interference will be shown.

Mr. Wright  Mr. Guy

Objectives of the NBC Bridgeport UHF Installation—Raymond F. Guy, NBC.

The author will describe the purposes of the project, the timing which was projected for it, and the division of work among the RCA companies to most fully utilize the skill and experience available. A description of the station will be given, illustrated with slides. The paper will describe the results of the tests up to the time of presentation.

1 KW UHF Television Transmitter—Part I, The Bridgeport Installation—T. M. Giuyas, RCA.

A 1 kw UHF television transmitter operating from 229-535 mc is described. Methods of employing eight standard tubes in the output stage to develop the required power, design problems encountered, the measuring techniques employed and novel features are covered. Performance data are included.

Mr. Guyyas  Mr. Fiet

A Highgain UHF Television Transmitting Antenna System (Part II, The Bridgeport Installation)—O. O. Fiet, RCA.

A UHF television transmitting antenna of high power gain will be described. This antenna is designed to operate from 529 to 535 mc. Problems associated with transmission lines and the operation of a wave guide techniques to the system will be discussed. Performance data, design problems, experimental techniques and novel features will be presented.


This transmitter basically employs well established techniques adapted to the particular requirements of television transmitters to obtain maximum reliability and simplicity of manufacture, operation and maintenance. Features of the transmitter which will be described include: "Medium level" modulation followed by a small number of broadband stages, one of which contains a simple notching filter for lower sideband attenuation; simplified tuning of the broadband stages with built-in equipment; generous fault locating and monitoring facilities; division of the equipment into a self contained 500 w television transmitter, a 2.5 kw aural amplifier and a 5 kw visual amplifier; the use as far as possible of similar units in the high and low band and the visual and aural transmitters; and the use of air-cooled tubes throughout.

Mr. Ruston  Mr. Ellis

The New Synchronizing Generator—C. L. Ellis, General Electric Co.

The author briefly discusses the functions of a synchronizing generator in a television system, describing the new generator, using circuits which eliminate the majority of the controls and adjustments usually characterizing apparatus, emphasizing the degree of reliability, dependability, and ease of operation. The design and function of the special circuits which provide automatic timing, sixth synchronizing signal composition, pulse widths, and flexibility of operation are also described. Also described are new provisions for rapid on-the-spot trouble shooting and servicing incorporated in this synchronizing generator.

Mr. Ellis

Selecting a Television Transmitter Site for 600 mc and Channel 4, Using Pulse Technique—Lucien E. Rawls, WSM Nashville.

The selection of an optimum transmitter site is one of the major problems encountered prior to the construction of a new television station. To assure a proper selection, it is often desirable to evaluate the adequacy of a proposed site experimentally. To select a location for WSM-TV Nashville, tests have been made on a proposed transmitter site to determine its suitability for Channel 4 and for the proposed UHF band. The pulse or radar technique was employed at both 70 mc and 600 mc, using an e.r.p. of about 2 kw. An extensive field intensity survey, as well as measurements of the delay and amplitude of ghost or echo signals that would degrade otherwise good picture service, was made throughout the urban Nashville area.

Mr. Rawls  Mr. Harmon

UHF Propagation Tests at KDKA Pittsburgh — Ralph Harmon, Westinghouse Radio Stations Inc.

Further expansion of television channels beyond the present 12 VHF channels contemplates the use of the UHF spectrum above 470 mc. A study of propagation at 608 mc in the reflections of terrain of Pittsburgh is described. Measurements of propagation of KDKA-FM on 92.9 mc were also made in order to compare transmission at the lower frequencies. Particular attention was given to the characteristics of the received signals on 92.9 and 608 mc in shadowed areas. The survey shows that much higher radiated power will be required to produce satisfactory signal levels at 608 mc than at 92.9 mc, and that multipath or ghosting will be more prevalent at 608 than at 92.9 mc.


Early TV camera tubes were extremely insensitive, requiring lighting levels greater than 100 footcandles which are difficult to obtain over large areas and preclude lighting effects which aid in producing three-dimensional quality. Subsequent tubes have required increasingly fewer footcandles, working very well between 50 and 100 footcandles, matching available light sources, producing excellent tonal rendering, and making possible the use of fewer lighting fixtures. The flexibility of such a system permits lighting for specific effects and an uncluttered floor, which facilitates the use of a variety of camera angles producing more interesting and hence more salable programs.

Mr. Blount  Mr. Back

Basic Optical Requirements for a Good Television Broadcast—F. G. Back, Television Zoomar Corp.

To achieve best results on a television broadcast, lighting conditions, proper selection of lenses, electrical characteristics of orthicon, and electrical adjustments of the camera chains are basic requirements. Each of these requirements influences the other and has to be chosen correctly. All conditions have to be well analyzed and brought into relation to each other. The manner in which this can be done most effectively will be discussed.

A Moderate Size Television Studio and Transmitter Installation—Ernest L. Adams, WHIO-TV Dayton, Ohio.

This paper consists of a discussion of the design problem peculiar to a TV station. It will include practical examples of how one station approached some of these problems, as well as the conclusions reached after more than one year of operation. The facilities of an efficient, modern station will be shown and the utilization of these facilities will be discussed, with the advantages and disadvantages of the various features being pointed out.

Mr. Adams  Mr. Bigwood

Mr. Adams  Mr. Bigwood

Theatre Television Control Facilities—Robert F. Bigwood, DuMont TV Network. Experience has shown that rela...
SHOWING of the newest developments in heavy equipment will be afforded broadcasters and telecasters at the NAB Convention. On display will be samples of wares exhibited by numerous manufacturers of transmitting and related equipment, including antennas and tower structures.

The stress in late developments is on new processes of transmission for AM-FM-TV broadcasters, promising them a better return on their investment. New transmitter types—such as those reported by DuMont, General Electric and Collins—feature low-cost tube components and operations, aimed at cutting the expense to the owner.

A number of firms are announcing additional availabilities in television equipment—the result of continuous post-war research in the manufacturers’ laboratories. Featured along with these are various developments for the current year, especially in use of radio-relay facilities for video as well as radio.

Continued modeling of transmitters via the air-cooled route is noticeable in the trend of availabilities offered. Emphasis also is on tube life, with manufacturers working to produce tube products which can better eliminate noise and distortion. Monitoring processes also have been improved for the AM, FM or TV signal.

Tower Showings

In the tower equipment field, companies are exhibiting illustrations of 1950 methods in installation of all types of tower construction. Highlighted are all-purpose adaptation of tower designs to support high-frequency antennas.

For the consideration of studio equipment with that of transmitting units, both along modern design, marks a continued drive toward perfection with the least possible effort and space.

Following are brief descriptions of transmitting and other equipment now available to AM, FM, TV stations, as reported to Broadcasting and on display in Exposition Hall, Stevens Hotel:

Andrew Corp.

MULTI-TV transmitting antennas with unique feature in that it is capable of being fed by a single transmission line, is offered in Andrew Corp.’s exhibit. Other items for display include the firm’s Multi-V Challenger transmitting antenna, 2,000 mc parabolic antenna, and the Type 1,000 Auto- Mechanic Dehydrator. Also included are samples of the new ultra low loss Teflon insulated transmission line for television and UHF television and standard RMA transmission line and tower lighting equipment are additional Andrew products to be shown.

RCA

In addition to samples of all selling aids (dealer co-op, Push, Retail Information Folders, Retail Service Bulletins, Slide Film No. 1, Direct Mail Series No. 1, Radio Feminine Touch, etc.), Broadcast Advertising Bureau plans to exhibit: BAB Stripfilm No. 2, devoted to national spot selling; BAB Direct Mail Campaigns Nos. 2 and 3; preview of the second in a series of program type sales presentations (on news programs); preview of a brand-new study giving successful television advertising techniques in 35 retail classifications, and BAB’s first TV department story ad study.

Members of the BAB staff will be stationed at the BAB booth at all times to explain material to broadcasters, as well as to consult with them on selling problems, whose effectiveness the various BAB aids are designed to increase.

Broadcast Music Inc.

COMMEMORATING its 10th anniversary at the NAB Convention, BMI will place emphasis on the growth of its music repertoire representing the combined efforts of BMI itself, such subsidiaries as Associated Music Publishers and BMI Canada Ltd., and various publishing firms associated with firm. Spotlight will be on outstanding BMI-licensed song hits of the past 10 years, as well as current hits. Broadcasters will have an opportunity to Inscrip their names in the permanent BMI ledger, to be displayed in Booth No. 2 of the Exposition Hall.

Representing BMI will be Carl Haverlin, president; Sydney M. Kaye, co-chairman of the board of directors and second vice president; Charles W. Clark, vice president; J. Burton, vice president in charge of publisher relations; Roy Harlow, vice president in charge of station service; Charles A. Wall, vice president in charge of finance; M. E. Tompkins, AMP president; and others including Ralph Wentworth, Glenn Dobler, John L. Cox, Al Martin, Lin Pattee, Ken Sparron, Dorsey Owing, Burt Squire, Hy Reiter and M. H. Shapiro.

Collins Radio Co.

TWO NEWLY developed transmitters are being shown by Collins Radio Co., Cedar Rapids, Iowa, attractions. Result of post-war engineering techniques in firm’s laboratory is Collins latest 20V 1 kw AM transmitter which features overall efficiency with low cost for tube and operation, firm says.

Also on display is a new type package FM transmitter of special interest to educational station operators. Called Collins 728A, this complete 10 w FM broadcast package is built into a console type cabinet which firm points out can be placed on any standard desk. Cabinet contains transmitter and its two-channel audio amplifier and controls; microphones, headphones, cordage and

Broadcast Advertising Bureau, NAB advertising unit, and Broadcast Music Inc., industry music copyright organization, will have their main exhibits in Exposition Hall instead of on the fifth floor. Their exhibits are described in the article covering heavy equipment.

Some of the fifth floor exhibitors plan to set arounds for visitors. Others will have playback equipment to demonstrate transcribed programs. Some firms will build their exhibits around promotion material, blow-ups and similar devices.

Playback equipment for a variety of music use thus served by leased wire service, and also in hotels, restaurants, etc.—and tape recorders embracing the newest developments will be demonstrated to the Engineering and Management conferences. Refinements in speech input equipment also will be shown.

Television-wise, super-speed film projectors designed to give "live" studio clarity and flying spot scanners, as well as new camera chains and monitoring equipment, will be featured in displays.

Recording Advances

Major advances are claimed particularly for sound recording and playback techniques.

Extension in number of the types of professional tape recorder models, as well as refinements in the mechanisms of the different units, also are promised.

Super-power triode TV tubes and ultra-high frequency transmitting equipment are improvements in TV broadcast equipment—highlight the television side of the exhibitors. TV microphone equipment to be shown will reflect improvements assuring TV broadcasters better video operation in the year ahead.

Descriptions of exhibits reported to Broadcasting follow:

Altec Lansing Corp.

Rooms 504A, 505A, 507A

NEW miniature condenser microphone in numerous forms—for stand and suspension mounting, and chest piece and lapel mounting—will be featured by Altec. Company will demonstrate claims of extreme moisture to illustrate its “complete freedom from the effects of humidity,” officials indicated.

Also on display in the fifth floor line to be shown include amplifiers, intermodulation test equipment and speech input equipment.

In addition to products, the company will show products acquired for manufacture from Western Electric and other firms, and products distributed through Graybar which

(Continued on page 84)

April 10, 1950 • Page 27
FCC WON'T CENSOR

RESPONSIBILITY for what goes out over the airwaves belongs to the broadcasters, not to the FCC, Wayne Coy, chairman of the Commission, declared Wednesday in answering questions at a special session of Meet the Press, originating from the annual banquet of the Radio Pioneers at New York's Ritz Carlton Hotel, attended by some 200 members and guests.

"If do not think the FCC should have the power now or at any time in the future to determine what goes on the radio," Mr. Coy stated. Asked point-blank if he would have a group of government censors set up to sit in judgment on radio and TV programming, he answered bluntly, "I would not." He hinted, however, that further "Blue Books" for the industry's guidance are not an impossibility.

Mullen Elected

The Meet the Press session, which was broadcast by MBS, 10:30-11 p.m., was the concluding feature of the banquet program. Earlier the Radio Pioneers had by unanimous vote elected the official slate of officers for the coming year, headed by Frank E. Mullen, veteran broadcaster who is currently an officer of Jerry Fairbanks Inc., TV film production firm, and a radio management consultant.

Serving under Radio Pioneers President Mullen will be: Orsstein H. Caldwell, editor of Tele-Teck, first vice president; Arthur B. Church, president KMBK-KFRM Kansas City, second vice president; Paul Morency, vice president and general manager, WTCI Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, vice president WOR-AM-FM-TV New York, vice president; Martin Campbell, general manager, WFAA-AM-FM Dallas, vice president.

Edison Honored

Thomas Alva Edison was named the first member of the Radio Pioneers Hall of Fame, established to honor those chosen for "special achievement and service in the building and advancement of the art of radio broadcasting." Mark Woods, ABC vice chairman, head of the Hall of Fame committee, reported to the meeting that the late great inventor had been se-

SPORTS BAN

Bill Hits 'Gambling' Results Shows

A BILL to ban broadcasting and other interstate transmission of "gambling information" on sports events—and in the case of horse racing to require an hour's lag before details are broadcast—was introduced in the Senate last week and scheduled for hearing tomorrow (Tuesday).

The measure has the opposition of FCC and lacks the approval even of its "sponsor," Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, who introduced it at the request of the Justice Dept. and simultaneously asked for a Congressional probe of gambling in interstate commerce.

FCC's own ideas on desirable gambling curbs involve a simple ban on either broadcasting or common carrier transmission of information on bets, odds, and prices paid, with no time-lag requirement and no prohibition against broadcasting or telecasting sports events. The Justice Dept. bill would limit stations and networks to the broadcasting of one horse race per day. The Commission has the subject of the broadcasting of horse-racing information under study in specific pending cases, and its views as revealed last week may be reflected in forthcoming decisions on those cases.

The bill (S-3358) is an outgrowth of the Attorney General's preference with local, state, and federal officials on law-enforcement problems relating to organized crime [Broadcasting, Feb. 26, March 13], and has the approval of the conference's legislative and executive committees.

Opposed by Cottone

FCC General Counsel Benedict P. Cottone, a member of the legislative committee, opposed the measure and submitted to the Justice Dept. an alternative bill incorporating the Commission's views.

The Commission feels the Justice Dept. version would make FCC an enforcement agency on criminal matters; is too complicated; and would vastly increase FCC's administrative burden by requiring it to deal with such complex questions as a determination of the nature of "gambling information" and "special events." Monitoring also would probably be necessary.

FCC Chairman Wayne Coy and Attorney General J. Howard McGrath are scheduled as head witnesses when the hearing gets under way tomorrow.

McFarland Heads Group

The hearing will be before the commerce committee's communications subcommittee, headed by Sen. E. W. McFarland (D-Ariz.) and including Sens. Johnson; Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N.H.), and Homer E. Capehart (R-Ind.).

Sen. Johnson made clear that his introduction of the bill did not signify his endorsement of it.

He told his colleagues that while he recognized the need for restriction of gambling information, "there is a border line between gambling information and legitimate news."

"Many Americans," he said, "get a great thrill out of the on-the-spot broadcasting or telecasting of races," (Continued on page 87)
BRAND NAMES DAY

White, Mitchell Elected

FRANK K. WHITE, MBS president, and Maurice B. Mitchell, director of the American Advertising Bureau, were elected directors of Brand Names Foundation at the fifth annual Brand Names Day held in New York last week.

Both Mr. White and Mr. Mitchell will serve one year terms, the latter as industry representative for NAB. Frank M. Folsom, RCA president, will continue as a director for another year.

Donald B. Douglas, vice president of the Quaker Oats Co., Chicago, and Henry P. House, head of the foundation since 1947, were re-elected chairman of the board and president, respectively.

Over 1,000 Attend

Elections were announced following the organization's business meeting. Over 1,000 leading civic and business executives attended the Annual luncheon and panel sessions held at the Waldorf-Astoria Hotel as part of New York's celebrations of Brand Names Day. The luncheon was officiated by Mayor William O'Dwyer. Featured luncheon speakers were Louis H. Mayer, vice president of Loew's Inc., and Dr. Robert A. Millikan, renowned American scientist.

Re-elected chairman at the foundation's business session were Maj. Julis Ochs Adler, vice president of The New York Times.

LOOKING over the contract by which The Times-Picayune agrees to sponsor five CBS news periods per week on WWL, New Orleans, are John F. Tims Jr. (l), president and general manager, The Times-Picayune Publishing Co., and Howard Summerville, WWL general manager. Three CBS news shows also are being sponsored on WWL by The New Orleans States.

BRAND NAMES

of The New York Times, WQXR, license, and W. T. Holliday, chairman, Standard Oil Co. (Ohio). Also re-elected were John W. Hubbell, The Simmons Co., as chairman of the NBF's executive committee, and Gavin K. MacLain, Bristol-Myers Co., as treasurer.

In addition to Mr. White, other new directors elected are: J. Davis Danforth, executive vice president of BBDO; William G. Werner, public relations manager, Procter & Gamble Co.; Palmer Hoyt, publisher of The Denver Post; Barry Gray, executive vice president, Crowell-Collier Publishing Co.

At the luncheon session, Mr. Mayer praised radio and press for their vigilance in awakening the American people to the threat of Communism.

He also urged the government to break down barriers imposed by foreign countries against American radio, motion pictures, newspapers and magazines which he said "do not enter these countries to a sufficient degree."

Mr. Mayer stated: "I believe it is the responsibility of our government to send them into every nation on earth if for no reason other than that there are countries who want to keep them out."

After the luncheon a roundtable panel discussion "Under the Flag." Participants included Austin S. Inghart, president, General Foods Corp., and Harold W. Brightman, president of Lit Bros. A survey presented by Howard A. Trumbull, president of National Family Opinion Inc., showed the buying habits of some 2,500 typical American families.

Among less frequently purchased items, radio, television and phonograph figures revealed were: 24% of buyers attended "10 or around"; 20% "seek out a store that carries a particular brand"; 17% "go to a reliable dealer"; and 7% "buy any one of several brands." For phonographs, the figures were 56%, 19%, 17% and 8%, respectively.

James H. Calvert, president of Joske's of Texas, San Antonio department store and heavy radio user, received the foundation's second annual "Brand Name Retailer of the Year" citation for 1949.

Mr. Calvert was selected "for his leadership in developing an outstanding brand name policy for his store and for directing an intensive coordinated advertising program" in radio and other media, according to H. J. Cohen, chairman of BNF's retail advisory committee, who presented the plaque. Mr. Cohen is sales manager of Lit Bros. of Philadelphia. The "Brand Names Certificate of Distinction" also was awarded to nine other retailers, many of whom use radio, for outstanding 1948 brand educational programs.

WMIT(FM) Closes

First FM station in the Southeast, WMIT (FM) Charlotte, N. C., will be phased out next Thursday, concluding an eight-year career as one of the nation's more important examples of FM operation. Just a few days ago WMJ-FM Milwaukee, first station west of the Alleghenies, emitted its last signal as did its affiliated WSAU-FM Wausau, Wis. (Broadcasting, April 16).

Disclosure that WMIT would give up the ghost was made in a letter from Gordon Gray, owner, to T. J. Slowie, FCC secretary. Mr. Gray wrote as follows:

"With considerable regret I have decided to discontinue the operation of WMIT after April 13, 1950. After that date any outstanding liabilities of WMIT will be assumed by Radio Notes, Inc., and I hereby withdraw my application for renewal of my license to the FCC for said station. I have hoped that we might be able to find a purchaser who would take over and continue the operation but we have not been successful along that line."

High Hopes

"Approximately 10 years ago, when I first considered the establishment of WMIT, I had high hopes for its future. When, after almost eight years of operation, we had not materialized we were forced to conclude that the operation should be discontinued.

"I still feel that the frequency modulation system of broadcasting is the wave of the future for FM broadcasting and sincerely hope that some day this feeling, which is shared by quite a few other broadcasters, will prove to be right from a financial as well as a technical standpoint. I cannot see any decision to cease operation was reached only after considerable

Frank joins WSGN

APPOINTMENT of Philip Frank, former BMB executive secretary, as research and sales promotion director of WSGN-AM-FM Birmingham, Ala., has been announced by Henry P. Johnston, general manager of the station. He joins WSGN April 24. Mr. Frank has been active in freelance research, sales promotion and public relations. He also has been associated with ASC, with which WSGN is affiliated. He is co-author of This Thing Called Broadcasting.

Broadcasting • Telecasting

April 10, 1950 • Page 29
A PROTEST calling for resumption of FCC's hearings on the news policies of KABC and KMPC (Los Angeles) was filed by FCC's General Counsel last week after Examiner J. Fred Johnson adjourned the sessions to Sept. 6.

General Counsel Benedict P. Cottone claimed that delay until September is an "extravagant allowance" of the "import" of the Commission's own directions and beyond the needs of Mr. Richards' counsel for preparation of his case.

Mr. Cottone pointed out that FCC had agreed to give Mr. Richards' counsel an opportunity to prepare a

RICHARDS PROBE
FCC Seeks Early Resumption

Hugh Fulton, chief trial counsel for G. A. (Dick) Richards in FCC's hearing on the station owners news policies (see story this range), charged last week that the station was "an attempt to censor what goes over the radio." In a statement after the hearing was recessed upon completion of Mr. Fulton's presentation, Mr. Fulton said he was "amazed that the FCC would attempt to destroy an excellent station like KMPC (Los Angeles) and its right to its own editorial position on best means of ascertainment of opinions of witnesses such as those relied upon by the Commission."

With the exception of a very few whose testimony, if accepted, would not justify any attack upon the license of KMPC, they were all disgruntled former employees...

"Nursed Grudges"

"Very obviously, they nursed grudges against KMPC and against Mr. Richards and have endeavored for years to damage and injure the station. Their testimony was replete with obvious exasperation and emphasis on everything which they conceived might be stretched into something unfavorable. Wherever they thought they could do harm, they had not used every resource at their disposal against cross-examination constantly sought refuge in 'I don't remember.'"

He contended that "the amazing thing is that the FCC should have lacked the necessary integrity to see that the public interest is served."

The hearings involve renewal of Mr. Richards' licenses for the three stations, and as his protest as he proposed to set up a trusteeship to take over their control.

Some 23 witnesses were put on the stand by FCC during the three-week session in Los Angeles, be-

BROADCASTING • Televi-

Page 30 • April 10, 1950
WHO COSTS 52% LESS THAN IN 1944!

1944 13,393 SETS FOR $100
1949 13,393 SETS FOR 48c

(WHO CLASS C, ¼ HOUR MAXIMUM DISCOUNT)

In terms of Iowa's radio homes, WHO cost 10.6% less in 1949 than in 1944; in terms of radio sets in homes, WHO cost 52% less than in 1944!

The increased number of radio sets in Iowa's kitchens, dining rooms, bedrooms, etc.—and the additional listening they create—is even more important than the increase in radio homes. Modern research proves that SETS make the audience!

In 1944 there were 596,000 radio homes in Iowa; in 1949 there were 769,200!... In 1944 there were 904,000 radio sets in Iowa homes; in 1949 there were 2,140,000! And in addition to this tremendous increase an exceptionally large bonus audience listens in cars, offices, barns, stores, service stations and hotels.

Thus WHO is actually a much better buy today than in 1944. Radio sets in Iowa homes alone have increased 136%, while WHO's rates have gone up only about 14%.

The 1949 Iowa Radio Audience Survey* tells the whole story of Iowa's added listening. Write to WHO or Free & Peters for your free copy!

© The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO + for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives
in Northern Ohio

WTAM delivers 30 markets

the largest newspaper delivers 2

How many markets does your advertising reach in Northern Ohio? How many advertising outlets must you use in order to cover these markets?

If you use the largest newspaper in Northern Ohio, you will really penetrate only two markets (Cleveland – 68% coverage, Painesville – 24% coverage). In order to effectively penetrate as many as thirty markets in the area you would probably need 15 or 20 newspapers ... and a formidable budget.

If you use WTAM, Cleveland, you will penetrate 30 markets day and night. No other single advertising outlet in Northern Ohio delivers so many individual markets ... yet the cost is lower than other media delivering only one or two markets.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.
Winter's Winds

Need Not Freeze

Refrigerator Sales

By BILL THOMPSON

IF THE MIZERANY brothers of St. Louis should spend next winter in Alaska, their competitors in the refrigerator business might logically assume they went north to exploit the Eskimo market.

This winter, during the colder months when refrigerators would normally be expected to move slowly, Mizerany Appliance Co. chalked up an imposing record for two of its half-dozen brands.

And why only two? Because they were the only brands advertised by radio.

Joe Mizerany, 42-year-old president of the firm, "discovered" broadcasting last September with the help of a WIL St. Louis salesman named William Geiss. Mr. Geiss sold him a weekly package of five 15-minute transcribed disc jockey shows (12:15 to 12:30 p.m.) featuring Myron J. Bennett, a Des Moines broadcaster popularly known as "M. J. B." The first week of the series witnessed a sellout of 25 Emerson television sets, plugged exclusively to test the "new medium".

Mr. Mizerany was impressed, but reasoned that radio might be even more effective, as winter approached, to keep refrigerator stocks rolling. He started advertising Norge products, and the resultant year-end spurt found him leading all other dealers in the greater St. Louis area by a wide margin.

By mid-November, Norge could no longer meet the heavy demand for refrigerators at Mizerany, but nevertheless continued its sponsorship of the non-time show until the next 60 days Mizerany moved their carloads of Crosley refrigerators.

"Since entering radio, our business has been up 75%," he told Broadcasting last week. "It would be four times greater if we had the merchandise!"

Before embracing "the greatest of all media", Mizerany's largest advertising budget was $2,000 yearly. It was heavy in neighborhood newspaper space, with an occasional display in one of the big St. Louis dailies. Although late in jumping on the radio bandwagon in 1949, the company rounded out the year with an advertising outlay of more than $4,000—nearly 65% for broadcasting.

"Ninety per cent of an overall advertising budget of $15,000 will go for radio time in 1950," Mr. Mizerany said.

WIL has realized considerably more revenue from Mizerany time than is indicated by the firm's expenditures for Norge and Crosley promotion because these shows have been co-ops. The stepped-up schedule charted for 1950 is due to the fact several other manufacturers of appliances handled by Mizerany are negotiating joint deals.

The Mizerany brothers—President Ed and Sales Manager Steve, as well as Joe—have definite ideas about their commercials. They want them to stress the "friendliness" and "homey" atmosphere of the establishment. Frequently the Announcers, Bennett, who are not related, work into their script lines like these:

"Don't have breakfast at home—come down and have coffee and rolls with Joe."

"Bring the whole family in—and just look around."

"You name the terms—anything can be worked out."

"Steve just got married—he

Jack Bennett (1), announcer on one of the Mizerany disc shows, interviews Steve Mizerany, sales manager of the company, during broadcast from store. At right is Joe Mizerany, president, and second from right is his brother Ed, vice president.

In 12 years, Joe and his brother Ed had tucked away a substantial sum. Counselling with their father, they decided in 1945 to venture into the appliance business because of a bigger mark-up on goods and a better opportunity for specialized selling. Besides, a lot of people needed appliances after the war. But they proceeded cautiously. Another brother, Steve, was placed in charge of the new project while Joe and Ed stayed on at the J M Market. Ed joined Steve within a year, but Joe left the grocery only last March.

Mizerany Appliance Co. has functioned in St. Louis' old South Broadway Poultry Market since it was "organized five years agofall. At the outset, this property—37 feet across the front and 45 feet long—was rented for $150 a month. But in 1948, when the Mizerany brothers copped a $1600 prize for record sales of Maytag ranges, they purchased the building, and an adjacent 40-foot frontage. Since then, they have started construction of a 70-foot addition to the length of the structure.

The company has a total of eight employees. Two of the official family are not relatives, but are close friends of the Mizareys. Tony Stuevers, service manager, has worked for the family 20 years, starting in the grocery when he was 11. Joe Farhatt is credit manager. Within a few weeks, a fourth employee, a young, roly-poly, will replace Virgil, who was placed in that position six months ago.

The Mizerany family came to this country from Batroun, Syria (now Lebanon), in 1929. The father, Alexander, opened a grocery on the south side of St. Louis, but, being a well-educated man, also taught at St. Raymond's School. Joe, the eldest son, was first of the clan to seek employment in the family enterprise. He became a wood heel fitter at International Shoe. Within a few years, however, he realized he would be happier running his own business, so he merged his savings with his father's know-how and founded the J M Market. The J M stood for Joe Mizerany.

The company is well-known locally. Yet today through the magic of radio, they attract patrons from three states.
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS

...THROUGHOUT THE WORLD!

Phasing Unit for a tower directional antenna system.

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

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

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

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

Andrew Corporation
363 East 75th Street - Chicago 11
World's Largest Antenna Equipment Specialists

Transmission Lines for AM-FM-TV - Antennas - Directional Antenna Equipment
Antenna Tuning Units - Tower Lighting Equipment - Consulting Engineering Services

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AFM Local Pickets Station

WINS New York, independent outlet owned by Crozby Broadcasting Corp., last week was operating under protest by Local 802 of the American Federation of Musicians, which maintained daily picket lines around the station.

The local's action resulted from WINS' dismissal of its eight-piece orchestra last Monday because of insufficient "public or advertiser acceptance." No programs were disrupted by the action, however.

At the same time WINS offered to negotiate an agreement with the union covering any "open cases" for AFM members as the demand arises. Kiernan T. Murphy, business and co-manager of WINS declined to reveal what action, if any, the station would take in view of the union's protest. The matter is being studied by WINS' legal counsel.

It was reliably learned, however, that Local 802 may take the matter up with FCC, though its officials, who described the situation as a "lockout," would not comment on the Local's plans.

WINS' headquarters at 28 W. 44 St., and two remote programs were picketed. Station's engineers, members of the International Brotherhood of Electrical Workers, also refused, during early hours of the picketing, to cross lines but later resumed work. Members of APRA employed at WINS crossed the picket lines, however.

Crosley Broadcasting Corp. pointed out that in eliminating the services of "live music" it reached a decision "that most stations in the U. S. have already made." Spokesmen denied the station had locked out the union, pointing to its willingness to negotiate in the future.

MBS SURVEY

Covers One-State Cities

MBS has engaged Crosby Inc. to conduct a survey of radio listening in 116 communities which have only one network station, it was announced last week.

Crosley is conducting interviewing 12 hours a day, seven days a week during April by coincidental telephone technique.

Richard J. Puff, MBS director of research, said the survey was being undertaken to supply advertisers with better information on listening in markets outside metropolitan areas than had previously been available.

Pacific Exhibit

SIXTH annual Pacific Electronic Exhibit will be held Sept. 15-16 at Long Beach (Calif.) Municipal Auditorium. The event, sponsored by the West Coast Electronic Manufacturers Assn., will be held jointly with the Institute of Radio Engineers annual West Coast convention.

WALTERS NAMED

Heads Mississippi Beests.

GRANVILLE WALTERS, WAML Laurels, Miss., was elected president of the Mississippi Broadcaster Assn. at the annual convention held in Jackson last weekend (April 1-3).

P. B. Himman, WROX Clarkdale, was named vice president, and Bob Evans, WELO Tupelo, was re-elected secretary. Assigned to the executive committee were:

* GRANVILLE WALTERS, WAML Laurels, Miss.
* P. B. Himman, WROX Clarkdale
* Bob Evans, WELO Tupelo

Pate with the tion. Auditorium. Long Beach Exhibit SIXTH annual listening tisers research, week MBS locked Spokesmen denied the picketing, also commenting on the union's matter. Which was being studied was re-elected. Assigned to the executive committee were: W. H. Cole, WHOC Philadelphia; Charlie Holt, WHSY Hattiesburg; H. O. Jones, WGCN Gulfport; L. L. Miller, WQBQ Vicksburg; James Ownby, WJXN Jackson, and R. F. Wright, WOTK Meridian.

The association unanomously passed the resolution asking Congress to take speedy and favorable action on the McFarland Bill now pending in the House of Representatives. West Point, Miss., was selected as the site for the 1961 convention.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 28 277
Number of commercials starting on the networks during March 5
Number of commercials dropped from networks during March 15
Number of commercials on the four nationwide networks, March 31 267

March Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
Toni Co. Beauty & Fashions ABC Mon.-Fri., 12:25-12:30 p.m. R. Weintraub Co.
Benjamin Moore & Co. Your Home Beaut._phi. Mes. ABC Mon., 9-9:15 p.m. St. George & Keyes
Phillips Petroleum Rex Allen Show CBS Fri., 10-10:30 p.m. Lambert & Feasley Co.
Swelling Drug Co. Sing it Again ABC Mon., 10-10:45 p.m. Danza-Fitzgerald-Sample

March Deletions

Tennessee Co. Metropolitan Opera ABC Wed., 7:30-9:30 p.m.
Dubsdrey & Co. Jacques Fray ABC Sat., 5-5:15 p.m.
Renou Art Metal Works Johnny Dodson ABC Sat., 5-5:15 p.m.
Smith Bros. Chicago ABC Wed., 7:30-9:30 p.m.
Kraft Foods Co. Marriage For Two NCB Mon., 10-10:45 p.m.
Mars Inc. Curtain Time ABC Wed., 7-9:30 p.m.
Sealtest Co. Dorothy Dix at Home Reese Fri., 9-9:30 p.m.
Animal Found. Inc. Leave it to Jane WOR Sun., 11-11:45 p.m.
Doubledvy Inc. Doubledvy Program WSUI Sun., 3-3:45 p.m.
Ludlen Inc. Sing it Again WSUI Sun., 3-3:45 p.m.
M & M Ltd. Joe Di Maggio Show WOR Fri., 3-3:15 p.m.

March One-Timers

OmniBook Inc. Robert St. John ABC Sun., March 5, 9-9:15 p.m. Huber Home & Son
Natural Council Pre-Tempting Episcopit Christ MBS Sun., March 12, 11-11:45 p.m. Van Diver & Crowe
Radio Offers B-B Readers MBS Tues., March 28, 9-9:15 p.m. Huber Home & Son

SWAYING STICKS

CCC issues ‘Cease Orders

CEASE and desist orders to stop certain advertising claims for cigarettes and other tobacco products were issued against two companies by the Federal Trade Commission last week. Named in the orders were R. J. Reynolds Tobacco Co., Jersey City, N. J., and Winchester-Salem, N. C., manufacturer of Camel cigarettes, and P. Lorillard Co., Jersey City, N. J., and New York, maker of Old Golds.

The commission also announced it had before it a trial examiner's recommended decision that the American Tobacco Co., New York, be ordered to stop alleged misrepresentation of Lucky Strike cigarettes. Meanwhile, another trial examiner was considering a case in which Philip Morris & Co. Ltd., New York and Richmond, Va., is charged with false advertising of Philip Morris cigarettes. Still another pending case, FTC reported, involves the advertising of all-natural cigarettes produced by American Cigarette & Tobacco Co., New York and Durham, N. C.

Nicotine Claim

In finding that Camels and Old Golds—and the smoke from them—"do not, as claimed, contain less nicotine than other leading brands," the FTC pointed out that "the nicotine content of the smoke of a cigarette is in direct proportion to the nicotine content of the tobacco contained in the cigarette itself."

"In view of this fact," FTC stated, "the reason that the makers of Camels and Old Golds cannot truthfully claim a lower nicotine content is that the tobacco used by the manufacturers of all the leading cigarette brands contain nicotine in substantially the same quantities and variations."

In addition to the Old Golds prohibitions, the order against the Lorillard Co. also is directed against advertising claims of Friends smoking, as well as Beech-Nut and Sensation cigarettes.

In the American Tobacco case, the recommended decision of Trial Examiner John Horner proposed that "the company be prohibited from representing that Lucky Strike cigarettes contain less nicotine so as to be less irritating to the throat than competing brands; that they be easy on the throat, or that they offer throat protection against irritation or coughing."

Experts' Choice

The proposed order also is directed against claims that independent tobacco experts prefer Luckies "2 to 1" and that the "toasting" process removes irritants and impurities to a "physiologically significant degree."

WBBF Flint, Mich., will broadcast all Flint Arrow baseball games, home and away, during current season.
WOW-Land is a Big Market
Served through a Truscon Radio Tower

Radio Station WOW, Omaha, Nebraska, serves a market of 764,400 people with total retail sales of nearly a billion dollars.

No other station covers the area comprising the rich, urban and rural market known as WOW-Land. For this exclusive and effective coverage, WOW uses a Truscon Self-Supporting Radio Tower 392 feet high, with an RCA double antenna for FM and TV giving an overall height of 500 ft.

The characteristics of terrain and meteorological conditions which are individual with WOW-Land received special consideration when Truscon radio engineers designed this handsome tower. Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection...tall or small...guyed or self-supporting...tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention...and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM TOWERS
TRUSCON COPPER MESH GROUND SCREEN
GROOVE!

Now that you've been stopped by the age-old snare of a pretty girl, consider this:

DOES YOUR TRANSMITTER SPEAK WITH AN ACCENT?

Now what the Sam Hill connection does that query have with the illustration? Very simple... the connection is "in the groove!"

Think it over. A transmitter is not a linguist. It cannot translate distortion into clear signals. When foreign sounds are picked up from a recording groove and delivered to an amplifier, q. e. d., your transmitter speaks with an accent.

If your aim is quality transmission, then look first to the recording groove. If the fidelity you seek is not in the groove, then your reproduction just can't and won't be fidelity on the air.

I extend you my personal invitation to visit our engineering exhibit during the NAB Convention. Browse around at will. See and hear Lang-Worth's revolutionary recording groove that defies rules and ushers in a whole new era in sound recording.

The groove that takes the accent out of transmitters.

C. O. LANGLOIS, President

CONVENTION HEADQUARTERS:
Suite 512A-513A
Stevens Hotel
Chicago, Illinois

LANG-WORTH FEATURE PROGRAMS, Inc.
Network Calibre Programs at Local Station Cost
113 West 57th St. • New York City 19
**Editorial**

**Rate Card Ravishing**

THE MILD tempest stirred by so-called "rate adjustments" to compensate for TV's cut-in on tuning-in in multiple TV markets and under circumstances heavily for clearer-thinking and planning in both radio and TV rate-making.

There's hardly a radio pioneer alive who doesn't remember the days when the station rate-card was ratified at the ap-

approximate charge and when time was bartered and brokered in sufficient quantities to meet weekly payroll. Gradually, radio acquired stab-

ility, as it proves its efficacy in selling. To-

day, with an overabundant station population, rate-cutting is again in evidence.

Why broadcasters so delude themselves is beyond reason. They antagonize legitimate advertisers and agencies. They drive away good prospects. And they lower standards.

There are disconcerting reports about similar practices in some TV markets, even at this early date, and with just 102 stations on the air there are approx-

imately 250,000 sets, and package deals. One TV station is said to have three published rates. In another city the competition for a sports account was so rig-

orous that a deal was made for less than cost.

It's impossible to justify bargain-basement rates in TV, which is developing at a swifter clip than any art or industry in history. It seems illogical to offer rate inducements when more homes are being served and the medium becomes more economical for the account.

We doubt whether the move toward AM "rate adjustments" will snowball. The sheer force of logic of radio homes and tuning in must prevail. Eventually, of course, there will be adjustments. There always are in all media. Broadcasters are lamenting their failure to bring network and station rates in line with coverage during the war years.

The eventual drift may be a single-rate—day and night—for sound radio. Certainly the tune-in averages, indicating 78% daytime listen-

ing as compared to nighttime would augur for something other than the conventional 50% of Class A rate for daytime.

Radio and TV have problems enough without engaging internecine rate warfare.

The Left Side

IN THESE explosive times, even the faintest suspicion of activity contrary to the tenets of our form of Government warrants scrutiny.

We are concerned about reports of "planting" of news written for both newspaper and radio wires. The reports come from responsible broadcasters who are not given to looking under beds.

Experienced newsmen know how this can be done—a subtle phrase here, a trick sentence there, or only half of the facts.

Newspaper reports cannot be for one moment condone such conduct. The culprits would be fired on the spot, if detected.

The National Assn. of Radio News Directors last year looked into such allegations. The news media are not insensible.

But it's hard to monitor every item around the clock.

Broadcasters or news directors who detect the slightest "planting" of news slanting should complain. NARND, in our judgment, should maintain constant and continuing watch, not only of news association reports, but of local copy.

TV: It's Cold Outside

A YEAR AGO, convening in Chicago under NAB auspices, the engineers of the broadcasting art were looking for the answer to one question: "When will the TV freeze be lifted?"

In a word, "when?" They are still looking for the answer. The question is equally haunting to their colleagues who will assemble in Chicago for the NAB Management Confer-

ence next week, and to broadcasters generally. Economic reasons are also concern-

ing. The FCC, from which the answer must ulti-

mately come, has stopped guessing. Like the rest of us, the FCC doesn't know. The best anyone can do is look at the steps which the Commis-

sion says must be taken first, and try to estimate how much time they will consume.

By this standard, the end of 1950 would seem the earliest reasonable estimate.

It is a fact, though it sounds paradoxical, that television is on the move despite the freeze. Some of the important research developments will be detailed in Chicago, as indicated else-

where in this issue. More spectacular is the continuing high demand for TV sets. The fact that after 18 months of freeze there are 102 stations on the air and some 4,750,000 sets in use is proof of television's vitality, as well as notice of things to come.

The Nation's most TV sets will still benefit materially from a "thaw." Construction of new stations, opening of countless new markets, increased manufacture and sale of equipment will have a snowball effect extending through years ahead. Just as television was a major factor in averting postwar depression, lifting the freeze could alleviate fears developing around current unemployment of 4,100,000.

**Trojan Horse?**

LAST WEEK legislation was introduced (S 3358) at the behest of Attorney General Mc-

Grath proposing restrictions on transmission of gambling information in interstate com-

merce. It was accompanied by a resolution authorizing an investigation, and hearings be-

fore the Senate Communications Subcommit-

tee, headed by Sen. Ernest W. McFarland (D-Ariz.), are set for this week.

The bill would permit radio and TV simply because they can, in instances of news media. Stations would be precluded from broadcast-

ing or telecasting of any "gambling" informa-

tion before the start of any horse race on the day it is to be run, or during the finish of the race. The exception would be carrying of a single race as a "special event," like the Derby, with not more than one horse race broadcast by station or network on any day.

The bill is aimed at the racketeers and or-

ganized crime. All interstate media would be affected, but radio and TV would take it on the chin for other reasons than their faculty of "publishing" with the speed of light and the FCC would be the cop.

There's serious question, of course, whether such legislation is Constitutional. It would ap-

pear to do violence to the First Amendment. Chairman Ed C. Johnson seemed to recognize that when, in introducing the bill at the request of the Attorney General, he commented that gambling information "ought to be restricted but the Constitutional freedom of horse-racing is legal, news about horse-racing must be legal.

There are matters which are not susceptible of legislative correction.

(Continued on page 88)

**Respects To**

**NEAL KYSER McNAUGHTEN**

NEAL McNAUGHTEN's life has been just one electron after another, ever since the autumn day back in 1923 when he wandered into a radio repair shop after a dull day in a Pueblo, Col., grade school.

So Neal McNaughten went to work every afternoon, and Saturday days too, taking out old A, B and C batteries and putting in new ones. Soon he became proficient at testing and re-

pairing. And for fun at home in the evenings he built receiving sets.

When President Coolidge was inaugurated in 1923, a dozen neighbors sat in the McNaughten living room with all the headlights from blocks around. Straight from KOA Denver they picked up the actual broadcast of inaugura-

proceedings. Loudspeakers were expensive in those days but headsets were adequate and everybody knew that the McNaughten kid had the best receiver in town.

Inevitable, of course, was a homemade ham outfit. Along about that time KGHF was started in Pueblo. Young Neal McNaughten hung around and soon was helping build the station. After graduating from high school in 1929 he went to Greeley (Col.) State Teachers College, figuring on working his way to a degree. About that time the stockmarket collapsed, and along with it the chance of getting a job to finance four years of higher edu-

The alternative was a job back at Pueblo High School as laboratory assistant in chemis-

**BROADCASTING • Telecasting**

(Continued on page 88)
Business is always better in Washington, D.C.

Four million Americans will visit their nation's Capital this summer to spend an estimated $100,000,000. Be sure it's your sales story they hear on WTOP... with 44.4% more audience (Jan.-Feb. Pulse) than any other station in Washington.
JOHN L. TAYLOR, former general manager of W BUT-AM-FM Butler, Pa., and before that general manager of WCMW Canton, Ohio, appointed manager of WLOE East Liverpool, Ohio. He also was formerly with WJW Cleveland, then Akron, and was chief announcer and continuity director for WHST New Castle, Pa., and program director for WHBC Canton. He succeeds JOHN M. CHOFF, resigned.

W. ECCLES HUFF appointed general manager of WAAB Worcester, Mass. He was formerly program director for WAAB and before that was production manager of WAKR Akron, Ohio, and program director of WDKM Durham, N. C.

IRVING E. ROGERS, president and treasurer of W LAW-AM-FM Lawrence, Mass., elected president of newly formed Greater Lawrence Industrial Corp.

JACK SENTER, manager of KULP El Cumpo, Tex., resigns. Future plans have not been announced. ROBERT HATHAWAY, formerly business manager of station, appointed assistant manager.

CHARLES F. JOHNSON Jr., appointed assistant to CHARLES M. DALE, president and general manager of WHEB Portsmouth and Dover, N. H. Mr. Johnson has been with station's commercial department since last September.

PATRICK J. GOODE, president of Elm City Broadcasting Corp., owner of WNHG-AM-FM-TV New Haven, Conn., resumes active duties with management of stations. For past 14 years he has been postmaster of New Haven Postal District. He resigned from that post effective April 1, to devote more time to stations. He will be in charge of public service programs and station relations.

ALLAN CURNUTT named general manager of KICM Mason City, Iowa.

He recently resigned from staff of EJAY Topeka, Kan., and before that was general manager of KBCB Des Moines and part owner of KBIG, proposed new station in Des Moines. He also was formerly with WTAM Milwaukee, WIBA Madison, WOSH Oshkosh, WMAM Marinette and WCLQ Janesville, all Wisconsin.

COL. HARRY C. WILDER, president of WSYY-AM-TV Syracuse, N. Y., elected to membership in Radio Pioneers Club. He was elected president of WSYY in 1932.

K. K. HACKATHORN, general manager of WHK Cleveland, elected trustee of Cleveland Better Business Bureau Inc.

ARTHUR HULL HAYES, CBS vice president and general manager of WCBS San Francisco, returns to his desk after major operation.

Feature of the Week

(Continued from page 18)

entertainment institution on the air. Gov. Allan Shivers joined with Dallas' Mayor Willard Gannaway in broadcast tributes as part of a special nighttime program, The Early Birds' Night Out.

Presiding over the anniversary line-up was "Mister Hack" (Elmer Baughman), proprietor of the rustic "Hick Berry Hotel," current fictional setting of The Birds variety doings. His helper in black-face, slow-motion-talking "Little Willie," played by advertising man Ben McCleskey.

Jeffries as M. C.

Plump Jimmie Jeffries, one-time Birds m.c., now of KLIF Dallas, was back for an anniversary stunt.

Commercially, the show appears potent. Booked solid, the program numbers among present sponsors Earl Hayes Chevrolet Co. (six quarter hours weekly); Southwestern Drug (Red Arrow products). Mennen Co., Morton's Past (three quarter hours weekly each); and General Foods (Birds Eye), Bristol-Myers (Vitalis), Whitehall Pharmacal Co. (Arnica) and Dwight Edwards Co. (Nob Hill Coffee), among spot participants.

WLOW Goes Fulltime

WLOW Norfolk, Va., independent daytime outlet, went on a 24-hour per day schedule last week (April 3), four weeks after the FCC granted the station permission to operate fulltime. Owned and operated by the Commonwealth Broadcasting Corp., WLOW is licensed for 1 kw on 1410 kc.

200 foot STAINLESS towers. Part of WALV-TV, Grand Rapids, relay system, holding 4 micro-wave dishes.
WKZO-TV
FETZER BROADCASTING CO.
FIRST
ON THE AIR WITH THE NEW
FEDERAL MID-LEVEL MODULATION
TELEVISION TRANSMITTER

Federal Telecommunication Laboratories, Inc.
500 WASHINGTON AVE. NUTLEY 10, NEW JERSEY

BOOTH 10, N. A. B. SHOW
ROY PEARCE appointed commercial manager of KSCB, Liberal, Kan. He has been in radio for 10 years.

LAWRENCE B. BUTLER, formerly sales manager of KXIC Iowa City, Iowa, joins staff of KDON Salinas, Calif., as commercial and business manager.

WILLIAM J. ROSIER, formerly with Chesapeake & Potomac Telephone Co., added to sales staff of WWDC-FM Washington as account executive.

TOM F. DRAD, formerly with WAGE Syracuse, N. Y., WHOB Gardner, Mass., and WORW Nanticoke, Pa., appointed sales manager of WHAY New Britain, Conn.

CHARLES A. PRATT, formerly with Chicago Tribune advertising department, joins WAFB Chicago's local sales staff.

COLUMBINE NETWORK, consisting of seven Colorado stations, appoints Western Radio Sales, Hollywood, as its representative. Stations comprising network are KMYF Denver, KCOL Ft. Collins, KYOU Greeley, KBOL Boulder, KRDO Colorado Springs, KEKO Grand Junction and KCSY Pueblo.

Mrs. MELBADEAN appointed commercial manager of KULP El Campo, Tex.

H-R REPRESENTATIVES Inc., New York, appointed to represent KAXX Colby, Kan.

WILLIAM P. PEAVEY appointed account executive in San Francisco office of John Blair & Co., Chicago. He spent four years as department head with C. E. Hopper Inc. in New York and Norwalk, Conn.

VIRGINI REITER Jr., formerly of new business department at Ruthrauff & Ryan, Chicago, joins Mutual's Central Div. sales staff. He was former Midwest office manager of WCAU Philadelphia.

EDWARD CALLAHAN, former account executive at Ellington & Co., New York, and before that sales promotion executive with Shell Oil Co., joins New York sales staff of Edward Petry Co.

LAMONT L. (Tommy) THOMPSON appointed TV spot salesman in San Francisco Bay Area and is claimed to be first working exclusively on TV. He has been with KJBS and KCBS San Francisco since end of war. He will represent WCBS-TV New York, WCAU-TV Philadelphia, WTVT (TV) Charlotte, WAFM-TV Birmingham, KFAC-TV Salt Lake and KTTV (TV) Los Angeles.

EDWARD PETRY & Co., Los Angeles, moves to new offices in Pacific Mutual Bldg., 523 West Sixth St. Phone remains Michigan 6729.

ZEKE WHITE, commercial manager of KSUE Susanville, Calif., is the father of a boy, Ronald Zelon.

WGIG Joins GALS

WGIG Brunswick, Ga., has joined the Georgia Assn. of Local Stations, according to Tom Carr, sales director of the association. WGIG brings the total membership in the GALS to 30 stations, Mr. Carr said.


doty promoted

Is WJZ-AM-TV Manager

PROMOTION of Clarence L. Doty from sales manager to manager of WJZ and WJZ-TV New York, key radio and television stations of ABC, was announced last Monday by Murray Grabhorn, vice president and manager of owned and-operated stations for the network. Post has been vacant since Mr. Grabhorn assumed his present position.

Mr. Doty

Mr. Doty's appointment signifies expanded local and spot sales activities of ABC's two New York outlets and affords clients and network management more efficient operation, Mr. Grabhorn said.

Mr. Doty, who joined ABC Spot Sales in 1942, has been WJZ sales manager since 1947 and executive assistant to the vice president in charge of O&O stations since July 1948. Previously he was a member of the national advertising department of Scripps-Howard New York newspapers for six years. Following wartime Navy service, he rejoined ABC Spot Sales in 1946.

WHDH SELL-OUT

Baseball Adjacencies Sold

WHDH Boston has announced a sell-out of all of its baseball game adjacencies & OF national and local advertisers.

Features scheduled by the station are: Play Ball, a 15-minute sports quiz conducted at Hub ball parks prior to game time and sponsored by Community Opticians and Washburn Candy, through Jerome O'Leary Agency; 15-minute music show, before out-of-town games covered telegraphically, sponsored by Stormaster Alco, also handled by O'Leary; Leo Egan's Sports Extra, immediately following games, sponsored by Clinton Clothes, through Lasker Reisman Agency; Baseball Scoreboard, to be aired each weekday night, sponsored by First National Bank of Boston through BBDO; Tom Hussey's three-week-a-week sportscast, sponsored by Kent Clothes through Arnold & Co.; spot adjacencies, sponsored by Victor coffee, Albany Carpet Cleaning Co. and the National Co., all handled by John C. Dowd Agency, and remaining availability, purchased by McCann-Erickson for Truval shirts.

WHDH also announced that the Grapefruit League exhibition games, aired through April 4, attracted adjacent time purchases by J. H. Burke Co., Philco distributor; Clinton Clothes, Somerville Nash Dealers and Truval shirts.
Here's what you need to "watch" your broadcast signal as required by the FCC - whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

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 Building, New York 17, New York.

Graybar Brings You Broadcasting's Best... Manufactured By...

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)

Manufacturers: 

1. Altec Lansing 
2. Ampex 
3. Bowers & Wilkins 
4. Burson 
5. Communication Products 
6. Crouse-Hinds 
7. Foust 
8. General Cable 
9. General Electric 
10. General Radio 
11. Hoffman 
12. Hugh Lyons 
14. Machlett 
15. Meltron 
16. National Electric Products 
17. Presto 
18. Triangle 
19. Webster Electric 
20. Western Electric 
21. Weston 
22. Whitney Blake

- Distributor of Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CINCINNATI W. H. Manahan, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1-1360
CHICAGO E. H. Taylor, Canal 6-4100
DETROIT P. C. Gundy, Temple 1-5500
HOUSTON R. T. Ashby, Atwood 8-4571
JACKSONVILLE W. C. Winn, Jacksonville 6-7611
KANSAS CITY, MO. R. B. Uehling, Baltimore 1644
LOS ANGELES R. B. Thompson, Angelus 3-7283
MINNEAPOLIS W. G. Pears, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA W. H. Jenkins, Walnutt 2-3405
PITTSBURGH R. F. Grossart, Allegheny 1-4100
RICHMOND E. C. Tomes, Richmond 7-3491
SAN FRANCISCO R. G. Morrison, Market 5-1131
SEATTLE D. J. Craig, Mutual 0123
ST. LOUIS J. F. Lenz, Newstead 4700
Tom Brown, formerly of WOR New York, appointed producer and talent auditor at WFAA Dallas. He replaces Craig Barto, now executive at the post office as a representative of Martha Graham Foundation in Europe.


Bob Raiford, formerly with WSCC Charlotte, WABZ Albemarle and WEGO Concord, N. C., joins announcing staff of WBBB Columbia, S. C.

Kay Limont, formerly in publicity at CBS, joins continuity department of WBBK Pittsfield, Mass., as scriptwriter. She replaces Bruce Mitchell, resigned.

Hudson Faussett, stage and movie director, joins NBC-TV as producer.

George Wallach, director of programs and operations of WNYC New York, resigns. He was with WNEW New York as producer-director before joining WNYC two years ago. His new association has not been announced.

Billy Stark, singer for WREK Topeka, Kan., leaves station to do road work for Oscar Davis, WSM Nashville, Tenn., and Grand Ole Opry show.

Mrs. Marjorie Christopher, formerly in program department of WLW Cincinnati and later program director of KCRC Enid, Okla., appointed head of newly-created women's department of WQAM Miami, Fla. Donald F. Fischer, formerly NBC Washington's George Barnes, formerly announcer of CKGY Ottawa, returns to that station after three months in British theatrical work.

Barbara Hussen, formerly CBS Hollywood script secretary, named to newly-created post of casting director for network in Hollywood. She will serve both CBS and Columbia Pictures. Network program department in auditioning new talent for radio and television and assist producers and directors of both media in casting.

Richard Rifenburg, former All-American football star and sportscaster on WFAG Ann Arbor, Mich., joins WJB Detroit as staff announcer. He will later assist Van Patrick, sports director.

John Saunders, formerly with WJW WGRW WEWV (TV) and WBNK (TV) all Cleveland and WLW Cincinnati, WMFJ Youngstown, Ohio, joins WERE Cleveland as production director.

Jon Massey, Negro disc jockey for WWDC-AM-FM Washington, starts new show, 11:45 p.m. to midnight Sun. Show will feature spiritual music.

William R. McNich, former station manager of radio KBF stations, Athens, Ga., and staff of WMAN Mansfield, Ohio, as announcer.

Clarke Thornton, formerly program director for WCUM Cumberland, Ohio, joins that station and with that will wmae AM-FM-TV Washington, as staff announcer.

William Blueum, graduate student at Ohio State U., was winner of initial CBS Awards competition for new writers of television scripts.

Chuck Palmer and Frank McLaurin, formerly of KFAX San Bernadino, Calif., take their disc show, Open House, to KXRW same city. They also join KFRA as executive producers.

Ruth Crane, women's director for WAMA-AM-FM-TV Washington, chosen by Washington Women's Advertising Club as its nominee for "Advertising Woman of the Year."

Mrs. Gertrude Berg, writer-director and actor in The Goldbergers on CBS -AM-TV, given commendation award by Veterans of Foreign Wars for program's "undertaking portrayal of the American family."

Joan Trangsrud, 19-year-old mail clerk for KNBC San Francisco, wins singing spot with Los Angeles and San Francisco Civic Light Opera Co. in an audition of more than 200 applicants. She has also been selected for one of the semifinals of Water Kent auditions.

William I. Kaufman, NBC-TV casting director, has written book, Your Career in Television, which Meridian, N.Y., New York, will publish next month.

Dude Martin, star of KGO-TV San Francisco Hoffman Hayride, given double award at banquet of San Francisco Academy of Television Arts and Sciences. His show was selected as best live show of 1949 and as having best live commercials.

Claude Kirchner, star of ABC-TV's Super Circus and freelance Chicago announcer, adopts a 14-day-old boy, Kim.

Harold Niemann, disc jockey for KXOK St. Louis, is the father of a girl.

Rollee Hunter, program production manager of KECA Hollywood, is the father of a boy, Kevin Reed.

Defends TR USE

Article Cites Defense Need

Commercial installation of radio for broadcast to busses has been considered acceptable, not only to the riding public but to defense authorities, according to an article entitled "Disservice by Liberals," which appeared in the March 29 issue of the Army-Navy Union News.

The publication charged that the drive against the use of commercial radio on busses and street cars is part of the program by which our professional liberals, especially in Washington are dividing our people with agitation. It also declared that in case of an attack during war, thousands of people in busses, street cars and trains would be completely cut off without radio communication from a central point.

WGN Takes Ziv Shows

WGN Chicago has bought five Frederic W. Ziv transcribed shows on a one-year contract it was announced last week. They are Philo Vance, Guy Lombardo, Favorites Story and Lightning Jim, all half-hours, and The Menace, five half-hour strip. The sale was made by Stan Levey, Chicago representative of Ziv, and Al Unger, Ziv vice president and general sales manager from New York.

To facilitate its sports, news and farm coverage, KCRG Cedar Rapids, Iowa, acquired this Beechcraft Bonanza. First major assignment went to KCRG's Sports Director Bob Brooks (center) to cover the Cedar Rapids Indians training camp at Daytona Beach, Fla. Chatting in the hangar before the takeoff are (l. to r.) Fred W. Wegenwood, KCRG general manager; Mr. Brooks, and Jim Wathom, general manager of Hunter Flying Service in Cedar Rapids, Eastern Iowa Beechcraft distributor. KCRG has announced acquisition of exclusive broadcast rights to every game the Cedar Rapids team plays in the Three-I League during the 1950 season.

Radio Features

Staff Is Reorganized

Personnel at Radio Features Inc., Chicago package firm, was reorganized last week after the resignation of Ken Houston, executive vice president, and Violet Warren, head of the research and staff research. Robert Johle rejoins the firm as director of the prize division, working with Elaine Franklin, according to President Walter Schwimmer.

Mabel Johnson is in charge of the research division on Telling-Test, and George Gu yan, former Western sales manager for WGN Chicago works as sales manager.

Mr. Houston, with Reuben R. Kaufman, president of Kaufman and Assoc., Chicago agency, is organizing Monitor Productions, radio and TV package firm, Mr. Houston, who is president, and Mr. Kaufman will be equal partners, with the latter remaining inactive. Miss Warren has been appointed director of the prize and research departments. Offices are located at 59 E. Van Buren. Monitor has several shows planned, among which are giveaways.

CBS Planning Group

Special planning group to develop new ideas for exploitation of its programs and personalities has been formed by CBS Hollywood. Irving Fein, publicity director for Amusement Enterprises Inc., heads new group whose members will include Lloyd Brownfield, director of CBS press information, Hollywood; Arthur Wilde, Hollywood representative of CBS network sales promotion; Rodney Voigt of CBS Hollywood press information and Arthur Sawyer, CBS Hollywood trade news editor.

Broadcasting - Telecasting
'JOB JUMPING'

FCC COMMISSIONERS and other
affected by a bill introduced in the Senate last week to stop the so-called practice of government "job-jumping" into private industry.

The measure, sponsored by Sen. Hugh Butler (R-Neb.), is similar to a provision of the McFarland FCC procedural bill (S 1973), passed by the Senate and temporarily tabled by the House Rules Committee [Broadcasting, April 3].

Carrying a penalty of $10,000 fine and/or one year imprisonment, the Butler Bill would prohibit an official or employee of an agency or department from accepting a job in private, whether from counsel, or attorney or agent for a private party involved in proceedings before it for at least two years after the official resigns.

Sen. Butler specifically mentioned the FCC as an agency where the practice of "job jumping" has been prevalent and conspicuous. He referred to an article he had published in the American magazine this month. It mentions former FCC Chairman Charles R. Denny Jr., and Paul Porter and former Federal Radio Commissioner Harold A. La Fontant as "Old Grad" examples. Mr. Denny now is a member of the board of directors and executive officer at NBC. Mr. Porter is a Washington attorney qualified to practice before the FCC. Mr. La Fontant, who left PRC in 1964, subsequently became general manager of the Bulova Radio Stations, and recently retired from business.

Cites Porter

While the article points out that the acceptance of such jobs implies nothing "improper," Sen. Butler said he felt "that, in general, situations such as this should be avoided."

Referring to Mr. Porter, the article cites him as an example of an ex-FCC chairman who "now is actively pressing the cases of powerful private clients before the Commission." Mr. La Fontant, the Senator wrote, "set himself up as a radio adviser and counsel in Washington. His ability in getting FCC approval for stations he represented— and in helping get the FCC to overlook some activities involving one of his clients—became the subject of a senatorial investigation."

According to Sen. Butler, his bill, referred to the Senate Judiciary Committee, would apply to all persons in government service including Congressmen and Congressional employees. Exempted would be those whose terms of appointment or election expired, or those who left government service involuntarily, and members of the judicial branch.

The Butler Bill differs from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they resign, from accepting radio employment for the remainder of their terms. Key staff employees of the FCC would be forbidden by the McFarland Bill to represent licensees for one year after they leave the Commission.

Senate Bill Would Include FCC

government officials would be affected by a bill introduced in the Senate last week to stop the so-called practice of government "job-jumping" into private industry.

Sen. Butler said the practice is "one of the greatest problems in the operation of the Federal Government today." He said, he wanted to single out those who resigned their government jobs "to sell their influence with their former agencies to business firms, organized lobbies, and other persons or groups with a monetary interest in the decisions that must be made by those agencies.

Other agencies, and examples of job-jumping were cited.

SAUDEK NAMED

Nominated N. Y. REC Head

ROBERT SAUDEK, ABC vice president in charge of public affairs, last week was nominated as president of the New York Radio Executives Club. Nomination of the official slate is tantamount to election.

Mr. Saudek, who "now represents the company's broadcast sales, Mr. Stout replaces Adrian Van Santen, former territory representative who resigned to enter another field.

Raytheon Names Stout

APPOINTMENT of Edward E. Stout as broadcast equipment Northwest representative for Raytheon Mfg. Co. was announced last week by Leonard A. Rooney, manager of the company's broadcast sales. Mr. Stout replaces Adrian Van Santen, former territory representative who resigned to enter another field.

WEBSTER NAMED

To Policy Board

COMR. E. M. WEBSTER was reported last week to be slated for appointment of FCC's liaison representative with the President's Communications Policy Board. He is studying overall frequency uses and communications problems.

This disclosure came concurrently with announcement that the State Department's liaison officer will be Cecil G. Harrison, assistant chief of the Telecommunications Policy Staff.

Station Names

STATION Owner-Singer Gene Autry (r) and Edward Wallerstein, pres., Columbia Records Inc., launch hit, "Peter Cotton Tail," reported by Columbia to have sold over 175,000 copies in one week. The two also are responsible for producing a million record sales for "Rudolph, the Red-nosed Reindeer."

Wearing Easter bonnets, some of hundreds sent in when News Director Chuck Harrison, WHBF Rock Island, Ill., announced he was seeking a wife for his wife, are (1 to r): Front, Gov. Adlai Stevenson of Illinois; Maj. Lenox Lahr, Museum pres. and former NBC pres., back, Rawleigh Warner, pres., Pure Oil Co.; H. V. Keitleenberg, Pure Oil com- 

Looking over the script for the new Occident Family Party broadcast Fri-

day, 7:30-8 p.m. over WCCO Minne-

apolis-St. Paul, are (1 to r) Art Lund, radio director, Campbell-Mithun Inc.; Walter S. Coleman, manager, grocery products division, Russell Miller Milling Co., sponsor; Stewart MacPherson, WCCO.

enator.

Enjoying an informal discussion before the recent General Motors Automobilie Night Dinner in Los Angeles are (1 to r): Mark Finley, KHJ Los Angeles promotion manager; Henry Clark, plant manager, GM's Buick-Oldsmobile-Pontiac Assembly Div. in Southgate, and Pat Hogan, radio-TV editor, Los Angeles Examiner.
Convention Gavel
(Continued from page 25)
next Sunday, carrying a $5 (in- cluding lunch) registration fee, is open to non-members as well as members of NAB. It will be held in the South Ballroom, third floor. Programming is in the charge of Ted Cott, director of WNEW New York and new manager of NBC stations in New York, and Lee W. Jacobs, KBER Baker, Ore., convention subcommittee chairman. Mr. Cott promoted and arranged the first independent’s meeting last year.

Opening the all-day program will be the directors of the audience, with research material to be presented by Sydney Roslow, president of The Pulse Inc. Promotion, programming and sale of this audience will be taken up by Hugh Feltis, King Seattle, chairman, and Norman Glenn, sponsor. A panel on mail order business will include Roy Hubert, Hubert-Hog, Inc., and Ralph Weil, WOV New York.

Edgar Kobak, business consultant and former MBS president, will speak at the luncheon on the subject, “Let’s Face It.”

Development and sale of new program resources will be taken up by a panel of which Arnold Harnly, WBNY New York chair- man. Other members are Carl Haverlin, BMI; Charles E. Rynd, Ampex Co.; Edward Gruskin, Eco- nomic Cooperation Administra- tion, France; George Holcomb, of Amer- ica; Pierre Crenesse, French Broadcasting System; Sellman C. Schultz, Decca Records; Joe Caids, RCA-Victor; John Sinn, Frederic W. Ziv Co. and World Broadcasting System; Maurice B. Mitchell, Broadcast Advertising Bureau; Jerry Franken, Billboard.

Sports Clinic
Windup feature is a sports clinic with Patt MacDonald, WHMH Memphis and FM director; Stan Boman, as chairman. Leonard Marks, of Cohn & Marks, will discuss legal aspects with Ben Strouse, WWDC WDCW Philadelphia, taking up programming and sports adjacencies.

The FM meeting, opening Mon- day at 9:30 a.m., precedes the formal opening of the Management Conference at the luncheon. A three-point program has been arranged by Matthew H. Bone- brake, KOCY-FM Oklahoma City, and Ed Sellers, director of the KOMY FM Dept.

Mr. Bonebrake will open the meeting, to be held in the North Ballroom on the third floor of the Stevens. He will introduce Howard Lane, WJJJD Chicago, retiring NAB director, and chairman of the 1960 convention com- mittee. Mr. Lane will discuss func- tional music as opening feature of a panel on specialized adaptations of FM.

Chet L. Thomas, KXOK-FM St. Louis, general director, of Transit Radio Inc., will discuss transit as a medium for retailers. Stanley Joleslof, president of Storecast Corp. of America, will talk on FM’s place in advertising. Mr. Bonebrake will speak on FN net- working. He operates a regional hookup with WOIC-FM as key outlet.

Edward L. Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-FM Altoona, Ill., will tell how to use all types of special FM serv- ices. Topic for Ed Davis, of Music- cast, San Francisco, is “Sell Silence.”

Second Monday morning topic for the FM group is buyers, program- selling the FM audience. Merrill Lindsay, WSOY-AM-FM Decatur, III, will speak for duplication. Mr. Lindsay is a retiring NAB board member. Robert Dean, KOTA-AM- FM Rapid City, S. D., will speak against duplication.

Measurement Theme
Final theme deals with measure- ment of the FM audience. Dr. Kenneth H. Baker, NAB research director and acting president of BMB, will speak.

Concluding the morning is a question-answer period. On the FM panel will be Messers. Lane, Thomas, Joleslof, Lindsay, Dean, Bonebrake, Wheeler; Everett L. Dillard, WASH (FM) Washington, a retiring NAB director; Frank U. Fletcher, WAIL-AM- FM Arlington, Va., NAB director-at-large for FM; Victor C. Diehm, WAZL-AM-FM Hazelton, Pa.; Josh Horne, WVEC and WFMA (FM) Rocky Mount, N. C.

 Formal opening of the Manage- ment Conference takes place at 12 noon next Monday in the Grand Ballroom. Presiding will be Mr. Lane, as chairman of the Conven- tion Sites & Policy Committee. He will introduce President Justin Miller, who will formally open the convention.

 Special head table guests will be members of the board of directors of Broadcast Music Inc., celebrating its 10th anniversary.

As soon as the meal has been completed the delegates will move through the ballroom ramp to the adjoining Eighth St. Theatre, where all convention meetings will be held. First speaker, at 1:30 p.m., will be Hon. Carlos F. Rom- ulo, diplomat and president of the UN General Assembly. A famed orator and authority on interna- tional matters, Ambassador Rom- ulo will speak on “The American Broadcaster’s Responsibility in World Affairs.”

Steinkraus To Speak
Second speaker, at 2:30 p.m., will be Herman W. Steinkraus, president of the U. S. Chamber of Commerce and president of Bridge- port Brass Co. He will speak on “The American Broadcaster’s Re- sponsibility in Industry.”

A labor panel starting at 3:30 p.m. will be under chairmanship of Judge Miller. Representing la- bor will be Daniel W. Tracy, presi- dent of International Brotherhood of Electrical Workers (IBEW), and A. Frank Reel, executive secre- tary, American Federation of Radio Artists (AFRA). Manage- ment representatives will be Chet Thomas, general manager of KKXO St. Louis, and Harold Es- sex, vice president and managing director of WJSW Winston-Salem, N. C. Theme of the panel is “The American Broadcaster’s Responsibility in Labor Relations.”

The evening meeting, with the exhibits remaining open until 9 p.m.

Only business meeting of the Management Conference will be held the next morning at 9:30, with Judge Miller presiding. Dr. Baker will be chairman of a discussion on Broadcast Measurement Bureau. Judge will all real state of BMB and explain its current study as well as its ac- ceptance among advertisers and agencies.

The BMB discussion, of course, will go into the preliminary organ- ization plans for Broadcast Audience Measurement Inc. (BAM), along with the success story of BMB. No other topics, aside from reso- lutions, are scheduled for the morn- ing meeting. Admission to the main convention floor will be limited to those holding special atten- dence cards. They will be eligible to cast votes on resolutions and con- version motions. This meeting is titled “The American Broadcaster’s Responsibility in His Own Profession.”

After the Tuesday luncheon, at which a group of BMB publishers will be the guests, Wayne Coy will speak in the theatre. His talk will be built around the theme, “The American Broadcaster’s Responsibility to His Government.”

Hoffman Scheduled
Two speakers will address the afternoon session starting at 2:30. They are Paul J. Hoffman, admin- istrator of Economic Cooperation Administration, speaking on the BMB’s position in world eco- nomics, and H. E. Babcock, author, agricultural leader and director of the United States Department of Agriculture’s Bureau of Agricultural Economics. Mr. Babcock’s topic will be the broad- caster’s responsibility in agricultu- re.

Dave Garaway, m. o. of the Goodway at Large TV program on NBC, will preside at the Wednes- day morning TV meeting. Opening feature of the agenda is a skit, “The Morning After,” by the Kukla, Fran & Ollie NBC cast. Burr Tillstrom, who voices many of the cast’s roles and directs the pro- gram, will discuss “A Show a Day.”

Eugene S. Thomas, WOIC (TV) Washington, re-elected as an NAB TV director-at-large, will speak on the topic “Telecasting After.”

A panel will be built around the theme, “The Show’s the Thing.” Jack Mahley, radio and TV editor of The Chicago Daily News, will speak for the public on the topic, “I Watch It.” Ernest Walling, NBC producer, speaking for net- works, will have as his topic, “The TV Producer.”

H. E. Babcock, manager of WDUS-TV New Orleans and re-elected NAB TV director-at-large, will speak for the station on the topic, “Public Relations for the TV Producer.” Questions will be presented from the floor, as well as ideas.

Continuing feature of the TV session as well as the Management
(Continued on page 51)
Mr. McNaughten Mr. Johnson Mr. Compton Mr. Lodge Mr. Guy Mr. Jett Mr. Marx

Mr. Bailey to preside. All others in top row, represent the FCC; lower panel are representatives from industry.

ALL-RADIO FILM

Good Reception in Jamestown

RETAILERS in Jamestown, N. Y., commented enthusiastically on the industry promotion film, "Lighting That Talks," after a showing before the Jamestown Advertising & Sales Club, according to Simon R. Goldman, WJTN-AM-FM.

If supported by follow-through roundabout on the radio medium, the film provides the basis for a successful meeting, Mr. Goldman said as a result of his local showing. He said, local newspaper representatives who recognized the film designs for radio's sales story, were not all indignant, as in the case of some showings in other cities.

"As far as we are concerned, the film helped as have a very profitable evening for radio in the Jamestown area," Mr. Goldman said.

"We certainly received our money's worth from the picture. I'm confident that a well-planned evening with the film in the kick-off spot will do a job for radio and the stations making the presentation."

Plough Inc. Sales

PLOUGH INC. (St. Joseph aspir), parent company of WMPS Inc., owner and operator of WMPS Memphis, has reported sales for the first quarter of 1950 totaling $8,906,000, as compared with $3,972,000 in the same period in 1949. For the same period, net earnings were $148,800, or 33 cents per share, compared with $185,400, or 30 cents per share in the same quarter of 1949.

KFWB SALE

Maizlish Would Pay $350,000

NEGOTIATIONS are under way for sale of KFWB Hollywood by Warner Bros. to Harry Maizlish, KFWB general manager, the film studio announced last week in a brief statement. Agreement specifies $350,000 consideration.

Warner Bros., which has owned and operated KFWB for 25 years, is disposing of the station in line with its policy to drop all interests not directly associated with motion picture production. KFWB is assigned 5 kw on 880 kc.

Other Principals

Persons who will be associated with Mr. Maizlish in the venture were not disclosed but it was indicated backing includes a New England banking group. Mr. Maizlish has been manager of KFWB for 13 years. Prior to that he was in the Maizlish Bros. Hollywood exploitation department and earlier had been in film distribution and publicity in Atlantic City.

Meanwhile it also was reported on the West Coast that negotiations were underway between Warner Bros. and CBS whereby the network would acquire the Warner studio lot at Sunset Blvd., at Bronson St., for use in television operations. KFWB is on the Fernwood Ave., side of this block square property and would be protected. CBS in New York, however, claimed the Warner lot is only one of several it has considered and no agreement "of any kind is near jelling."

Blackburn Elected

JAMES W. BLACKBURN, with McCann-Erickson as a copy group head for the past ten years, has been appointed a vice president.

FCC MEMBERS (from the Engineering Department of Research and Broadcasting)

F. Olson, Head, Acoustical Research, RCA Labs., Princeton, N. J.
WOR TOWER FIGHT

Case Nears Completion

WOR TOWER FIGHT

BID OF WOR New York to increase the height of its towers at Carteret, N. J., vigorously contested by the Civil Aeronautics Administration, Air Transport Assn., and Port of New York Authority—has moved one step nearer decision as parties to the involved FCC bearing filed their proposed findings.

WOR, which has been after the modification since 1937, seeks to change its directional array by replacing the present one of vertical towers with two new 658 ft. towers. The new array would be top loaded to simulate an electrical height of 195', which would "substantially reduce interference with all planes in that area that are capable of using. WOR claimed no justification exists in the record whereby the towers could be termed a "hazard" to aircraft.

Cites Interference

The station told the Commission that use of the new array would substantially reduce interference with KIRO Seattle, explaining that the 124,222 people in an area of 20,500 sq. mi. now affected would be reduced to 31,887 persons in 9,840 sq. mi. Only negligible increases in interference would occur to WKRG Mobile, KGNC Amarillo, WGBS Miami and WHB Kansas City, it was said.

NAB Supports WOR

NAB's brief in the case supports WOR's bid, noting the decision would "form a basic precedent for the accommodation of conflicting broadcasting and aeronautical interests throughout the United States." NAB noted that no evidence was produced to show that the change in flight rules for Newark airport would be "abnormal or extraordinary" in comparison with those of other metropolitan airports of the same class. Neither was a showing made that Newark's desirability as a terminal "would be materially impaired," NAB said.

Other obstructions in the area already limit Linden airport, a small commercial field just one mile from the towers, NAB said, noting the WOR situation was known when the Linden field was licensed.

WOR told the Commission the new towers, using the special marking devices it proposes, actually would be an aid to air navigation "sorely needed" in the area. The towers would be marked with special high-intensity beacons, WOR said, as well as with electronic devices to alert all planes in that area of their capability of using. WOR claimed no justification exists in the record whereby the towers could be termed a "hazard" to aircraft.

Cites Interference

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NAB observed the case "is the first proceeding in the history of the Commission in which the Administrator has presented evidence, as a party, with respect to the aeronautical hazard that would be created by the granting of a transmitter construction permit." NAB said however the situation was not unique in that FCC submitted applications for CAA's approval relating to towers and that the WOR proposal has been so rejected.

NAB told the Commission that of the total of 2,286 such applications which we received and investigated during the period July 1, 1948, to November 1, 1949, [CAA] raised objections to only 82 and "a number of these have been so compromised by relocating the obstruction." It was noted a compromise had been made with WOR on construction of its TV towers and that CAA "assisted that relocation by providing engineering advice" as in other cases.

NAB pointed out since FCC has no authority to change air navigation procedures as would be required in the area, the Commission's decision cannot be based on an assumption the procedures would be changed. CAA already has opposed any such change.

CAA further noted that WOR's proposal for special marking devices would not comply with international standards, and hence also FCC's rules which require towers to meet CAA specifications and approval. Confusion with airport landing markers also was alleged. CAA in addition held that the WOR proposal, which also would require special marking of other radio towers in the area, properly called for a general rule-making proceeding and hence could not be considered in the case.

In terming the proposed towers a hazard, CAA said WOR itself has complained to the Administrator that planes were flying too close to the present towers.

In making this comparison to CAA, told FCC that WOR was not asking an aviation regulatory body or change its flight rules but request a "menace" to the regulatory body to do so by "indirection."

The Port of New York Authority also told FCC it has already spent $1,000,000 on development of New York array, which nearly $24,000,000 has been invested. Of this amount $14,000,000 represents Federal funds. The Port said the towers would adversely affect the "area plan" approved by CAA for continued expansion and re-construction of the airport.

The Port also claimed the "elaborate" electronic devices proposed by WOR to mark the towers "are not adaptable to or regularly used in all types of aircraft, particularly small private aircraft." Violation of CAA marking standards also was claimed.

Milestones

- WADC Akron, Ohio, celebrated its 25th anniversary April 8. Station was founded by Allen T. Simmons, who purchased the equipment for a temporary station set up by auto dealers to promote the 1925 Akron Automobile Show. In 1927, WADC affiliated with CBS.
- American Forum of the Air, NBC feature, celebrated the 22nd anniversary of its initial airing late last month.
- WIB, Madison, Wis., marked its 25th anniversary last week with several commemorative programs. Station, owned by the Badger Broadcasting Co., subsidiary of the Consolidated Television Co., has been with the Journal (both Madison) took the air April 2, 1925, with a 100 w transmitter installed in a corner of a local dance hall. Affiliated

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BROADCASTING • Telecasting

ATLANTA MERGER

To Transfer WCON-FM-TV

APPLICATION to transfer WCON-FM-TV from Atlanta Constitution to Atlanta Newspapers Inc., proposed new firm con- solidating the ownership of the Atlanta Journal-Constitution and the Atlanta Journal, was filed with FCC last week [CLOSED CIRCUIT, April 3]. Bids to switch the Journal's WSB-AM-FM-TV, the new firm already have been filed.

Explanation of the further step to effect the consolidation was given to the Commission in a letter signed jointly by Clark Howell, publisher of the Constitution, who will become preferred stockholder in Atlanta Newspapers, and H. B. Wilcox, secretary-treasurer of the Journal, who becomes secretary-treasurer of Atlanta Newspapers. Ex-Cong. James M. Cox, chief owner of the Journal, will acquire control of the new firm under the agreement made by the board chairman.

When WCON-TV is licensed, Atlanta Newspapers would turn in the license for WSB-TV for Channel 8 (180-186 mc), with the latter moving to the WCON-TV Channel 2 (218-224 mc). An agreement allowing the WCON-TV transmitter plant and 1,000-ft antenna, now nearing completion. Since WCON-FM operates at 93 mc, the license of WSB-FM also would be surrendered upon licensing of WCON-FM.

Will Surrender WCON

As soon as the Commission approves the transfers, the permit for WCON is to be surrendered, FCC was told. Atlanta Newspapers would continue WSB, 50 kw clear channel outlet on 750 kc.

Fort Industry Co.'s WAGA Atlanta application for permission to switch from 5 kw on 690 kc to WCON's assignment of 5 kw on 550 kc when the transfers are effected. WAGA has purchased an Atlantam-office plant for $237,500. Original cost of the entire WCON-FM-TV plant was reported to the Commission was $394,250.50.

All of the common stock of Atlanta Newspapers Inc. will be held by present owners of the Journal, a Cox family interest, while all the preferred stock, a convertible issue, will be held by the Howell group. Mr. Howell becomes vice chairman of the board of Atlanta Newspapers. J. Leonard Reinsch, manager of the new firm, has charge of radio properties, which include WHIO Dayton, Ohio, and WIOD Miami, Fla., in addition to WSB, will become radio director of the new firm as well as a member of its board.

with NBC since 1931, WIBA operates with 5,000 w day and night on 1310 kc. Ken Schmitt, manager, has been in charge of WIBA since its history, as has William T. Ely, president of Badger Broadcasting and editor of the Capital Times.
Richards Probe
(Continued from page 80)

with respect to his news policy.”

Mr. Richards’ instructions to him, he said, were “definite and positive and there was no doubt as to what he was instructing me about.”

When defense counsel demanded that he point out anything “false in the questions, stories or editorials, the witness replied:

“There may have been nothing wrong with the individual story. It was the fact that Mr. Richards’ selected it and why he selected it that was wrong.”

When he complained about certain items, Mr. Dehner testified that “nothing is closely scrutinized. We’re not assigning anything to it, with the exception of a few items, we’re not reporting anything. I don’t always read anything that’s been reported. ’We’re not expressing an opinion, we’re not reporting what someone else said.’ But, Mr. Dehner said, the opinion of the person quoted always coincided with that of Mr. Richards.

‘For Good of Industry’

Eddie Lyon, FCC witness on May 9 [Broadcasting, April 31], while under cross-examination in his second day on the stand, interrupted Defense Counsel Fulton to declare that “the first day of the trial was the best day of the trial. I am not here to hurt anyone. I am here out of friendship to anyone. KMPC is but one tiny segment of a vast industry, to which I have devoted 21 years. I am here for the good of the industry.”

Mr. Lyon reiterated that Mr. Richards had ordered him to refer to President Truman as a “pip-squeak” and Harry Wallace as a “pin-head”—instructions which he said he ignored.

Mr. Fulton demanded:

“Isn’t it a fact that neither of these orders were ever given?”

At this point Mr. Lyon broke into Mr. Fulton’s salvo of questions to protest to Examiner Johnson:

“Your honor, I resent being cross-examined with the implication that I am lying under oath.”

Mr. Fulton alluded frequently to Mr. Lyon’s previous day’s admission that he had given a false report to KMPC management concerning an affidavit he submitted to FCC about the station’s operations and news policies.

Charges Intimidation

When defense counsel asked Mr. Ford, “Do you want to withdraw this witness or do you want to continue to vouch for his credibility?” Mr. Ford retorted, addressing Judge Johnson:

“Mr. Fulton is deliberately misconstruing the function of the Commission counsel and trying to intimidate the witness.”

Mr. Lyon said that although he didn’t always follow instructions, he carried out a great many of Mr. Richards’ orders.

Testimony of George Lewin, self-described “straw boss” of KMPC newsmen from early 1947 to early 1948, was surprisingly brief. Mr. Lewin, who had been regarded as second only to Cleo Roberts in the FCC array of witnesses, told of

orders purportedly issued by Mr. Richards. Like other witnesses, however, Mr. Lewin couldn’t point specifically to any wholly false statement about anyone that KMPC had broadcast.

“Let the witness stipulate,” quipped Mr. Lewin as defense counsel began cross-examination, “that there is a false statement in memory.” Mr. Lewin mentioned Leo Durocher, Laraine Day and the newly formed republic of Israel as additional subjects of Mr. Richards’ displeasure.

RICHARDS CASE
Calif. Group Cites Issues

A PLEA that the public not lose sight of the real issues in the G. A. (Dick) Richards case (see story page 80) has been issued by the Southern California Assn. for Better Radio and Television.

The association claimed that counsel for Mr. Richards, who has been accused of ordering the slandering of news on his KMPC Los Angeles, are attempting to try the case by charging KMPC as a government agency with interfering with “private business.”

“Mr. Lyon broke it down,” the association asserted, “is not private business. Air over which a station broadcasts belongs to the people, and FCC policies are granted with understanding that station will be operated ‘in interests of the public.’

“Coloring the news is a disservice to the public. If there are indications that a station presents biased newscasts and commentaries, it is proper and fitting for the FCC to act.”

The association urged the public to attend sessions of the Los Angeles County Bar and advise the agency, with the instructions which Mr. Richards’ licenses for KMPC, WGAN Cleveland, and WJE Detroit, as well as a trusteeship plan for the stations, are at stake.

ARENA ENDORSES
Hollywood News Club Stand

ENDORSEMENT of Radio News Club, Hollywood, stand in bringing charges against G. A. Richards for news distortion on KMPC Hollywood was given group last week by executives of Radio News Analyst, New York. In a wire containing resolution proposed by H. V. Keltenborn and passed by ARNA, they said:

“We hereby go on record in support of the efforts of the Radio News Club of Hollywood in trying to secure the presentation of full, unbiased news reports. We also endorse any action that will tend to preserve the right of competent news analysts to digest and interpret the news. Further, we would like to be in line with the code of ethics of this association, which in Article Six opposes all censorship of broadcast material. We also fully endorse the statement of standards of the Radio News Club of Hollywood and are glad to note that in several respects this statement of standards is in complete accord with ARNA’s own code of ethics.”

AIR MUSIC

FUNCTIONAL’S SERVICE
Set for WGHF

CONTRACT between Air Music Inc., New York, and Marshall Field’s Functional Music Inc., under which Air Music will utilize Functional’s special equipment and services to provide a planned background music service through WGHF (FM) New York was announced last week.

Negotiations were conducted in Chicago between Linton Wells, executive vice president of Air Music Inc. and WGHF, and G. Howard Lane and Nat Feiner, president and vice president respectively, of Functional Music. William G. H. Finch is president of Air Music and owner of WGHF.

Under the provisions of the three-year contract, with renewal provisions, it was announced, Air Music will purchase its receivers and speakers from Functional Music, and WGHF will acquire Functional’s music library comprising approximately 6,500 selections, plus monthly additions. WGHF also takes on various collateral services which Functional has perfected in its Chicago operations with WFMF (FM) Marshall Field outlet.

Air Music is now creating its sales, installation and maintenance force and expects to be in full swing in May, officials said. WGHF has been on the air since 1941 and operates on Channel 270, 101.9 mc, with power of 20 kw. Its present schedule is from noon until 9 p.m. but it will soon program 18 hours daily, officials said.

In commenting on the contract, Mr. Wells predicted that within a year Air Music will have a “very substantial number of subscribers to its background music service in the metropolitan area.”

Convention Gavel
(Continued from page 48)

conference itself will be a panel on “The Profit Motive.” Speaking for the advertiser will be Jim Moran, of Courtesy Motor Sales Inc., Chicago, with the topic, “TV Has Paid Off for Me.” Marion Harper Jr., president of McCann-Erickson, will discuss his company, with the topic, “It Must Pay Off for My Clients.” William B. Ryan, manager of KFI Los Angeles, speaking for the station, will have the topic, “And It Must Pay Off for Me.” Final speaker will be Robert C. Tait, president of Stromberg-Carlson Co., discussing “Our Television Privileges.”

The TV meeting winds up the convention proceedings.

NEW and BETTER
Broadcast Crystals

by MRS.

Here’s a truly better, FCC approved broadcast crystal for both new and replacement applications.

The JAMES KNIGHTS COMPANY offers complete and prompt regrinding service for broadcast stations — produces high quality crystals for mobile and fixed station equipment.

Write for your copy of the JK Catalog today!

Crystals... for the Critical

The JAMES KNIGHTS Co.
Sandwich, Illinois

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CHARACTERISTICS

Of the New JK57MT

Frequency range: 400 KC to 1750 KC
Nominal temp.: +60 °C ± 1°
Adjust. frequency: ±0.01°
6.3 volt 1 amp heater
Completely insulated — will not bake to the GIC
Can be supplied with octal base (JK57MT) with or without thermometer, and set for various temperatures.
Exhibits—5th Floor
(Continued from page 87)
will share its display space with Altec, including such broadcast instruments as the 660 type microphone, 2 type vertical lateral reproducers and WE loudspeakers.

Supervising exhibit will be A. A. Ward, vice president, J. K. Billiard, chief engineer; G. L. Carrington Jr., and H. S. Morris, products sales manager. Altec will occupy Room 507A, part of the Grand Hotel.

* * *

Amperex Electronic Corp.
Rooms 556A, 557A
EMPHASIS of Amperex will be its complete line of transmitting and recording tubes for use in A.F. Fm. & T.V. transmitters whether fixed or mobile. Representatives at convention will be Sam Morris, Richard Becker, Roy Horsman, Eric Weissmanberger.

* * *

Amplex Electric Corp.
Room 558A
MAGNETIC tape recorders will be displayed by Amplex. In addition to production units, company hopes to show a new playback-only unit designed as an accessory to the tape recorders come in four models (200, 300-C, 300-R, 306-S) and can erase record points. According to the company, the 450 playback-only unit is based on need for a variety of uses now dependent on recording or leased wire systems, as background music for restaurants, hotels, etc.

Using twin-track magnetic tape (7/8 inch wide) with two sound tracks, model permits two programs at 7¼ inches-per-second or four-hour record and 15,000 replays from same tape. Automatic controls can be set for continuous recording or simply for one "round trip" of the tape. Shut-off and re-verting operation, which takes place midway between the two four programs, are fully automatic.

Amplex will be represented by T. Kevin Malien, vice president and general manager, and H. A. McMichael, treasurer.

* * *

Broadcasting Program Service
Room 524A
PRE-RECORDED music will be shown on tape, demonstrating first of a series of musical films for TV and featuring Vienna Symphony Orchestra. Low-priced Audio-Master play-back machines will be on display. It plays all sizes and speeds. Herbert Rosen will be convention representative.

* * *

Capitol Records Inc.
(Broadcast Division)
532A, 533A, 544A
THEME of Capitol's convention exhibit will be "A service product in broadest concept." Demonstrate "A world, Hollywood." Scene of display will be the Capitol Music Bar at Studio A, Hollywood. The display will have on hand high-quality audion equipment for demonstrating its technical products.

Attending the convention will be Clifford E. Ogden, sales manager; Gene Milner, eastern representative; Alvin King, central representative, and Bill Stubbsfield, southern representative.

* * *

Columbia Transcriptions
(Div. of Columbia Records Inc.)
Room 509
VERSATILITY and strides of Columbia's Microgroove (33 1/3 rpm) technique for broadcast use will be accentuated in samples of several current transcribed programs, recorded on Microgroove discs. In addition, technical information on playback reproduction standards will be available for distribution, as well as brochures. Columbia's first Transcription album, featuring Harry Truman, is on display at the convention.

* * *

Harry S. Goodman Productions
Rooms 515A, 517A
NEW radio and television ideas are developed by Harry S. Goodman Productions, which will feature one of its newest acquisitions, Red Ryder, together with an elaborate program of audio-visual material. Also plans to have celebrities on hand in Suite 515A-517A to meet and greet New York members, and to demonstrate its TV availability. Newest is Ship's Reporter, 15-minute film series excerpted by Jack Mangan, who intercuts newscast slide shows and on the LaGuardia Field, New York.

Officials slated to attend are Harry S. Goodman, president; Goodman, vice president; Hal Willis, Irving Kemper, and Tom Allen, district managers; Jack Slater, Canadian representative.

* * *

Fairchild Recording Equipment Corp.
Rooms 546A, 548A
BLOWUPS of brochures detailing all sections of each Fairchild's 21 transcribed shows will be featured by Bruce Ellis & Assoc. at its exhibit. Complete description of its library includes advertising, drama, mystery, comedy, romance, juvenile and other programs. Service is available in the United States only and includes first and complete transcribed library offered to radio executives," according to Bruce Ellis, president. For shipment in new portable Callfone portable playback to subscribers with each audion album.

Officials of firm to attend: Bruce Ellis, president; Jim Ellis, general manager; Jean Armand, in charge of Eastern territory; Wade Crosby and Parker Stough, executive representatives.

* * *

Gray Research & Development Co.
(Division of Gray Mfg. Co.)
Room 560
AMEND at lowest production of TV commercial copy is Gray Telop, principal display of Gray Co. A versatile, efficient method of production, feasibility of control, machine permits production of an unlimited variety of questions in the simplest copy forms. Dual projector consists of opaque cards 3¼ inches by 4 inches, for announcements, titles and programs; glass slides, same measurements, for transparencies; small objects and strip material. One object can be faded to another instantly or be dissolved or superimposing to obtain special effects. Diplexer allows one Telop to be used for two film projectors and the Telop. In addition, Gray announces development of a view camera to be multiplex to assure continuous operation in a TV projection room, even though a camera may fail, and in order to prevent one projector from another another is on the air. Other equipment available through Gray Co. is a nine-circle Carriage and Extensions, transmission line arm for high-fidelity reproduction. It gives continuous tracking on an L-shaped track and the good conduction of the leading edge has been distorted by 1/8 inch shim under the record's outside diameter, Gray

At the Gray booth, Arthur H. Jones, vice president, and Chester Snow, of the research staff, will supervise activities.

* * *

Keystone Broadcasting System
Room 521A
THE FIFTIETH floor exhibit of Keystone Broadcasting System will be one of Naylor Rogers, executive vice president; in keeping with Keystone's 10th anniversary, the organization will present silver greeting cards to delegates. Ross P. Petersen and Sidney J. Wolf will be on hand, along with Mr. Rogers.

* * *

Lang-Worth Feature Programs
Rooms 512A, 513A
TWO exhibits will be maintained by Lang-Worth—one for the engineer ing conference, the other for broadcasting with special concentration on a new eight-inch transcription, unveiled as a "mystery record" at last year's convention and now

Graybar Electric Co.
Rooms 504A, 505A, 507A
ITS a big secret, this annual display of products from the Graybar organization. No Graybar official will give any details of the secret. The display is in a cartridge case with Altec Lansing Corp. and Macklett Labs. (see separate listings).

* * *

International Derrick & Equipment Co.
Room 539A
SPECIAL FEATURE by Ideco, manufacturer of AM-FM-TV towers, is featured at this exhibit. Variety of tower being used for WCON Atlanta, Ga., as an illustration of Ideco "know how" in tower construction. Firm has built towers of heights, 750 ft., 490 ft., etc. Towers available in all types for AM-FM-TV broadcasting and including self supporting, guyed and guyed-top-loaded. Company representatives at the convention: J. Roger Hayden, sales manager; E. W. Wilson, Eastern District sales manager, and G. M. Butler, advertising and sales promotion manager.

* * *

International News Service-
International News Photos
(Television Dept.)
Room 553
INS-INF will display the continuous screening of daily, weekly and sports newswires for television, in association with Telenews Productions, in Room 553. INS wire and INF will function to provide daily news bulletin and photo news coverage. Latest type equipment will be on display and dissemination will be on display and various prepared packages of news will be available. A system — all suitable for TV programming.

Highlight of exhibit will be the unveiling of a broad-screen Projectall balopticon projector for television — similar to that introduced by INS-INF at last year's convention. Actual films of Projectall operation embracing the new model also will be demonstrated by INS-INF, which claims to be largest distributor of newswires for video.

Robert H. Reid, manager of INS-INF, will display exhibit personnel, to include Charles N. Burris, sales manager, Telenews Productions; John F. Tracey, Tessel Television Productions Inc.; John H. Cooper, director, INS Radio Dept.; Gene Schilling, manager, INS Chicago bureau, and Charles J. Nichols, manager, INF Chicago bureau.

* * *

ROBERT BRENNER ASSOCIATES

ROY THOMPSON

25 years of radio experience and personal participation in many communications projects and services have made Roy Thompson a hard word in industri ly.uppet, the Roy Thompson Station, will assure you a loyal, bringing the very best of the listening hours.

ARCTIC

ABC 1240 KC
Altoona, Pa.

BROADCASTING • Telecasting 
Page 52 • April 10, 1950
HOME LISTENING

Jan. Equals Average Of 3 Years-Nielsen

NUMBER of home hours of radio listening in January 1960 equaled the average of the past three years, Arthur C. Nielsen, president of the A. C. Nielsen Co., stated Thursday in an expansion of his remarks at the ANA convention March 30 [Broadcasting, April 3].

During the past three years the number of radio homes has increased from an average of 37,000,000 to the present figure of 40,800,000, a gain of 8.5%, Mr. Nielsen explained.

"If we take into account that (1) radio listening per home has declined 7.8% due to the combined effect of TV and other factors and (2) that the number of radio homes has increased 8.5%, then the result is there have been as many home hours of listening in January of this year as the average for the past three years," said NRI's president.

Mr. Nielsen noted that the 7.8% decline in daily hours of listening per home breaks down to 17.1% in the largest cities, 6.3% in medium cities, and 1.6% in small towns and farms.

"If we analyze this by time of day, we get 8.2% down in the morning, 5.2% in the afternoon, and 9.7% in the evening," he said.

He asked that full recognition be given the fact that when a TV set goes into a home the total amount of broadcast listening or viewing is "tremendously increased."

Actually, he said, it goes from 4 hours 8 minutes, which is radio listening only, up to 6 hours 39 minutes combined—an increase of 61%.

"It should be recognized however," he said "that only a small percent of the homes have TV at this time. The best available estimates for January 1960 put TV homes at 3,950,000 which is 9.7% of the 40,800,000 estimated radio homes."

"As we have seen, radio has declined 37% in such homes, so the total reduction in radio throughout the country is only 37% of 0.7% or 3.5%. Therefore if nothing else had happened to affect radio audiences in the past few years they would have declined 3.6% due to the advent of TV."
Mr. Witmer, a close personal friend of Mr. Witner, last week said he knew of "few people who have given to the broadcasting industry in its entirety...of themselves as he did."

Mr. Witner is survived by his wife, Dorothy Parks Witmer. Burial was to be held in California.

KSTP AM-TV STRIKE
IBEW Engineers Walkout

STRIKE of 22 technicians of the International Brotherhood of Electrical Workers (AFL) Wednesday night at KSTP AM-TV Minneapolis-St. Paul caused interrupted service at both outlets. Regular schedule was soon resumed and "is continuing without interruption," KSTP officials report.

Negotiations have been in progress for renewal of the contract which expired Sept. 30. According to KSTP spokesmen, the union demanded a substantial wage increase for all stations involved in the "current bargaining." Other stations involved were WMIN WTCN WLOL and KEYD, all Minneapolis-St. Paul, the latter's contract expiring in April.

After many meetings, KSTP reports, WMIN WTNCN KEYD and WLOL agreed to increase wages $3 a week. "However KSTP refused to agree to the union's request for an eight-hour week because our technician wage is now $95 a week with supervisors receiving $110." This is higher than wages paid by the other stations, KSTP said.

Regarding the final negotiations, KSTP said: "Early last evening (Wednesday) Freeman Hurd, the international's business agent, called Hubhard (Stanley E. Hurbad, KSTP president and general manager) for a conference which he readily agreed to at our offices. Hurd arrived here just a few minutes before 8 p.m. and after only a short discussion with Hurd, the latter gave an ultimatum of two minutes in which to grant an increase, without naming the amount, or the men would strike. As it was learned later the union had struck five minutes before Hurd issued the ultimatum." Mr. Hurd said the engineers, members of Local 1216, "have received only a $5 a week increase in the last 3½ years and are paid well below minimum hourly wages for the work they do," he added.

Mr. Hubard called the strike a "selective ploy to the community" and said his engineers "are well above minimum rates, "but in the same line of work." He said the union was seeking "a 50 % wage increase."

Mr. Hubard said the engineers did not strike for more "than the cost of living increase, but were asking for recognition of their worth in the community." He said engineers elsewhere were paid at least 10% more than KSTP's.

"The engineers are being asked to renege on a contract that is 8% above the rate of cost of living," he said. The contract is about to expire, he added. "KSTP does not intend to renege on the contract that will expire Sept. 30."

"Compromise is out of the question," the engineer said. "The union is being unreasonable and is demanding wage increases that are the equivalent of a 50% increase."

He went on to say that KSTP had preserved a "peaceful working spirit with the union" and "will not put up with the union's threats to disrupt service." He added that the engineers were "determined to make KSTP pay for its refusal to cooperate with the union." He said the engineers were "determined to stay out until their demands are met."
Limited TV Budget Have You in a Fog?

See Daylight with Du Mont

Daytime Television

You don't need a Fort Knox pass-key to make television work hard for you. Du Mont Daytime Television makes a little go a long way...modest in time and talent costs, carries authority when it comes to results. For Du Mont, with no fish to fry in radio, has cooked up daytime television programs you'll like ...network or local. They're good.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
VHF MOVE TO UHF?

POSSIBILITY of moving all television from VHF to UHF was suggested by FCC Chairman Wayne Coy last week in questions posed as cross-examination got under way in the Commission's color television hearing.

From the standpoint of spectrum economy—without regard to differences in VHF and UHF coverage or other factors—Chairman Coy said:

"It would seem to me quite reasonable that to use the ultra-high frequencies in their entirety from 470 to 600 mc to 890 mc is freeing the kind of spectrum space that can be utilized by other services, and are needed for other services, and that would be in the public interest."

His questions and assumptions suggested a six-year "amortization" period after which VHF broadcasters would be required to switch to UHF operations.

This departure from previous lines of questioning highlighted a week which produced these color television developments:

- Demonstrating its new three-color picture tube "for the record," RCA showed Thursday for the first time that its color by a new technique now can be transmitted over the existing coaxial cable in addition to radio relay, thus seemingly removing what had been considered a substantial objection to that system.

- Chairman Coy suggested the possibility of an FCC request or order that manufacturers begin now to build adapters into their color television sets so that they would be able to receive "non-compatible" (CBS) color in monochrome in event a non-compatible system is authorized.

- Donald Fink, former chairman of the Joint Technical Advisory Committee of Radio Mfrs. Assn. and the Institute of Radio Engineers, said he personally felt the dot-interlace principle employed in color could also be applied to black-and-white to improve resolution, "quite possibly" without adversely affecting the value of sets now in use.

- Dr. G. H. Brown, RCA Labs research engineer, reported his company is working on a single tri-color camera tube but that it is still in the research stage.

- Commr. Robert F. Jones noticed that he intends to explore the television patent situation by asking RCA to submit data on the patents to which it has rights, what the rights cost and what they cover.

- FCC called upon RCA, CBS, and Color Television Inc., sponsors of the three principal color systems under consideration, to submit detailed parts and costs data for conversion to their respective color techniques.

New Demonstration Set

- FCC scheduled an official demonstration of CBS' new dot-interlace color method for April 26 in New York, but said otherwise it would conform to its previously announced hearing schedule including sessions during the NAB convention next week. April sessions will be held today and tomorrow, and on April 17, 18, 19, 20, and 25.

- Both RCA and CBS demonstrated their color systems Friday for members of the International Radio Consultative Committee of the International Telecommunications Union.

Chairman Coy's questions on the advisability of moving television "upstairs," which later were pursued by Comr. George E. Sterling, were posed during Dr. Fink's appearance to launch the hearing's cross-examination phase. Mr. Coy asked:

"Has the thought ever occurred to you that a sound sensible solution of the television problem might be achieved by getting away from adapters and converters and standards problems by establishing a color television service in the UHF range and providing a reasonable period of time to amortize the VHF black-and-white service, and give those channels to other services which are in great need of them?"

Dr. Fink, given the lunch recess to prepare his answer, thought a "much preferable" solution (which he said has been ruled out "on very good grounds") would be to add 40 or 50 VHF channels adjacent to the present 54-216 mc TV range. An upsizing reallocation, he felt, would be upsetting to the industry, aside from other objections.

Color Timetable

Chairman Coy—who injected at one point that "neither of us is committing himself as to what is going to be done here, so let us assume some things"—followed up with a question based on the assumption that color standards be adopted by, "let us say," the first of July; that color sets become available two years thereafter, and that the deadline for moving from VHF to UHF might be six years after that, or eight years from "the first of July."

The Chairman's observation about the reasonableness of "freeing" the VHF by moving into UHF was met with a reaction that FCC's present VHF proposal would leave the VHF intact but utilize all but about 140 mc of the available UHF frequencies. From the standpoint of spectrum economy he thought it better to vacate the VHF and use all of the UHF.

Dr. Fink said his "first objection"—which Chairman Coy specifically excluded from his assumptions—was the "possibility that some parts of the country would not, in fact, receive the television service" that they otherwise might.

He thought this problem might be alleviated by "spotting" additional stations to serve such areas, but that a great number of channels would be required.

Coverage Problems

He said his answer was assuming the use of ground-based stations, and that coverage problems would dwindle if Stratovision were employed. He was not sure that Polycasting, involving the use of many low-power stations to achieve coverage, is the best answer to the problem. Nor did he think VHF would be as useful to some of the non-broadcast services as UHF is.

Chairman Coy wanted to know the effect that announcement of color standards might have upon purchase of black-and-white sets. Dr. Fink thought it might not be too great if a compatible color system were chosen, but that sales would definitely be affected by adoption of non-compatible standards.

Would this effect be offset, Chairman Coy asked, if manufacturers would start now to build adapters into their sets, so that...
all built in the future would be "compatible." He seemed particularly concerned about the desirability of such a procedure in event FCC should decide to postpone a decision on color.

Further, he asked, would manufacturers require such a course if FCC ordered it, or would they go to court "on the question of jurisdiction?"

Dr. Pink thought court action might result, but that "a lot of manufacturers" would adopt the procedure "without too much urging" if they thought the color decision would come soon—in six months, for example.

Chairman Coy suggested the jurisdiction question might arise on another score "if manufacturers don't do something about the oscillator radiation problem" which causes interference to other services.

**Fink Under Subpena**

Dr. Fink, who made clear that he was appearing under a subpena by FCC and not as a representative of any other organization (including the so-called Condon Committee on color, of which he is a member), said he thought FCC should be able to write fundamental color standards after (1) seeing the official demonstration of the RCA tri-color tube; (2) seeing the CBS system using dot-interlace; (3) seeing the CTI system again, as scheduled for the first week in May.

On the point of comparative coverage, he said he thought a UHF station would reach 20 miles whereas a VHF station of the same power could reach 50. But he emphasized throughout his testimony that equipment improvements are almost inevitable.

He estimated a $175 VHF set would sell for not more than $190 with a UHF tuner added.

Chairman Coy at one point indicated he felt a lone UHF station would reach 30 miles whereas a VHF station of the same power could reach 50. But he emphasized throughout his testimony that equipment improvements are almost inevitable. He estimated a $175 VHF set would sell for not more than $190 with a UHF tuner added.

**Chatting**

CHATTING in Tampa, Fla., with Joie Chitwood (r), auto daredevil, is William D. Robins, president of Kenyon & Eckhardt Inc. Mr. Robinson also was on hand to oversee the Princeton (N. J.) Film Center's recent production of a series of TV commercials for the Ford Motor Co.

**Getting**

GETTING latest information on General Electric TV production during a tour of Electronics Park, Syracuse, Fred Waring (center), star of GE's Fred Waring Show, has his questions answered by Dr. Walter Baker (l), GE vice president, and E. H. Vogel, GE's manager of marketing.

**Sportscast**


**Manuscript**

Dr. Fink repeatedly paid tribute to the dot-interlace technique, used in the RCA system and recently adopted by CBS, as a means of improving resolution. He said he had been an advocate of the widest possible bandwidths, but believes with the introduction of dot-interlace that 6 mc is "the proper compromise between quality of service and quantity of service.""}

Dr. Elmer W. Engstrom, RCA Labs, vice president in charge of research, disclosed that color pictures were successfully sent from Washington to New York and back by cable earlier in the week. The cable was used on Thursday because of commercial commitments.

E. W. Chapin, head of the FCC Laboratory Division, told Dr. Engstrom the "coaxial" color picture appeared better than the regular color picture. Dr. Engstrom reported that although the color and background seemed enhanced, closer observation would show considerable reduction in detail, as when monochrome is relayed via the cable.

Cable transmission of color was achieved by a technique developed within the last 10 days. Dr. Engstrom considered it an interim measure in view of rapid expansion of radio relay facilities capable of passing the full 4 mc video signals.

Double Sampling Used

The technique was described as involving double sampling—once at the entrance terminal of the coaxial cable and once at the exit. The three color signals are sampled at 2.4 mc, permitting the resulting signal to be passed by the cable and to retain color characteristics. To assure proper phasing, this lower sampling rate is produced by passing the 3.6 mc sampling frequency of the regular color transmission through a "two-thirds multiplier" and then into the 2.4 mc sampling unit.

At the end of the coaxial the signal is separated again into three color signals by a receiver-type sampler operating at 2.4 mc. This is fed through a "three-thirds multiplier" to the second transmitting station's regular 3.6 mc sampler.

Like the earlier unofficial showings (TELECASTING, March 27, April 3), the record demonstration included both three-gun and one-gun models of the tri-color kinescope. Fidelity of the three-gun model, which was generally deemed superior to that of the one-gun model, was rated at least equal to that of RCA's earlier three-tube system.

Some observers said they saw 325-line horizontal resolution of the test pattern of the three-gun picture tube and approximately the same vertically. On a set receiving in monochrome, 325-line resolution was clearly evident. During the "coaxial" transmission, horizontal definition was figured at about 100 to 150 lines.

Dr. Engstrom explained that higher definition will be possible when the dot patterns on the mask (Continued on Telecasting 15)
THE CITY of Buffalo, thriving with its industries, Great Lakes shipping and point-of-market for Upstate New York farmers, ranks second in population in the Empire State only to farming New York City and environs.

Commanding the northernmost tip of Lake Erie, Buffalo is an historic example of American cities which have been enriched by the United States' lush hinterland.

Thus, it is not surprising that the story of electronic pioneering parallels the story of Buffalo and of WBEN-TV, the city's first and only video station.

For the past two years, as of May 14, 1950, Buffalo residents have watched the new pictorial art—television—grow in stature in their city. Their response has been recorded in facts and figures.

Set Circulation Soars

On Jan. 1, 1949, only seven full months after the station officially made its debut, the count of television sets in the Buffalo area was less than 10,000—not an insignificant number for a one-station market. Latest figures show a different story with the number of sets already well past 75,000.

There is another testimonial to WBEN's progress in the video world. Since the station went on the air as the country's 20th TV outlet, 317 advertisers have used its facilities. This total, as of last fall, includes 253 local and 64 national advertisers. Ninety-two local and national-spot advertisers now use WBEN weekly, excluding network sponsors.

A look at any one of the many sponsors' letters tells a flattering story, both to the medium as an advertising art and WBEN's integrity in making the medium pay off.

A local dealer, the General Ice Cream Corp., distributor of Sealtest ice cream, was interested in knowing how many children watched its one-minute, three times weekly, announcement. This in the late fall when Canada's neighbor city was reaching itself for winter.

For its test, Sealtest offered two ice cream suckers to anyone viewing the WBEN spot, providing they would send their name and address to the firm's "Sealtest Ice Cream Man" at the station. The offer was repeated on three consecutive telecasts. Sealtest found—and these are its words: "Phenomenal result! Our offer drew 2,617 pieces of mail! Naturally, this enthusiastic mail response sold us on television."

Another advertiser, the Western Savings Bank of Buffalo, carefully watched for results of its pictorial advertising. Here is its answer as conveyed to WBEN:

"The interest of the television audience was immediately reflected by the opening of several substantial accounts the morning after this program was shown, with the depositors specifically referring, with some degree of amusement, to this program. In fact, one interesting case was that of two elderly maiden ladies who brought in a substantial amount of cash which they kept hidden in their home."

The amusement was justified as the commercial portrayed a burglar meticulously ransacking a home only to find a Western Savings passbook and his comment: "An honest burglar cannot make a living any more—everybody in Buffalo is keeping his money in the Western Savings Bank."

Pioneering Background

WBEN-TV just didn't happen like Topsy. In back of the TV station's appearance on the Buffalo scene is a pioneering instinct which long served WBEN-AM-FM history. All three facilities are products of broadcasting enterprise by its parent, the Buffalo Evening News. The AM station this year is marking its 20th year in broadcasting, the News is celebrating its 70th anniversary.

Even before WBEN went on the air in 1930, the News sponsored shortwave broadcasts from Schenectady to the Byrd expedition in the Antarctic. The paper also pioneered in the use of the telephone, telegraph and wireless in news-gathering in its early days.

During the '30s, the paper experien-

MOBILE unit cameramen focus lenses during WBEN's pickup of the consecration of the Bishop of the Episcopal Diocese of Western New York at St. Paul's Cathedral in Buffalo.

Im-
in station affairs is Mr. Kirchhofer, a former president of the American Society of Newspaper Editors and former president of the National Press Club when that organization began erecting its $10 million building in Washington, D.C. Managing editor since 1927, Mr. Kirchhofer has matched his newspaper career with an equally as exciting association with radio and the entertainment field. Under his personal direction, the TV, AM and FM operations of WBEN are centered around a long-experienced executive staff.

C. Robert Thompson is WBEN station manager. He joined the station in 1938 as supervisor of WERB, then owned by the News. A member of the Radio Pioneers Club, Mr. Thompson started in radio in 1926 and was station manager of WCOL Columbus, Ohio, before coming to Buffalo.

Key Personnel

The men with whom Mr. Thompson integrates the three-facility station operation are:

Ralph J. Kingsley, with WBEN since 1930, technical director of A.M., F.M. and TV. He came to Buffalo from WBAL Baltimore.

R. Glenn Beerbower, assistant technical director in charge of TV, was an RCA field supervisor and directed the station's initial test while with RCA and also final tests before joining the staff.

Frank W. Kelley, assistant station manager in charge of sales for WBEN Inc.; Nicholas J. Malt-er, TV sales manager; George E. Torge, program manager of News stations (he started on WBEN in 1936 as a singer and announcer), and Edward J. Wegman, TV program assistant.

Many phases of this three-fold operation are cooperative. There are 116 persons on the payroll, including those directly relating their activities to television and others providing assistance, of these 43, 16 are full-time technicians.

Both radio and television studios are on the 18th floor of the Hotel Statler in downtown Buffalo. The TV and FM transmitters also are in the hotel with the tip of the RCA superturnstile antenna reaching skyward 335 ft. above the street. It radiates an effective power of 16.2 kw visual and 10.5 kw aural.

Four Networks

Primarily a basic NBC station, WBEN-TV, which operates on Channel 4 (6672 mc), also carries TV programs from CBS, ABC and DuMont.

Since its arrival on the Buffalo scene, WBEN-TV has followed a policy of promoting television in cooperation with the city's set dealers. A series of full-page ads in the News carried the message to the public. Each week, for a period of seven weeks in the early fall of 1949, the advertisements urged people to buy sets in order that they may see "the best things in life." The newspaper was urged to follow up these ads by suggesting where and what television set the people could buy.

Reprints of choice ads, all prepared by the Roiesen Agency of Buffalo working with WBEN-TV's promotion department, were distributed by dealers and distributors to TV-set prospects. Some 100,000 copies were circulated.

Local Shows

The station's 800 sq. ft. studio is a busy location with continuous production of local shows underway. A locally authored and produced show is The Clue, sponsored by Stein Brewery which also has an hour of local wrestling and sponsored two other local shows during the past year. This "who-dunit" is written by Fred Kelly, station's executive producer, and Ray Vander, a local ad man. The Clue has passed its first birthday on the air.

Another local attraction is the half-hour South Park Chevrolet New Dance, Telecast weekly from the studio, the show features hillbilly and western favorites. It drew 1,800 people at $1 each when the telecast originated for charity at a nearby club hall.

Other outstanding local shows include Meet The Mlllers, a Mr. and Mrs. farm couple who specialize in economical food preparation; the musical Four Quarters; a youth talent feature, Stars of Tomorrow, and Teen Time, for the Saturday afternoon disc jockey high school fans.

A display-ad type show, Shoppers Guide, designed for presentation of information and products' hints, has received phenomenal success.

C. ROBERT THOMPSON (II), WBEN-TV station manager, and Frank W. Kelly, assistant station manager in charge of sales, inspect the installation of studio lights.

WBEN-TV utilizes a complex 5-way set-up with film camera, Two 2" x 2" slide projectors, two movie projectors, a Baloptican and a Kaleidoscope projector are utilized. Quentin P. Renner is station's film editor.

A husband-wife team, veterans of radio and theatre, has handled as many as 24 spots in a 40-minute period. At present it is a half-hour show, Monday, Wednesday and Friday at 4:30 p.m. It has been on the air since November 1948. Shoppers Guide has been so profitable to the advertiser that the single spot rate of $18 has gone up to $22.50 with a waiting list making up a formidable backlog, WBEN-TV reports. Advertisers of same products are asked by the station not to place spots more than once a week in order to avoid monotony.

On-the-air time has jumped in one year from a weekly average of 5 days and 22 hours, to 7 days and more than 50 hours. Class A basic one-time hourly rate is $400.

Another advertiser, General Electric Supply Corp., of Buffalo, found that sales of GE clock radios increased 221% after advertising on the station. "Likewise, our sales of television sets more than tripled since our sponsorship of sport programs on the station," GE added.

In the local sports field, WBEN-TV carries portions of professional hockey and wrestling. It has telecast the National Rowing Regatta, local college football, collegiate doubleheader basketball, midget auto and harness racing.

WBEN-TV reports the George (Continued on Telecasting 15)
SWEEPING jurisdiction over all directors of both "live" and film television, formally claimed in New York last Wednesday by the Screen Directors Guild.

Simultaneously, Cecil B. DeMille, spokesman for the guild, revealed at a news conference that SDG will "start immediate action" to regain control of the 60 and 70 video directors, who hold sectional status in members screening, and video directors, assistants and floor managers. It would invoke Section 9 of the 1947 Labor Management Relations Act.

Mr. DeMille said he doesn't anticipate a "jurisdictional fight" with the Radio and Television Directors Guild which claims similar representation. RTDG membership now covers 36 of the 45 TV directors connected with local TV stations [TELECASTING, March 27].

Parties Not Identified

While Mr. DeMille declined to identify potential candidates at the conference, he did note that representatives of both SDG and RTDG have conferred informally within the past fortnight to discuss jurisdictional points.

Mr. DeMille said he wouldn't speak for SDG members but admitted, under questioning, that one solution might lie in the absorption of RTDG by his guild, a nonprofit group organized for the mutual benefit of its members and not a labor organization as accepted sense. SDG has affiliation with the Screen Directors Guild in New York, he added.

Mr. DeMille described the SDG as affording a "common meeting RTDG REACTION

Warns SDG on Encroachment

QUICK to react to Screen Directors Guild's claims that over video directors (see separate story), the Radio and Television Directors Guild last Wednesday warned the screen guild not to encroach on its domain. RTDG pointed out it has a charter from the American Federation of Labor as an international union with jurisdiction over radio-TV directors, and that working TV directors in New York, Chicago and Hollywood are RTDG members.

Furthermore, the statement added, RTDG in New York has working contracts with the four major TV networks recognizing it as "the sole and exclusive bargaining agent" for all TV staff directors, associated directors and floor managers.

"If Mr. DeMille and the SDG do not attempt a raid on the established and recognized jurisdiction of our union, there will be no trouble," the guild cautioned.

"However, if Mr. DeMille and his organization attempt such a jurisdictional raid, they're headed for an all-out fight."

SDG Claims Sweeping Jurisdiction

TV networks recognizing rate hikes will be "over their heads," he observed, adding that he didn't mean to "suggest or indicate or prophesy that television will supplant the motion picture theatre." Mr. DeMille noted that SDG had staked its jurisdictional claim on the ground that members are "directing action across a moving screen."

Question of whether television is a form of sound broadcasting and thus not subject to jurisdiction of the motion picture medium—or whether it is a separate art, as ruled by at least one high court—was put to Mr. DeMille and his associates. They dismissed it out of hand, and thought that any decision which might hold TV to be part of sound broadcasting would have no effect on jurisdictional claims of the SDG, which basically was founded to represent motion picture directors.

On Common Footing

Thus, Mr. DeMille appeared to reflect Hollywood's feeling that television is more closely related to live theater than to motion pictures.

Turning to television in general, Mr. DeMille felt that the medium would be "the greatest box office in the world" by means of one "several mechanical or coin-operated devices." He disclaimed trade reports, however, that he favored Ponevision, Zenith Radio Corp.'savored subscription system, over any other device.

"Ponevision is a threat to exhibitors," Mr. DeMille said in reply to a question. "The threat but exhibitors have faced many threats before and have found solutions. Television certainly will have a disastrous effect on bad pictures."

Macy's Plans

Negotiates WOR-TV Series

NEGOTIATIONS were nearing completion last week between WOR-TV New York and Macy's Dept. store for a twice weekly, half-hour program.

Details of the series, set but present plans call for a noontime series, probably on Wednesday and Friday, featuring Barabara Wells and guests and offering consumers advice as to how and where to buy merchandise. Program would originate from Macy's own radio studios and stress the store's slogan: "It's Service to Thrifty." Victor Ratner, Macy vice president and former CBS official, is handling negotiations for the store, which reportedly is launching the series as a TV experiment.

BEST overall guess on estimates of TV circulation during February in key markets represented by Edward Petry & Co. was made by Annabelle Anderson, New York timebuyer formerly with Warwick & Legler. She is awarded first prize, a television set, by Keith Kiggins, Petry TV official. Miss Anderson also receives prizes for coming up with the best guess for Boston.

BASEBALL RIGHTS

TV-Radio Set in Philadelphia

BASEBALL picture in Philadelphia was completed last week with the announcement that WPTZ (TV), WFIL-TV and WCAU-TV would each telescast a portion of the Athletics and Phillies. Rotating sponsorship has been signed with Atlantic Refining Co. and P. Ballantine & Sons, with the possibility of another advertiser being added. N. W. Ayer is agency for Atlantic; J. Walter Thompson represents Ballantine.

During the regular season at Shibe Park, WPTZ cameras will originate the ball games for the three Philadelphia TV stations. Feeds to WCAU-TV and WFIL-TV will be augmented by those stations with commercial announcements from their own studios.

WPTZ is to telescast all Saturday afternoon games except five. WFIL-TV will have weekday day games and the aforementioned five Saturdays not covered by WPTZ. WCAU-TV will telescast Sundays, totaling 42 games. Some of these Sunday games will also be carried by WFIL-TV.

Atlantic and Ballantine were also sponsors during the 1949 season.

Radio rights are to be handled by WIBG and WPEN, Philadelphia independents [BROADCASTING, March 29]. The former will cover the Athletics' schedule and the latter the games of the Phillies. WPEN's broadcasts will be sponsored with Atlantic, Supplee-Seatle and Ballantine alternately. Atlantic will sponsor WIBG's coverage. Also under Atlantic's plans for the baseball season are broadcasts of Philadelphia games via a regional hookup to Eastern Pennsylvania.

ABC-TV currently issuing copies of its film catalogue to affiliates, listing films available for TV programming.

WKZO-TV TESTS

First Signal Successful

WKZO-TV Kalamazoo-Grand Rapids, Mich., began transmitting test patterns last week, according to John E. Pettes, station's general manager. Mr. Pettes and general manager of Peteser Broadcasting Co., owner of WKZO and WKZO-TV, and WEJF Grand Rapids.

Reports of reception of WKZO's signal "far exceeded our expectations," Mr. Pettes said. Monitoring posts were set up in Lansing and South Bend and Elkhart, Ind. First pattern was sent out last Tuesday from 12 midnight to 1:30 a.m. "It was surprising to find a deluge of calls" from the stations," Mr. Pettes said, "in view of the late hour."

Station's studios are maintained in Kalamazoo at present with offices at both Kalamazoo and Grand Rapids. As yet, Mr. Pettes said, no date has been set for the official debut. WKZO, operating on Channel 29 [see BROADCASTING, March 16], has 16 channels and visual and kx 2 visual will be a primary CBS-TV affiliate although programs will be carried from all other TV networks. The station is using a new type Federal Midicivel transmitter.

KECA-TV

11 Added, 19 Transferred

ADDITION of 11 new employees and transfers to more responsible positions of 19 old employees at KECA-TV, Cleveland, is to be announced by Frank Samuelis, vice president in charge of ABC's Western Division. The changes were brought about since the station started seven-nights operation last March 11. Mr. Samuelis said.

New members of the engineering department, parties to the staff meeting, are: Francis A. Oliver, Roger L. Monson, Richard T. McCartney, Klar- ence F. Krone and Edward J. Lossing. To the non-technical staff include: Carolyn Roberts, makeup assistant; Darrell E. Ross, stage supervisor; Nigel G. (Sprinkler) Horton, assistant film director; Billy L. Alcine, TV program assistant; Dee Jay Falls, tour aide.

L. A. WRESTLING

Telecasting Ban Is Lifted

FOLLOWING a seven-week telecasting ban, local wrestling returns exclusively to Los Angeles television April 13 via KTLA (TV) and KECA-TV. The ban had been in effect since Feb. 9 when promoters were penalized for telecasting hurt box office receipts.

According to plans negotiated for wrestlers by MCA Agency, which has taken over representativel y of 21 local wrestlers [BROADCASTING, March 27], matches will be telescast twice weekly—on KTLA (TV) starting April 13 and on KECA-TV starting April 14.
with the new... *Fairchild*

TURRET-HEAD ARM

**NOW. All 3 CARTRIDGES in ONE ARM**

lateral, vertical and microgroove - or any other combination desired

**SIMPLY TURN KNOB to select cartridge...**

Pressure Changes Automatically

New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance.

- **OPTIMUM PERFORMANCE ASSURED** by separate cartridge for each function. Mount any 3 of four cartridges listed at right in one arm.
- **OPTIMUM GROOVE TANGENCY** - offset design.
- **NEW VISCOS DAMPING** - NO ARM RESONANCE.
- **FITS ALL TRANSCRIPTION TABLES** - mounting radius, 13¼”; height above record surface, 1½”; base height adjustable.

- **3 WAY TURRET-HEAD ARM**... $65.

**MINIATURE DYNAMIC CARTRIDGE**, shown above, fits all arms and record changers - standard RMA mountings - Diamond Styli mounted perpendicular for back cuing.

- **LINEAR FREQUENCY RESPONSE** - constant velocity device - moving coil design for low mass moving parts and freedom from distortion.
- **NO HUM PICKUP** - extremely small coil winding keeps induced hum at least 15db below other professional type cartridges.
- **HIGH LATERAL COMPLIANCE** in conformance with good pickup design.
- **CONNECTS TO MICROPHONE CHANNEL** - low impedance - feeds through equalizer directly to the input of console at microphone level.

**CARTRIDGES WITH DIAMOND STYLI**

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<th>Vertical</th>
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<tr>
<td>Unit 212</td>
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<td>$42.50</td>
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<td>Unit 211</td>
<td>2.2 mil</td>
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<td>42.50</td>
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<td>Unit 210</td>
<td>1.0 mil</td>
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<td>47.50</td>
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<tr>
<td>Unit 213</td>
<td></td>
<td>50.00</td>
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**F**airchild R**ecording** E**quipment** C**orporation**

154 St. & 7th Avenue  •  Whitestone, New York
"CAN'T BE BUILT," they said...but General Electric Built It!

Highest gain TV

WHAS-TV
Louisville, Kentucky

GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.
Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

UNIQUE SLOT DIPLexER PERMITS SINGLE LINE ANTENNA FEED!

Rival manufacturers said it couldn’t be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn’t think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.

WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

You can put your confidence in—

GENERAL ELECTRIC
**Telestatus**

**March Videodex television ratings.** The program had a rating of 61.3, according to the Jay & Graham Research Inc. report issued last week. Ratings were derived from the Videodex panel during the first week of March.

The list of top 10 Videodex rated programs follows:

<table>
<thead>
<tr>
<th>Program Rank</th>
<th>No. (000's)</th>
<th>No. Homes</th>
<th>Cities</th>
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<tbody>
<tr>
<td>1.</td>
<td>526,177</td>
<td>10,095</td>
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<tr>
<td>2.</td>
<td>526,177</td>
<td>10,095</td>
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<tr>
<td>3.</td>
<td>456,623</td>
<td>9,581</td>
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<td>4.</td>
<td>456,623</td>
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<td>5.</td>
<td>426,915</td>
<td>9,075</td>
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<td>6.</td>
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<td>7.</td>
<td>407,267</td>
<td>8,569</td>
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<td>9.</td>
<td>387,619</td>
<td>8,063</td>
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<td>10.</td>
<td>387,619</td>
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**Weekly Television Summary—April 10, 1950 Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>2,975</td>
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<td>Atlanta</td>
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**Test Pattern Argument**

ORAL ARGUMENT on FCC's proposal restricting separate operation of TV aural and visual transmitters has been scheduled for May 12, the Commission has announced. Those who have filed comments and wish to participate must notify the Commission by May 1. The proposed rule changes would allow test patterns to be accompanied only by a single tone or series of tones which separate operation of the aural transmitter would be allowed only for test purposes or emergency fills upon failure of visual equipment. Many television stations have urged liberalization of the proposal [Telecasting, Dec. 12, 1949; Jan. 16].
Miami Valley EYES are glued to WHIO-TV

Dayton's FIRST Television Station to Broadcast CINCINNATI REDS Baseball Games April 18—October 1

This market's growing TV audience (over 55,000 as you read this) spends a lot of time looking at WHIO-TV. The reason... outstanding programming like the Cincinnati Reds home games April 18—October 1.

Top local programs, news and sports coverage, plus CBS, ABC and DuMont network shows make WHIO-TV FIRST in Television in the Miami Valley.

NEWS • SPORTS
CBS, ABC, DuMont Best Shows

Channel 13
WHIO-TV • AM • FM
DAYTON, OHIO

Affiliated With The Dayton Daily News and Journal-Herald
CANNON MILLS, to supplement its various advertising campaigns, is blazing a trail in television. Cannon is offering free to retail stores, two one-minute TV commercial films to increase May-June season of town stores pays only for TV time at local rates. Open-end is provided to permit 11-second local announcement for individual stores. American Releasing Corp., Los Angeles, signed by Sue Diggins and Vi Russell to handle their TV package Little Magic Mystery. Consisting of 13 quarter-hour programs, package will be distributed nationally.

Burr Tillstrom, creator and owner of NBC-TV Koka, Fran & Ollie, has been signed by TEEVEE Film Co. Beverly Hills Calif, to produce half-hour TV series based on OZ stories by L. Frank Baum. Series will utilize combination of live talent and animation. Two films will be produced in Chicago. Completion of film is expected for fall telecasting. Same film producing series of six 50-minute television films Vignettes of Fate. Merrill Pye, vice president in charge of production of TEEVEE, has been re-signed. Marc Frederic and William Asher, assigned duties formerly overseen by Mr. Pye.

Reported to be largest sound stage ever used for television in Hollywood, being utilized by United Productions of America at General Service lot, for Ford commercials. Series of 10 90-second films being produced for NBC network. First show. They will be available May 11. Agency: J. Walter Thompson Co.

Shallow & Graham Productions, Los Angeles, has completed series of six one-minute TV films commercial for Day & Night Mfg. Co., Monrovia, Calif. (water heaters, Panelray gas wall heater). Films currently being telecast on 13 western and southwestern stations including KTTV (TV) KLTL (TV) KLAC-TV all Los Angeles; KRLD-TV Dallas; WBAP-TV Fort Worth; WDSU-TV New Orleans; WKY-TV Oklahoma City; KPHO-TV Phoenix; KSL-TV Salt Lake City; WOAI-TV San Antonio; KXME TV San Diego; KRON-TV San Francisco; KOTV (TV) Tulsa.

Princeton Film Center Inc. is expanding its New York facilities to speed handling of film production due to increased demand for TV film. New addition to Manhattan set-up will make creative talent, editing, finishing, and screening room immediately available to video clients.

Television Features Inc., New York, is currently producing one-minute spots for Swensons Steak and Mueller's Spaghetti, through Duane Jones; Parolator, through J. Walter Thompson; Lee Pipes, through Donahue & Co.; Buffalo Savings Bank, through Murr & Co.; P. O. C. Beer, through Gregory & House; Franks Beverages, through Adrian Bauer; Spred Satin and Durkee Foods, through Meldrum & Feawmirth. Commercials recently completed include Richard Hudnut, through Kenyon & Eckhardt; Air Wick, through Weintraub. William Van Pragg, vice president in charge of production, says future schedules indicate high intensity production result as commercial success fully completed and aired.

INS-Telenews weekly newsmagazine review, 20-minute summary of events and telecasts on WGN-TV Chicago, under sponsorship of City National Bank and Trust Co.

Program Finder Crosley Issues 'Tel-A-Dial'

CROSLEY Broadcasting Corp.'s three television stations, WLWT (TV) Cincinnati, WVLW (TV) Dayton and WLWC (TV) Columbus, have begun free distribution of more than 100,000 copies of a copyrighted, trademarked program finder called the "Tel-A-Dial."

The "Tel-A-Dial" consists of an outer casing with a clipped window through which each day's program is seen. An easel stand will hold program finder in a rear compartment, allowing 10,000 copies of the program finder to be mailed per day.

Examples of Crosley's "Tel-A-Dial."

At the right is a rear view showing an easel by which the viewer may stand up his television set.

The program finder is available in a variety of models, each with a different color scheme. The outer casing is made of durable plastic, and the internal components are designed to withstand daily handling.

Goodman Show Sold

HARRY S. GOODMAN Radio & Television Productions has sold its TV telephone game, bingo-type prize program, to WBAL-TV Baltimore, with feature set to start May 1, and plans to expand the program to Boston, Detroit, Cleveland, and other stations. Package now is on WJZ-TV New York, WVTI-TV Philadelphia and WGN-TV Chicago. Stations offer sponsorships on a 50-50 basis. A prize program will be aired "live" in each city. Viewers play the game by using either telephone or social security numbers.

COLUMBIA CHANNELS

RESOLUTIONS urging allocation of additional television channels for Pittsburgh "forthwith" were reported last week to have been adopted by the Pittsburgh City Council, and sent to the Board of County Commissioners.

Simultaneously, seven Pittsburgh television applicants notified FCC they had reached agreement on individual proposals which would have the cumulative effect of assigning VHF channels 3, 7, 9, 11, and 13 to the Pittsburgh area, one of which (No. 3) has already been assigned to WDTV.

FCC's own pending allocation plan would allocate two VHF and two UHF channels to Pittsburgh. The city and county resolutions directed appropriate local officials to request of Pennsylvania's Congressional delegation "that all necessary and appropriate steps be taken to the end that authorization for the operation of additional television facilities in the city of Pittsburgh be allocated by the FCC and be freed for telecasting." The resolutions cite Pittsburgh as "the birthplace of radio broadcasting;" claim FCC has "unfairly discriminated" against the city by its four-channel proposal.

Seven applicants who joined in the statement to FCC were KQV, KTRC, WJAS, WCAE, KDKA, WWSW, and United Broadcasters Inc.

SEEKS WTPS-TV CP

Asks FCC To Reinstate Grant

NEW ORLEANS Times-Picayune, operator of WTPS and WTPS FM, asked FCC last week to reinstate grant for construction of a new television station.

The newspaper's construction permit for WTPS-TV was given up last summer after the Commission called a hearing on its request for additional construction time. Spokesmen said the newspaper is "very much desirous" of building and operating a television station, and said the request for reinstatement seeks Channel 10 since a petition is pending for reallocation of TV, originally assigned to WTPS-TV, for use in Baton Rouge instead of New Orleans.

Heinz Starts Video

H. J. HEINZ Co., Pittsburgh, (57 varieties) in its first television try, today (April 19) starts a 13-week daytime spot participation campaign on KFJ-TV Los Angeles. Expanding $1,000 weekly, firm will use a total of 290 participations on six of the TV station's top shows. Agency, Maxon, Inc., New York.

Correction

RCA expects the market for black-and-white television sets to continue through the coming summer. Answering questions at the premier public demonstration of RCA's tri-color television tube, Brig. Gen. David Sarnoff, RCA board chairman, said he did not foresee a time when the company would not be building monochrome sets, despite the advent of color television. In fact, he asserted, the "not" in "did not foresee" was dropped in Telecasting's account.

Mr. MeAllister, director for ad-vertising and promotion, an- nounced the plan includes sponsorship of one half hour of the CBS hour-long television show The Show Goes On starring Robert Q. Lewis, starting April 20, Thursday, 8:30-9 p.m.

Columbia will sponsor the program through June 18 and will re-sume on Sept. 24 for the rest of the year. Each week a Columbia artist will appear on The Show Goes On. During the spring the program will be seen on WMAQ-TV, Chicago, WCBS-TV New York, WCATV Philadelphia, WOIC (TV) Washing-ton, WBKB (TV) Chicago, WKRC- TV Cincinnati, WBN-TV Columbus, WJBS-TV Detroit, WXEL (TV) Cleveland. When it returns in the fall it will be seen in 40 cities throughout the country.

Columbia artists who will renew The Columbia LP Record Parade Sundays on CBS.

NBC-TV Reuse Plans

NBC-TV's two- and-a-half-hour Saturday Night Revue will return in the fall after a summer hiatus starting May 20. Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of TV announced the resumption was definite.

BROADCASTING • Page 66
FOR CONGESTED AREAS

specify BLAW-KNOX

Whether it’s for a spectacular TV antenna or a modest mobile communication system, a Blaw-Knox Tower designed for the job is your best—and safest—buy. In congested areas and cities throughout the country hundreds of Blaw-Knox Towers—both large and small—are proving the worth of their superior construction. For this assurance of safety and performance you might expect a premium price but—Blaw-Knox Towers cost no more than those of doubtful stability! Specify Blaw-Knox, and be sure.

BLAW-KNOX DIVISION OF BLAW-KNOX CO.
2038 Farmers Bank Bldg., Pittsburgh, Pa.
WTAR-TV OPENs

Dedication Is Held April 2

WTAR-TV Norfolk, Va., went on the air officially April 3 when more than 1,800 persons attended formal dedication ceremonies in the Center Theatre.

The dedicatory address was given by Campbell Arnoux, president of the WTAR Radio Corp. Other speakers on the 45-minute program included the Rt. Rev. William A. Brown, bishop of the Episcopal Diocese of Southern Virginia; Admiral Ralph O. Davis, commandant, 5th Naval District; Rep. Joseph Porter Hardy Jr. (D-Va.); Mayor Freltow Dar- dan, and Sheldon B. Hickox Jr., NBC director of station relations, who welcomed the 59th affiliate to the network.

Entertainment featured local talent and WTAR-TV personalities, after which the NBC network was joined.

That same day, WTAR-TV began its regular schedule, opening at 5:15 p.m., sign-off at 11 p.m. with a test pattern between 5 and 5:15.

WTAR-TV's dedication was heralded by full-page newspaper advertisements. Owned and operated by the WTAR Radio Corp., WTAR-TV operates on Channel 4 (66-72 mc) with power of 12.25 kw aural, 24.5 kw visual. Its affiliates are WTAR-AM-FM.

ELECTRIC POWER

for MOBILE TV UNITS

with ONAN ELECTRIC PLANTS

Quiet-running, vibrationless. ONAN Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units. Sun power for transmission, recording, lights and all other needs. Electric power is shielded to eliminate radio interference. Aircooled A.C. models range from 400 to 1,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDEY ELECTRIC PLANTS for transmitter stations, keep you on the air regardless of weather. Extends usable life of high-line power. Fully automatic start and Stop, 1,000 to 7,000 watts, A.C.

Write for literature.

D. W. ONAN & SONS INC. 3186 Reynolds Ave, Minneapolis 5, Minn.

April 10, 1950

TELECasting

Page 14

REEL TAKES

JOHN OTIS CARNEY

Flying in the Marine Corps, writing a best seller and working as executive producer for Louis DeRochemont are major landmarks along the road traveled by John Otis Carney to his current position as president of United Vidogram Inc. A 20-year-old five-year-old firm, which has offices in Chicago, Washington, New York and Minneapolis, Otis coordinates all film production work on commercials and shows, outlines premises for many of the setting and offers a creative consulting service to stations, agencies and clients.

He hopes between his various offices but headquarters at 33 S. Clark St, in Chicago, city of his birth. Otis attended grade and high schools there, but went eastward in 1939 to Princeton, where he became an enthusiastic member of the Ivy Club, frequently stayed up all night debating literature and politics, and majored in English. In 1941 he left school to enter the Navy. After flight training and assignments in the Pacific, he served two years in the Marine Corps flier and was discharged with the rank of captain.

It was while training at Corpus Christi, Tex., that he co-authored Love at First Flight with another pilot. The book was published in 1945, and sold 300,000 copies. Otis confesses his biggest mistake to that point—"and still"—was turning down $30,000 cash for motion picture rights.

Edit Humor Magazine

Otis returned after four years of service to Princeton long enough to edit the humor magazine, Tiger (the oldest of its type in the country), and to collect a diploma. For several months thereafter, he toured Mexico, writing freelance fiction and non-fiction and reporting the daring-do of the Mexican Baseball League for the Chicago Daily News.

Getting an editorial job on Time magazine caused his abrupt departure northward, but before he had time to report to Time's New York offices he met and was hired by Louis DeRochemont. Mr. DeRochemont, who originated the "March of Time" documentary, hired Otis in one sitting at the men's bar of the Waldorf. This was in January 1947.

Mr. DeRochemont had resigned his "March of Time" dictatorship to operate independently, and to work for 20th Century-Fox as his executive producer, helped make the commercial film, "Boom-erang," and these documentaries: "The eight-reeler "To b a c o a n d U." for Chesterfield cigarettes, which cost $400,000; two-reel (20-minute) films for Squibb, Reynolds Metal and the Insurance Co. of North America, and two eight-reelers on a town in Alabama and one in New England, which were distributed in Europe by the State Dept. to show typical American living.

Although he did planning, general production, much of the writing and all of the contact work, the photographic process remained fine theory but bad practice with him. "I still can't take a picture with a Brownie, but I do know what a good picture has and how it can be taken!"

Wrote FBI Sequel

Always a creative writer, Otis scripted "FBI No. 2," designed (but never filmed) as a sequel to "The House on 92nd St." produced by Mr. DeRochemont. Because of his aptitude for drama and scripting, he next signed with Actor Gary Cooper to find, develop and write movies for Mr. Cooper's independent production enterprise. The job was short-lived, for the day Otis was hired he contracted malaria, which led to double-pneumonia and a hospital bed for three months. After recovering, he went to Minneapolis for a change in pace and wrote features for the Star. It was there he married the former Frederica Fly of Memphis. They now live in Lake Forest, a northern suburb of Chicago, with their two sons, Thomas 2, and John Otis II, 10 months.

United Vidogram's biggest production in its first year was The Marines War, a 28-chapter documentary on the Pacific war based on the book of the same name by Mr. CARNEY

with Onan Electric Plants

Mr. Gross

WJIM-TV PLANS

Regular Programming To Start

WJIM-TV Lansing, Mich., owned and operated by WJIM Inc., is scheduled to begin regular program operations sometime this week, according to Harold F. Gross, president and general manager.

On a pro-

Tuesday since March 17, WJIM-TV is R.C.A. - equipped, transmitting from an east-coast station in a 345 ft. located 1,185 ft. above sea level. Station operates on Chan-

nel 6 (82-88 mc) with power of 9.3 kw aural, 18.7 kw visual.

Mr. Gross said WJIM-TV soon will be housed in a modern $500,000 plant and, as soon as possible, will add all varieties of local programming to its daily schedule of network and syndicated shows. Network broadcasts will be beamed by microwave from Detroit to transmitting equipment at Milford, Mich., where new microwave facilities make possible transmission to Lansing without any intermediate beam-weakening towers, he stated.

In addition to Mr. Gross, executive personnel at WJIM-TV include: Howard K. Finch, station manager and program director; C. X. Castle, chief engineer, and Roger S. Underhill, director of sales.

Fletcher Pratt, military historian. Four chapters have been compiled from Navy, Marine Corps and captured Japanese film, and 300,000 feet of film is preserved. The series is being considered for network sponsorship, and has been previewed in New York, Washington and Minneapolis. It can be tele-cast in half-hour or 55-20-minute shows.

United has completed TV films for 53 accounts, including Minnesota Mining & Manufacturing Co., Grain Belt Beer, North West Buick Dealers, Northland Ice Cream, Schmidt Brewing Co., Skippy Peanut Butter, Glesik Beer and Al-azar Cigars. Film also produces 50-60 melodies with Mrs. Raymond Clapper, widow of the Washington correspondent, and the Bob Cooke Sport Show and Bob Cooke Chalk Talk (he is sports editor of the New York Herald Tribune).

To lower the high cost of quality TV film commercials, Mr. Carney hopes to get a complete library of stock shots on all kinds of merchandise so spots can be tailored. In his opinion, "is for all those involved, especially agency people, to think in terms of pictures. It's difficult to visualize spots and shows and to know budget limitations, but it has to be done."
inside the tube and the three-color dot groups on the tube face—both numbers about 117,000, were increased. RCA hopes to double the number of dots.

Highlight readings of the three sets were reported as 7 foot lamberts for the three-gun color set, 12 foot lamberts for the monochrome set, and 4 foot lamberts for the one-gun color set. Ambient room lighting was 0.5 foot lamberts.

Most of the Monday-Tuesday sessions, preceding cross-examination of Dr. Fink, was devoted to highly technical testimony by Dr. G. H. Brown, research engineer of RCA Labs, on recent technical developments and a "complete engineering consideration of the RCA system."

Dr. Brown said experience has shown the RCA system requires a signal-to-noise ratio no greater that black-and-white, and that observers have found monochrome, apparently that the system is no different from monochrome with respect to transmission irregularities including ghosting and spurious images.

Report Submitted

He submitted a report indicating that transmitters capable of developing up to 5 kw carrier power at the upper end of the UHF region, near 890 mc, will be available within the next 24 months.

Comr. Jones questioned him in detail on the date when RCA first conceived and began development of its present color system. Dr. Brown observed at one point that he didn't think any pinpoint date was pertinent, but under questioning reported that the system was worked on very late in the history of 1948 or early 1949.

Comr. Jones asked for a complete timetable on the entire project.

Hugh M. Bever, Jr., NBC director of research, testified briefly on the length before the three-gun color set could provide color service to areas presently reached by coaxial cable. He estimated that by October 1950 some 25 cities with a total population of 46,700,000 would be served by radio relays capable of carrying RCA color. As of March 22, he said 28 cities with 41,405,000 population are receiving color service by coaxial or radio relay.

William R. McAndrew, assistant to NBC's Washington vice president and also general manager of the NBC Engineering staff, compared program production costs for color and black-and-white. Under questioning by Comr. Jones, he concluded from experience he saw no reason for a broadcaster to hesitate about entering color because of the additional costs in this phase of color operations. Dr. Brown, back on the stand, asserted that RCA had used the dot-interface technique in its present system from the beginning in order to accomplish the purpose for which CBS adopted it a few weeks ago—to get greater resolution.

He presented comparative data showing, on the basis of visual acuity, RCA resolution superior to that of CBS.

In response to Comr. Jones on the subject of a color system which set which could receive transmissions under all three systems, Dr. Brown thought it possible to find some common components, then to have all three receivers into a box "and call it a single receiver." But, he said, it would not be a question of "subtracting" tubes and circuits, but of adding them.

In response to further questioning, counsel for RCA agreed to submit data on additional circuits which would be necessary in such cases and on components common to the systems.

On the question of multiple standards, posed by Comr. Jones, Dr. Brown said: "I just don't understand how multiple standards can work—I have no conception of it."

The question of patents was raised after Dr. Engstrom took the stand Tuesday to outline the working of the tri-color tube. Comr. Jones elicited from RCA counsel a statement that RCA has license and in some cases sublicense receiver and television patents owned by International Telecommunications, General Electric, Westinghouse, Philips Co., and Farnsworth.

Singling out the Farnsworth patents in particular, Comr. Jones said he wanted to know how much RCA paid for its patent rights and what they involved.

Patent Question

Pressed by Comr. Jones, RCA General Attorney Joseph V. Hef- fernan said he didn't know whether anyone could build a black-and-white set without using RCA patents, but later reported he was sure the Hazeltine Corp. and Edwin H. Armstrong and possibly others also license TV set manufacturers.

Dr. Engstrom testified, also under questioning by Comr. Jones, that he felt RCA color sets might be built to sell, without the kinescope, at about 25% more than comparable black-and-white models without kinescope. Including RCA's tri-color tube he thought the price might be 52 to 50% more than comparable black-and-white models with kinescope.

Questioned as to Board Chairman David Sarnoff's estimate to newsmen that tri-color tube receivers might cost 20 to 25% more than comparable monochrome receivers, Dr. Engstrom said that "I suspect he'll ask us to do it for that price" and that the RCA engineers will "try to do it."

To the questioners that even if FCC should fail to approve the RCA system he assumed RCA would manufacture any color tubes which others would want to use, before "burying the company making tubes." He said he didn't want to imply, however, that RCA assumes the CBS system alone will get FCC approval.

**Telefile: WBEN-TV**

(Continued from Telecasting 3)

F. Stein Brewery Inc. is one of Buffalo's largest bankholders. According to Robert C. Stein, advertising manager, the firm increased its beer and ale business 40% in 1949 over the preceding year. He attributed a "good percentage" of this increase to TV. The Stein TV message now centers about the slogan "five million more bottles sold in 1949 than in 1948."

Two new local shows of recent appearance are Charades, a takeoff on the old-parlor game with TV trimmings, and a fast-paced variety show called Vaudville. Both programs began in February.

**Use Special Equipment**

In back of WBEN-TV's telecasts are special equipments, essential for a metropolitan-sized station. WBEN-TV is RCA equipped throughout except for improvements made by RCA engineers themselves. The mobile unit is a standard RCA remote truck with a two-camera chain and 7,000 mc microwave relay transmitter.

Recently installed is a master control room where network programs are recorded to a limited transmitter without interference to studio operations. In addition to the two studio cameras, WBEN-TV utilizes a complex but successful six-way set-up. Two 2" x 2" slide projectors, two movie projectors, a Baloptican, and a Kaleidoscope are utilized.

Buffalo has cut a deep impression on the national TV picture. Statements like this one from T. J. Atchson Glass Co., Buffalo (to Ellis Adv. Co., same city) tell the story: "We want you to know how very well pleased we are with the TV contract. You took care of us with WBEN-TV. We have been getting very nice results on same and have had more comments from this TV program from customers than we have ever had from any other advertising. . . We earnestly recommend television to anyone desirous of a new medium that in our opinion has brought more business per dollar cost of advertising than we ever expected."

**Mul-Tel System**

NEW low-cost multiple TV distribution system, designed for locations where many receivers are in use, was unveiled last Thursday by the Brach Mfg. Corp., of Newark, N. J. (Div. of General Bronze Corp.), antenna manufacturers. The Mul-Tel system will operate from multiple sets in Newark and surrounding areas indicating that the system will serve to increase sale of sets, the company said.

**FOR TV STATIONS:**

**The GRAY TELOP**

Television Optical Projector ENABLE EASY, LOW COST TV COMMERCIALS

Now used by networks and independent stations

The problem of low budget yet modern and visually interesting TV commercials production is solved by your TELOP. Versatile, 'cinematic' effects are obtained from inexpensively prepared materials or small objects.

1. **TELOP TELEVISIONS MANY THINGS**

There are four optical openings for opaque cards, photographs, art work, glass slides, transparencies, strip material (on rolls), and small objects.

2. **DUAL PROJECTION**

Two slide holders, containing ten projection items, may be used in any two optical openings. Any two items may be televised simultaneously, in any combination, through lap dissolve or fade-out. The bottom station in the TELOP may be opened for televising small objects.

3. **STAGES #2 & #3**

These two variable speed units may be attached to any station, one for vertical roll strip, the other for horizontal televising of teletype news strip. The horizontal unit may be used anywhere between top and bottom of the mosaic.

4. **NO KEYSTONING**

The single projection lens eliminates keystoning of the projected mosiacs.

5. **RUGGED EQUIPMENT**

The TELOP, weighing 60 lbs., has a cast aluminum in a rigid frame work to withstand constant hard usage.

**FOR ALL DETAILS WRITE FOR BULLETIN 1.001**

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

Division of The Gray Manufacturing Company - Originators of the Telephase Pay Station
The New Du Mont-Holmes SuperSpeed Projector

Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

**DIRECT FILM PROJECTOR**
Used with a Du Mont Special Image-Orthicon film pickup to give studio clarity to movies and teletranscriptions.

**BACKGROUND PROJECTOR**
Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J,
CONTEST, in conjunction with the_Right Sunday Advertiser_ "Maid of Cotton," to Spartanburg, S. C., currently being conducted by WORD that city. Bale of cotton will be given listener who can name largest number of articles made from cotton or its by-products. Cotton in bale was grown in Spartanburg County and will be auctioned in front of WORD studios when contest closes. Proceeds will go to winner of contest. Sale is exhibition in front of studios with large sign urging passesby to listen to WORD and WDDY (FM) for details.

Jigsaw Map
BLUE, yellow and white map is made out of pieces of jigsaw puzzle sent to trade by WYAR-TV Norfolk, Va. Map is illustrated, showing points of interest, chief industries, sports, etc., of station’s coverage area. Card accompanying puzzle map tells market facts concerning new station, which took the air April 2. After detailed promotion, retail sales and so forth, card remarks, “Put these essential pieces together and you have a pretty TV sales picture—a picture of the market on the jigsaw map assessed.”

Searcher Hunt
REVIVAL of scavenger hunts currently taking place on WAAM (TV) Baltimore via Nick Campofreda afternoon shows. On day Mr. Campofreda asked for 1921 silver dollar, 1940 Maryland license plate, front page of any newspaper, carbonized 30-year-old, and (for his sponsor, Gunther Brewing Co. of Baltimore) original Gunther beer label on old bottle. Starting time for submitting items was given as 9 a.m. following morning. At 6:15 a.m., lines began forming in front of studios. Prizes given to first persons arriving with rare items included watches, radios, TV sets, shoes and all-terrain vehicle rental pass opponent’s beer.

Pointing Finger
NEW method of calling its clients’ attention to “proof” copy of their radio announcement being utilized by KFRO Longview, Tex. Paper hand, outlined in red, with index finger pointing, is pasted on copy sent to advertisers. Presence of index finger points, announce, and written on hand is message, “Get more sales! Please put this on your bulletin board so all your sales staff may know radio station KFRO-1370 Longview, Texas.”

Follow-Through on Cut
WFL-AM-FM-TV Philadelphia is following up its AM nighttime rate cut ([BROADCASTING, March 27, April 3]) with promotional vigor. Station is sending to trade letter summing up new policy along with new rate card and reprint of trade ad which claims WFL has made marked gain according to EMB 1949 survey.

Gorilla Hero
BUSHMAN, top-backed gorilla at Chicago’s Lincoln Park Zoo, named “news broadcaster most unlikely to be affected by any suggestions from a sponsor” by Chicago News Broadcasters Assn. During gorilla’s 22nd birthday celebration at funcheon in zoo’s monkey house, President Charles Sebastian, news editor at WFL (FM) Chicago, made presentation to Zoo Director Marlin Perkins. Mr. Perkins and Bushman are stars of Zoo Parade, telecast Sunday on WNBQ (TV) Chicago. Local radio newsmen were among the 100-plus people who marched Bushman’s three-foot cake.

Promotional Effort
NAB CONVENTION issue, detailing works contained in its transcribed library, published by SESAC as its regular monthly service bulletin. Issue features house ad calling attention to SESAC’s service headquarters at Stevens Hotel, Chicago, with this copy: “Follow the leaders to rm. 550A, where you’ll find a complete transcribed program service . . . We have the source of value for your revenue. You have the sponsors—let’s get hitched.” Also included in bulletin is news of SESAC affiliated, comment on importance of music in television, contents of firm’s library and use of SESAC service by educational and religious broadcasters, as well as favorable subscriber reactions.

Card Mailing
MORE THAN 6,000 postcards sent to grocers and druggists by WYAK Yankton, S. D., on behalf of Griffin shoe polishes. Card shows WYAK pipe and sponsor’s products and announces, “New radio campaign for Griffin . . . it’s your time to shine with Griffin.”

Key Ring for Anniversary
TO MARK five years of its Make Be- love Bedroom program, CKX Key Ton- to, sent flashlight and key ring with CKX key to advertising agency ex- cessives and advertisers, along with typed data sheet in form of key on surveys on program.

Advertising Facts
LETTER sent to advertisers and public by WFOB (FM) Fostoria, Ohio, extols advantages of radio coverage and newspaper circulation as supplementary to another in delivering sales messages from businesses to consumers. Proving that two media are complimentary is list of stations with newspaper affiliations in Ohio. Local merchants are advised to use both media and advantages gained are cited. WFOB’s wire services, programming and other selling points are given, followed by list of current sponsors. Public is urged to get FM receiver, as soon as possible. Card enclosed with letter concerns market data.

Numbers for Promotion
LSTs and numbers play important role in latest promotion piece from KSD-TV St. Louis. Large white sheet, reprinted on full page ad in last Louis Post Dispatch has “100,000″ across top, with text on left side of page explaining that more than 100,000 families in station’s area are enjoying “top rated programs of all four television networks . . . shows and stars such as . . .” Following is long list of programs carried by KSD-TV. Days and hours of telecasting are given and readers are urged to “See your television dealer today!”

Selling to Bilinguals
FRENCH RADIO Assoc., Ltd., Montreal, group of six Quebec stations (CKVL Verdun, CKCV Quebec, CHLN Three Rivers, CHLT Sherbrooke, CJSO Sorel, and CHEF Granby) issues brochure showing how French-speaking Quebec can be used as advertising medium. Brochure is replete with maps, English text and captions to illustrate points on bilingualism of this segment of Canada’s population, which uses English for business only.

Personnel
C. W. DORBLER, formerly of sales promotion staffs at KWKK and KTBS Shreveport, La., KMON St. Louis and partner in agency, Ford & Doebler, Shreveport, returns to KMOX as sales promotion manager. He was with KMOX originally in 1944, leaving the next year to join P & D.

ETHEL GILCHRIST, former manager of sales promotion and advertising of NBC’s KNCB San Francisco, joins NBC-TV advertising and promotion department as writer.

ELEANOR R. MORRISON joins WCOF Boston as publicity director.

STANLEY R. RADOMINSKI, recent Southern Methodist U. graduate in journalism, joins publicity staff of WFAA Dallas.

ARALD M. PARTELOW, formerly with Palo Alto Times, joins KNCB San Francisco as advertising and promotion assistant manager.
Jack Weir Lewis appointed acting director of Rocky Mountain Radio Council, Denver, succeeding Clarence C. Moore, who continues on executive board as treasurer. Mr. Lewis formerly was production director and associate director for council.

WBAL Baltimore announces, via colorful promotion booklet, its complete modern recording service. Booklet describes facilities, talent, writing services and prices for recordings charged by station.


Harry S. Goodman Prods. announces sale of more than 200 half-hour mystery and musical programs to WFIL Philadelphia.

New talent service, Tele-Test Exchange Inc., has headquarters at 35 West 55th St. Firm records all registrants on 16mm film and then divides them into five categories: leading women and ingenues, etc. Service is designed to cater to performers, casting directors and others interested in television. Officers Tom Ellwell, president, Bill Cortin, vice-president and treasurer, and Everett Birch, secretary.

CBS and N. W. Ayer & Son sign for full Videorex Report, issued by Jay & Graham Research, Chicago. Contracts cover individual monthly reports for 17 cities and network summary.

Storecast Corp. of America, New York, services additional 50 national food stores in Chicago area with its in-store programs. Extended service brings to 150 total number of chain food stores in that area carrying system.

George A. Hormel & Co., Austin, Minn., sponsor of Music With the Hormel Girls on ABC, signs two-year agreement for national Nielsen Radio Index complete service.

James V. Boyle, formerly with Yankee Network, joins Peter J. Rotendo Construction Co. (television bureau), New York, as sales and promotion manager.


Stephen Dimarco, formerly with Lane Bryant, New York department store chain, appointed account executive for Dress-Now Lowenfeld & Co., San Francisco public relations firm.

Alvin Freemount, media broker representative, opens office to provide confidential service for buyers and sellers of radio stations and newspapers. Firm is located at 4150 York Rd., Philadelphia.

Bob Schultz, formerly with MCA Agency and W. B. Doner, Detroit, named director of television for Herman Flickoff Theatrical Agency. He is currently packaging new type fashion show for TV.


David Leo Howard, assistant general manager of Canadian Pacific Communications, appointed president and general manager of new Canadian government company, Canadian Overseas Telecommunication Corp. New corporation takes over communication assets of Canadian Marconi Co. and Cable & Wireless Ltd. Board of new corporation includes Lt. Col. Henri Gagnon, Quebec; R. M. Brophy, Toronto, formerly with NBC and president of Rogers-Majestic Corp., Toronto; J. H. Hamilton, Vancouver; and Commander C. P. Edwards, deputy minister, Dept. of Transport, Ottawa.


James N. Davis, formerly senior research engineer for Physics Labs of Sylvania Electric Products Inc., Bay- side, N.Y., appointed technical representative for company at Washington, D. C. He has been with company since 1946 and prior to that was radar official in Naval Research Lab. Before that he was engaged in industrial personal work for Illinois Tool Works.

LyNN C. Holmes, senior electrical engineer in Stromberg-Carlson research laboratory since 1943, named associate director of research for firm.

M. Charles Banca appointed manager of newly-created industrial television products group of RCA Engineering Products Dept. He was previously manager of scientific instrument group of same department.

Henry D. Sarks appointed sales representative for Clarostat Mfg. Co., Doven, N.H. He will cover industrial accounts in Chicago and Milwaukee areas. Mr. Sarks was formerly with RCA and Crosley.
Sure he wants to walk...

AND YOU CAN HELP!

Can you think of a finer way to celebrate Easter? You can help some youngster throw away his crutches and get a fresh start. You can help give some handicapped child the proper medical care and special training he needs to grow up to be a useful, happy citizen.

GIVE...during the Easter Seal Campaign

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 S. LaSalle Street • Chicago 3, Illinois
LIBERTY SALUTES
Its Regional Managers
- In the Southwest
  SEWALL CUTLER
- On the Pacific Coast
  BENTON PASCHALL
- In the Pacific Northwest
  JIM "TEX" LAWSON
- In Colorado and Arkansas
  LEONARD COE
- In Georgia
  TOM CARR
- In Florida
  JONAS WEILAND
- In the Central Atlantic states
  SCOTT RUSSELL

LIBERTY BROADCASTING SYSTEM
Dallas, Texas

RIVERS CASE
Council Restates Complaint
RADIO STATIONS of Savannah, Ga., have told FCC that their protest against a Savannah grant to E. D. Rivers Jr. ([BROADCASTING, March 13], was not directed against his desire to serve Negro listeners, but against his policy on religious programs and "his failure to live up to other commitments" to the Commission.

The restatement of their complaint against Mr. Rivers, based on his operation of WEAS Decatur, Ga., was contained in an answer to Mr. Rivers' contention that they were protesting because they wanted to keep down competition, and that they want "no part of" a radio service for Negroes in Savannah ([BROADCASTING, March 27].

The existing station, filing in the name of the Savannah Radio Council, contended WEAS had not carried out commitments made to FCC with respect to certain programs. On the basis of Mr. Rivers' proposal to build "the same type of public service" in Savannah, they assumed that he intends to:
(a) Permit solicitation of funds on religious programs; (b) sell all or practically all of his religious time; (c) devote at least 25% of the broadcast day to religious programs; and (d) broadcast no educational, children, or discussion programs on a regular, scheduled basis, and (e) otherwise conform to the pattern of broadcasting that he has established in the operation of station WEAS.

Submits Amendment
The Council also submitted an amendment of its by-laws which provides specifically that "nothing in these by-laws shall be construed to relieve the individual licensee members of their individual responsibilities and obligations under the Communications Act." Mr. Rivers in his answer dated March 20 had claimed the original by-laws raised questions as to "whether there has been an unlawful delegation" of licensee responsibility to the Council.

The Council is composed of WCCP, WDAR, WFRP, WSAV and WTCQ. They are seeking to have Mr. Rivers' Savannah grant (800 kw, 1 kw, daytime only) vacated and his application set for hearing. Their petition and reply to Mr. Rivers' answer were filed by Marcus Cohn and Samuel Miller of the Washington law firm of Cohn & Marks.

HERB CARNEAL, sportscaster for WSTR Syracuse, N. Y., resigns to become sports director of WHYN Springfield, Mass. He formerly was with WMGB Richmond, Va.

RALPH GIFFEN, former staff director in charge of baseball coverage for WEZ-TV Boston, named to sports production staff of WOR-TV New York. He will direct camera coverage of Brooklyn Dodgers home baseball games. Previously he had been with WBZ and WORL Boston as sports producer and writer.

DON SMITH, formerly with WENS Columbus, Ohio, joins news staff of WKBN Youngstown, Ohio, as reporter.

VIVIAN MCCOLLUM, recent graduate of Salene-Johnston, advertising college, San Francisco, joins news staff of KGO same city.

HAL CESSNA, farm editor and announcer at WQFG Kalamazoo, Mich., is the father of a boy, Mark Steven.

TOM LEASURE, member of news staff at WCOP Boston, is the father of a girl, Linda.

NEED MORE COVERAGE?
It's no "yolk" that to "hatch" more business in North Dakota, you need KFYR. When your schedule includes KFYR, a quarter century of fully-developed listener loyalty helps you tap North Dakota's multi-million dollar market of buying consumers. Ask any John Blair man for the facts.

K FYR
350 KC 5000 WATTS 
NBC AFFILIATE 
BISMARCK, N. DAK.

To Reach The RICH Central Wisconsin Farm Market, use
"The Voice of the Dairyland"

WJMC
RICE LAKE, WISC.

Represented nationally by: RA-TEL
regionally by: Bulmer-Johnson, Inc. Mpls.
Through various stages.

Prominent Philadelphia builders appear each Friday on Raymond Benson & Co.'s Weatherman show over WFIL-TV that city. Builders are interviewed by Leon Hauke, division manager of Benson's division of sponsor's company. Features of homes currently being built by contractors are discussed with pictures of installations being flashed on screen for demonstration purposes. Series plans to cover most city and suburban developments to give prospective buyers overall picture of home situation in Philadelphia.

Radio Cover Paper

ABC's West Coast feature program, Special Events, will be expanded to cover production of newspaper. Special event crew from KGO San Francisco went into city room of San Francisco Examiner and followed story from reporter's copy through editing, typesetting and into printed paper. Brief interviews were conducted with writers, editors and printers as copy moved through various stages.

Three Attractions Telecast

Thirteen top attractions surrounding opening of new arena in Milwaukee will be telecast on WTMJ-TV that city this week. Schultz Sales to Milwaukee, sponsored by Schlitz Brewing Co., will be aired at 10 p.m. today (April 10). April 12 simulcast of High Life Rehearsal, sponsored by Miller Brewing Co., will be carried by station plus extra half-hour of talent show on WTV. April 14 Life of Riley radio show will be telecast from new arena, sponsored by Gray Brewing Co.

Death Valley Tour

ANNUAL Death Valley tour, staged by science department of College of the Pacific, Stockton, Calif., covered by KCVN (FM), educational station located on campus, Heading tour is John C. Crabbe, director of station, and Jim Jolly, chief engineer. Broadcasting is done from rebuilt surplus army truck which relays material to KCVN. Distance to station is 200 air miles. On-the-spot interviews, campfire programs, descriptive color of places visited and general news of caravan itself are included in telecast, which is tape recorded for rebroadcast in event certain portions do not come through due to atmospheric conditions.

Fighting Pessimism

Panel discussion, built around telecast of Encyclopedia Britannica film, Where Will You Hide?, is to counteract pessimism which facts of film might arouse, was presented over KING-TV Seattle following showing of film late last month. Participants in panel were Dr. David Bradley, author of No Place To Hide and member of medical group at Bikini; Rev. Stephen F. Bayne, Jr., Bishop of Episcopal Diocese of Olympia, Wash., and Dr. Loren Donaldson of U. of Washington department of fisheries, who was also at Bikini. Similar presentations of controversial material are planned by KING-TV.

Elephants for Background

Among prominent personalities high-lighted on Pick-A-Pocket show over WIBC Indianapolis were officials of Shriners organization and three elephants which were being used to publicize Shrine Circus. Jim Shelton, inc. of show, aired program from downtown street where eight motorcycle policemen were needed to control estimated crowd of 1,500.

Sabbath Service Telecast

REGULAR Saturday Sabbath service telecast from Jewish temple by WPTZ (TV) Philadelphia fortnight ago as part of station's coverage of religious services from churches of all denominations. Rabbi Lasker of Congregation Temple Judah conducted services and addressed television audience, explaining significance and background of ceremomials.

Pharmacists Explain

SHOW intended to familiarize lay public with services rendered by pharmacists aired by KMA, Shenandoah, Iowa. Further series, Your Druggot and You, slated to start on station April 29, 8:30 p.m., was initiated by Walter D. Myers, president of Iowa Pharmaceutical Assn., and Leonard Powers, president of Nebraska Pharmaceutical Assn., on special show over KMA.

Pharmacists were interviewed in prescription departments of their respective stores, and explained how pharmacists are trained, standards are set up for public protection and how cooperation between doctors and drugists is used to bring greater public service. Future shows will feature representatives from drug manufacturing concerns in area explaining quality control of drugs.

WMGB Programming

PREDICTIONS of games to come are offered sports-minded listeners of WMGB Richmond, Va. Allan Phaup, sports reporter for station, visited all Virginia college campuses and recorded interviews with football coaches as they worked at spring training drills. Interviews are incorporated into night sports programs, giving football fans preview of coming season's events.

TV Education

SCHOOL systems, Encyclopedia Britannica, TV manufacturers and distributors cooperate to bring School of the Air series to Massachusetts schools via WBZ-TV Boston. Twelve-week series will feature 48 top educational films produced by Encyclopedia Britannica and will be run twice-weekly. Many schools will receive films over 16-inch TV screens opened to them by national manufacturers and distributors. Twenty-minute shows are being used as test of TV educational impact.

Picture Results in Program

MEMBERS of fourth grade at George W. Brown School at Newburyport, Mass., have been playing-at radio broadcasting as part of their studies. Picture of them utilizing this can on stick as microphone recently appeared in Boston Post. After seeing picture, management of WLAB Lawrence, Mass., offered its facilities to group for one show. Mobile unit of station went to Newburyport to pick up broadcast.

Golf Coverage

THOROUGH coverage of Greater Greensboro open golf tournament given its listeners by WEEB Southern Pines, N. C. Jack S. Younts, station's president, and mobile unit were on the spot broadcasting from jeep with two handy talkies. Tournament included many top names in golf and was heard on state-wide hookup through WEEB.
**Actions of the FCC**

**March 31 to April 7**

**CP-construction permit**

- **DA-directional antenna**
- **ERP-effective radiated power**
- **STL-station-transmitter link**
- **sun-nural**
- **synch amp-synchronous amplifier**
- **STA-special temporary authorization**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

### April 3 Decisions...

**Action on Motions**

**WWJ** Fullilawa, Tenn. — Further amended preliminary application filed on Jan. 4 climed by subsequent order March 6 to delete issues 1, 3, and 7. By Commission en banc.

By Examiner George S. Grunting

**KECC** Pittsfield, Mass. — Granted in- tervention in hearing upon application to obtain standard Class B license. By Commission en banc.

WJN, Winter, Pa. — Granted dis- missal without prejudice of applica- tion concerning power to 1 kw-D, 100 w-N.

Custom-Tompkins Bstg. Co. and David W. Jeffries, Ironton, Ohio. — Dis- missed as moot. Petition of Custom- Tompkins filed March 26 for continuance of re-application to an- nounce that of David W. Jeffries, Ironton, Ohio.

**WCBN** Columbus, Ohio. — Granted dis- missal without prejudice of application to change to 580 kw, 1 kw, unit DA. By Commission en banc.

**FCC General Counsel** — Granted extension of time to May 1 to file pro- posed findings of fact in proceeding upon applications of WCMB Lemoyne, Pa., and WKBK Harrisburg, Pa.

**KCNY** San Marcos, Tex. — Granted dis- missal without prejudice of applica- tion to increase power to 250 w-D, 100 w-N.

**WKRV** Pittsfield, Mass. — Granted dis- missal without prejudice of applica- tion to change to 510 kw, 1 kw unit. DA.

**WIKY** Evansville, Ind. — Granted leave to amend application to make revisions in directional area, removed from hearing.

**FCC General Counsel** — Granted ex- tension to May 1 in which to file ex- cerpts to initial decision issued in proceeding upon application of KXO Des Moines, Iowa.

**Hamtramck Radio Corp. and Atlas Bstg. Corp.** — Granted in- tervention in hearing upon applications of Hamtramck Radio Corp. re- garding grant of commercial TV to the applicant. The petition of Hamtramck Radio Corp. re- quested that the case be transferred to the FCC. Proceeding will be dismissed only if the applicant agrees, as amended, with hearing order. Appeals to FCC. By Commission en banc.


**New Rochelle Bstg. Serv. Inc., New Rochelle, N. Y.** — Granted leave to amend application so as to include an engineering affidavit showing other services to areas of interference.

**Public Service Bestg. Co., Schen- nectady, N. Y.** — Granted dismissal with prejudice of application on 1240 kc, 250 w unit.

**FCC General Counsel** — Granted ex- tension to April 27, to file exceptions to initial decision issued in proceed- ing upon application of KXO Idaho Falls, Idaho.


By Examiner Fannay N. Lutvin

KOMJ and KAVR Havre, Mont. — Granted extension of time for KOMJ to leave to take depositions of Mayor Harry Soderberg, et al, starting 10 a.m. on April 12 and 13 Havre, Mont. In pro- ceeding re application and that of KAVR.

KAVR and KOMJ Havre, Mont. — Granted extension of time for KOMJ to take depositions on 29 witnesses in Havre, Mont. on April 13, following taking of depositions herefore au- thorized to be taken. By Commission en banc.

**WXW** Albany, N. Y. — Granted leave to amend application for mod. CP so as to correct proposed criteria. Petition of KOAM Denver, request termination of authority granted WXWAA to conduct program tests. By Commission en banc.

**FCC General Counsel** — Granted application to May 1 within which all parties shall file proposed findings in pro- ceeding re applications of Delta Bestg. Inc., Thibodaux, La. and KCRL Holman.

**Gateway Bestg. Co., Texarkana, Ark.** — Granted leave to amend application with respect to (a) estimated cost of operation, expected revenues, and fin- anching of proposed construction program statistics; and (b) plans for staffing proposed station facilities. Petition as amended, retained on hearing dock- et. The case has been consolidated and presently scheduled, on March 28. (Ac- tion March 29).

**WSNY** (Winslow P. Leighton, et al, transferee with remainderman, W. S., and transferee with remainderman W. S. Additional Bstg. Corp.) Schenectady, N. Y. — Granted extension of time to April 28 for leave to take depositions of 14 which to file proposed findings.

By Examiner Lea Renski

**WINW** New York, N. Y. — Granted leave to amend application to change estimated date for completion to 6- 30-50.

**April 3 Applications...**

**Accepted for Filing**

**Licenses for CP**

**WBOC** Bessemer, Ala. — License for CP new AM station.

AM-750 kc-750 kc

**KSCI** Stillwater, Okla. — CP AM sta- tion to change from daytime to unl, using facilities 780 kc D and 790 kc 550 w N.

AM-620 kc

**WWNR** Beckley, W. Va.—CP AM

**Lobby Probe**

**Communications Not Included**

THE COMMUNICATIONS industries do not fit into present plans of the House committee exploring hobby activities, it has been learned.

Rep. Frank Buchanan (D-Pa.), chairman of the committee, said that the current schedule calling for consideration of the role govern- ment agencies play in influencing legislation does not include any case studies relating to the communications field.

Fortnight ago the committee heard various educators give an academic review of the role of lobbying in representative self- government. Next phase in the group's study is a more detailed probe of lobbying as it actually affects decision-making of government activity.

Rep. Buchanan said the third phase of the investigation is consideration of groups which should be included under existing law or ruled exempt. The Congressman expects to recommend that radio be exempted from the Lobby Regis- tration Act. He is reported to have called for Judge Justin Miller, NAB presi- dent, to testify on the industry's behalf.

[**Broadcasting**, March 20].

**Canada Drafts Report**

THE ROYAL COMMISSION on Arts, Science and Letters, which has been conducting hearings on Canadian broadcasting and television throughout Canada, will have its report ready early this summer.

Prime Minister Louis St. Laurent has announced in Parliament at Ottawa. The Royal Commission, which will complete its hearings at an early date, has made substan- tial progress in drafting its report. The report is expected to establish Canadian broadcasting policy on broadcasting and television for at least the next 25 years.

station to change from 1490 kc 250 w to 1500 kc 1 kw. By Commission to request 1 kw-D 500 w-N DA-N.

**Lakeland Bestg. Corp., Waunau, Wis.** —CP new AM station on 1230 kc 250 w unl. AMENDED to make changes in officers, directors and stockholders.

**WIBA** Sparta, Wis. —Mod. CP new AM station for extension of completion date.

**License Renewal**

Request for license renewal for AM sta- tion, WKCT Bowling Green, W. Green Co., Pleasant, Ohio. By Commission to request license renewal for station, WOGW, 1040 kc, Melrose Park, Mass.; WUSJ-PM Lockport, N. Y.

**Modification of CP**

**WNR** 770-AM Louisville, Ky. — Mod. CP new commercial TV station for extension of completion date.

(Continued on page 87)
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Offices and Laboratories
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906 Natl. Press Bldg., 1407 Pacific Ave.
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MUNSEY BUILDING
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GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

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Specializing in Television
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November 23, 1950 • Page 77
The World's
MOST-LISTENED-TO
magnetic tape RECORDER

SUNDEAL has proved the
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ning equipment — it
sounds in many ways like
the expensive, studio-type
amplifiers are used on the
air. Today, this section of
Sundeeal is in almost
every station in the
world, and we are proud
of the fact that so many
AMPEX Magnetic Tape Recorder

Get FREE BOOKLET today!

AMPEX ELECTRIC CORP., Sun Valley, California

Our need is for: [ ] Industrial Recording [ ] Multi-Channel Recording

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* SERVICE-ADS are ads that supplement and expand SRDS listings with additional information that helps buyers buy.

SUNDEAL is an independent network service offering a complete range of radio and television scheduling and promotion materials. For further information, write: SUNDEAL, 239 W. Michigan Ave., Chicago 1, Ill.

Mr. Lorber Mr. Bradburd


This paper discusses a completely air-cooled 5 kw VHF TV transmitter which does not meet the FFC specifications as to power output, lower sideband attenuation and full modulation bandwidth. Emphasis is placed on the method of design for reliability, low cost of operation, and the low tube replacement cost. Mid-level modulation is employed which provides a simple and effective video system using only receiver type tubes. The modulated amplifier and signal amplifier use air-cooled tubes and are so designed that tube replacement does not require retuning of the transmitter. Also included is discussion of the monitoring and supervisory facilities included in the control console.

Television Economics—Robin D. Compton, WOIC (TV) Washington

This is undoubtedly the most important and unpopular subject before the broadcaster today. Since the engineering budget is normally a great portion of any station's budget, it becomes doubly important that the engineer be aware of all aspects of television economics. There are many contributing factors which will be discussed, including organization of the station staff, budgets, unions, network transmissions, and governmental controls.

Mr. Foulds Dr. Gillette

16mm Telecasting Projectors—Blair Foulds, Dr. Frank N. Gillette, General Precision Lab.

The necessity for film in TV programming, coupled with the general acceptance of 16-mm film size, places a new emphasis on the quality of 16-mm projection equipment. Experience is now sufficient to demonstrate the in ability of existing projectors to realize fully the capabilities of 16-mm film. A fundamental analysis of projector principles directed toward most effective utilization of 16-mm picture and sound shows that considerably better performance than is generally realized can be obtained from 16-mm film. The result is totally new projection equipment which is consistent with the professional character of station operations.

Operation of Bell System Television Network Facilities—Charles E. Schooley, AT&T

About 8,700 miles of video and 8,400 miles of audio network channel of the Bell System are employed by the major broadcasters in transmitting TV programs to a total of 62 TV broadcasting stations in forty-five states, and 2500 miles of audio and 5000 miles of video network channels, and points of origin and direction of transmission changed, to suit the broadcasters' changing service requirements. To maintain all channels in proper operating condition and exercise the necessary supervision, special apparatus, methods, and arrangements are required and are discussed.

Another radio station helps Time Buyers buy

The KMLB Service-Ad shown here highlights this station's market characteristics and coverage, its audience, and its programming features. That's information Time Buyers like to have at their fingertips when they're weighing spot radio opportunities.

The Service-Ad of many other stations, too, is matching the suggestion of the Radio Director who said: "When radio stations tell me something about themselves in their ads—something their SRDS listings don't tell—I welcome it, and use it."
gain antennas which have great electrical versatility, permitting di-
rectional patterns, and great me-
chanical versatility, p e r m i t t i n g 
multiple antenna systems on the 
same tower. Power gain values of
20 or more are shown to be usable 
by controlling the tilt of the ver-
tical beam. New diplexers for 
transmitting both the visual and 
aural signals from the same anten-
na are also discussed.

Mr. Stascohow Mr. Miller

Television Sound Diplexing in a 
Television Link—Leo Stascohow, 
H. G. Miller, Federal Tele Labs.

This paper deals with subcarrier 
equipment designed to provide high 
 fidelity sound and picture informa-
tion over a single wide-band micro-
wave relay link, and outlines circuit 
details in the submitter and sub-
carrier units and cites test data on 
TV sound transmission over single 
and multiple relay hops. High 
 fidelity sound frequencies are well 
within the accepted video band, 
thus complicating the simultaneous 
transmission of video and audio on 
a common carrier in relay applica-
tions. Systems have been suggested 
introducing the sound by modula-
tion of AM and FM subcarriers or 
of the position and waveshape of 
the standard synchronizing pulses.

An FM subcarrier system is shown 
to possess advantages of simple 
circuitry, protection against cross-
talk from the picture into the sound 
channel, and requires no modifica-
tion of a relay link designed pri-
marily for high-quality video 
transmission. Equipment discussed 
employs an FM 5 kHz subcarrier, 
whose center-frequency is stabil-
lized by a feedback system. Pri-
mary design considerations are

Mr. McConnell Mr. Hilliard

A Miniature Condenser Microphone 
for Radio and Television—John 
K. Hilliard, Altec-Lansing Corp.

This paper describes a micro-
phone system, the acoustic trans-
ducer consisting of a condenser 
unit having an overall diameter of 
0.6". Factors governing the size 
of a microphone as related to its 
frequency response and the general 
design considerations are ex-
plained. The microphone is omni-
directional over a 360° spherical 
 pattern, has high sensitivity, 
and is extremely rugged to shock. 
Special accessories relating to use in 
broadcasting, television and record-
ing are discussed. A demonstration 
will show the various characteristics 
of the microphone.

Facsimile—Present and Future—
John V. L. Hogan, Hogan Labs.

Facsimile broadcasting may be 
regarded as the fifth type of radio 
broadcasting to reach fulfillment. 
Facsimile provides a record com-
munication service whose commer-
cial development has been awaiting 
the FCC "green light." The cur-
rent experimental status of FM 
Multplex Facsimile broadcasting 
presents the "chicken and egg" 
problem with respect to the wide 
distribution of receiver units. These

Mr. Hogan Mr. Findley

A New One kw AM Broadcast 
Transmitter—Lauren K. Find-
ley, Collins Radio Co.

Over a period of approximately 
14 years there has been no sub-
stantial change in the basic set-up 
in the 1 kw AM broadcast trans-
mitter. The trend has been toward 
refining and complicating a basic 
standard design. This paper will 
discuss the accumulation of expen-
sive new techniques and improved 
circuit components combined to 
give the broadcaster a simpler, less 
expensive 1 kw transmitter with 
no sacrifice in reliability of opera-
tion.

The Columbia Hot Stylus Record-
ing Technique—W. S. Bachman, 
Columbia Records

Some of the factors which affect 
the quietness of cut and loss of 
high frequency response in disk 
recording are discussed. A tech-
nique of applying heat to the cut-
ting stylus is described, which

(Continued on page 88)
**Classified Advertisements**

**Payable in Advance—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. All replies marked "Situations Wanted" or "Help Wanted" get charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting, 431 Philadelphia Exchange, Box 6762, BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

**Help Wanted**

**Managerial**

Can you sell? Texas ABC station wants energetic, professional sales representative. Box 6762, BROADCASTING.

Wanted—General manager, 10 years experience in television, with local commercial background. Box 7264, BROADCASTING.

Field managers, if now selling or trade in Chicago, Dallas, Seattle, Atlanta, Miami, New York, Kansas City, Los Angeles, and Cleveland areas, having attractive deal. HRM-Radio TV Employment Bureau, Box 413, Philadelphia.

**Salesmen**

Wanted—Salesman for 1000 w daytime independent in southwest that gets and keeps new accounts. 4-year college degree, 6-station market of $260,000. If we hire him, we will offer him $1000 a year for the first year, $1500 the next, with 15% of his take-home pay, and 15% of the second year. If we get him, we will guarantee him $2500 a month and give $50 for himself, or a full daily newspaper letter to Box 7264, BROADCASTING.

Wanted—Salesman. Good account man, must have strong personality and be able to mix with people. Permanent job. Give qualifications and salary expected. Write wire. Box 6762, BROADCASTING.

Announcer—First class license. $600 per year. Box 6762, BROADCASTING.

Combination announcer with first class commercial license. Must have experience and salary requirements. Box 7264, BROADCASTING.

Wanted—Chief announcer, good at play-by-play, and MC. Knowledge of music and copyright essential. 25 watt audition disc. Box 7358, BROADCASTING.

Announcer—Minimum two years experience. Intelligent, personable, diplomatic, immediate position preferred. Must have definite future. Send, do not call, full details: salary, references and audition. Wire. Box 6762, BROADCASTING.

Wanted—Announcer with first class license. Will handle full assignment. Box 7264, BROADCASTING.

**Situations Wanted**

**Managerial**

Young successful manager desires change. Built two stations. Always professional, dependable. Will see you a station you will be proud to own. Announcer, producer, director. Married. Box 6759, BROADCASTING.

**Managerial**

Young successful manager desires change. Built two stations. Always professional, dependable. Will see you a station you will be proud to own. Announcer, producer, director. Married. Box 6759, BROADCASTING.

**Managerial**

Young successful manager desires change. Built two stations. Always professional, dependable. Will see you a station you will be proud to own. Announcer, producer, director. Married. Box 6759, BROADCASTING.
Help Wanted (Cont'd)


Help Wanted (Cont'd)

WANTED BY BROADCASTS!

For sale—Need trained personnel? BROADCASTERS!

WANTED BY BROADCASTS!

POPULAR OPPORTUNITY

Situations Wanted (Cont's)

FOR BOARDS, EQUIPMENT


Help Wanted (Cont'd)

FOR ANNOUNCER OPPORTUNITY

Situations Wanted (Cont's)

FOR BOARDS, EQUIPMENT

Situations Wanted (Cont's)

HELP WANTED OPPORTUNITY

FOR ANNOUNCER OPPORTUNITY

Situations Wanted (Cont's)

FOR BOARDS, EQUIPMENT


Help Wanted (Cont'd)

FOR ANNUAL OPPORTUNITY

Situations Wanted (Cont's)

FOR BOARDS, EQUIPMENT


Help Wanted (Cont'd)

FOR BOARDS, EQUIPMENT


Help Wanted (Cont'd)

FOR BOARDS, EQUIPMENT
BONDS DRIVE
Radio-TV Pledge Support

PLANS for the U.S. Treasury Dept.'s savings bond "Independence Drive," scheduled May 15-22, July 4, were outlined March 29 by Sec. John W. Snyder. Full radio-TV support of the campaign is expected, paralleling the industry's past efforts. Series E bond goal is $623,950,000.

Secretary Snyder, citing America's traditional concept of thrift as key to the nation's progress and security, reported that individual citizens now hold nearly $49 billion in bonds and recalled that total national income during the low depression year of 1933 was only $53.8 billion. He addressed national leaders of all fields at a dinner climaxing the one-day campaign conference held at Washington's Mayflower Hotel.

NAB President Justin Miller was among the head-table guests. Arno H. Johnson, vice president of J. Walter Thompson Co., was a featured speaker during the conference.

A radio-TV promotion kit is being prepared by Treasury for the drive along with a special series of its regular Treasury Guest Star Parade transcriptions. Four-network kickoff for the drive is scheduled May 15, 10-11 p.m., with President Truman and Secretary Snyder participating along with all-star entertainment.

NBC-TV is expected to simulcast the President and Secretary Snyder and air special TV features during the remainder of the campaign.

National allocations of the Advertising Council are to be devoted to the Independence Drive during the first two weeks of the campaign. Radio-TV promotion on the local level is to be coordinated by the state and local savings bond committees. Various U.S. industrial groups are furnishing 49 exact replicas of the Liberty Bell, minus the crack, which will be sent on tour for local promotion as symbols of the campaign. Bells are being cast in France.

ALTHOUGH March 23 was clear and nearly cloudless in Amarillo, Texas, KGNC's Farm Editor Johnny Linn proves he was right when he predicted precipitation that day. Attempted for heavy rain, Mr. Linn weathered the downpour brought on by "Rainmaker" Bernie Howell, KGNC's musical director.

ELECTRONICS MEET
Engineers Plan May Session

NEW techniques for improvement of quality and durability of electronic components to meet increasingly severe demands of modern equipment will be discussed May 9-11 by technical authorities at a series of conferences to be held at the Dept. of Interior Auditorium, Washington. Sponsoring the discussions will be American Institute of Electrical Engineers, Institute of Radio Engineers and Radio Mfrs. Assn., with cooperation of the Dept. of Defense and National Bureau of Standards.

Hundreds of engineers representing the electronics equipment and components industry will meet with military and government research and scientific specialists. New trends in design and fabrication of equipment will be discussed along with special needs of electronic weapons used by the military.

MAIL pull of 46,825 letters drawn by Pick the Hits over CKOY Ottawa, in 21 broadcast days, station reports.

FM ON RAILROAD
CNS&M Installs Service

THE Chicago, North Shore and Milwaukee Railroad has announced installation of FM service in one of its Electroliners which operates between Chicago and Milwaukee. The installation, a Zenith-Majestic Portable, is similar to those used in transit radio, was made by the engineering department of WEAW (FM) Evanston, Ill.

T. Houston Clench, president of the railroad, indicated that initial tests have been most satisfactory and that, in spite of the fact that the Chicago, North Shore and MLW's main railroad is an electrically operated line, no unusual difficulties were encountered due to static eliminating features of FM receivers.

PROPERTIES WHERE YOU WANT THEM!

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TOP NETWORK FACILITY
$400,000.00

Middle-western market network facility—well-staffed—consistent earning grossing nearly $500,000.00. Prosperous market. Financing can be arranged. Reason for selling—owner retiring. Price $200,000.00.

MIDWEST

OWNER RETIRING
$2500,000.00

Middle-western major market network facility—well-staffed—consistently grossing. Price reasonable. Price $1,000,000.00.

Contact the nearest office of the exclusive representatives

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S AN FRANCISCO
Ray V. Hamilton
2335 Stockton Street
Esbrook 2-5572

BROADCASTING • Te lec astin
Respects
(Continued from page 40)
planted in the front yard. The business, though he had been forced to sell his saxophone, trombone and bicycle to raise necessary capital. Though business was good, he closed shop in 1933 and headed for Texas. By hearing that KRGV Harlingen might have need for an engineer.

That was the turning point in the life of Neal McNaughten. Dick Niles, manager of KRGV, asked him what he knew about transmitters. "They're no mystery," said the applicant. But when he was asked what he knew about antennas, he said "Nothing." So he was promptly hired and ordered to design and build from scratch a new KRGV antenna system.

He liked the work at Harlingen and spent evenings taking university extension courses. About six months after he got the job, he noticed a comely Harlingen girl in the studio, singing on a hometown program. A few months later Free Hatchett became Mrs. Neal McNaughten. In 1934 came a promotion to chief engineer.

Shifts to FCC
For six years life moved along normally. Around the world things weren't quite so normal and when the FCC advertised for engineers in 1940, Neal McNaughten filed an application. The result, after a training period in Baltimore, was an assignment to San Juan, Puerto Rico. About a year later, just prior to Pearl Harbor he was given an assignment as assistant supervisor of the FCC's Great Lakes primary monitoring station, at Allegan, Mich., with a seven-state area to watch. One of his first jobs was installation of almost 100 acres of rhombic and other types of antennas.

In 1943 he accepted a position as assistant chief of the Washington office of the FCC's International Division, Treaty Section. There he entered a new field, propagation, and had a job consisting of predicting transmission paths for the Office of War Information; preparing first documents for the next world wide telecommunications conferences which eventually materialized in Atlantic City in 1947; acting as an FCC representative in IRAC's FM and TV studies; liaison between the military and civilian uses of frequencies during the war years. These activities gave him a knowledge of world allocation problems and an intimate familiarity with NARBA's knotty issues.

That work led to appointment in 1945 as chief of the FCC Standard Broadcast Allocation Section. In that post he received Presidential appointment as secretary to the U. S. delegation to the Second NARBA Conference, with ex-officio title of secretary-general of the conference.

In preparation for the third NARBA conference he was named to coordinate NARBA activities with the FCC clear channel proceedings, and prepared the original U. S. proposals for the Third NARBA Conference. He was named to the U. S. delegation at the engineering pre-NARBA conference held at Havana in 1947. At this meeting he was one of the two official U. S. spokesmen. He also served as a member of the U. S. delegation to the International Telecommunications Conference held in Atlantic City.

To NAB Post
About that time NAB was deep in pre-NARBA preparations and Neal McNaughten, who had served as Chicago's chief engineer, was the logical choice, and Jan. 1, 1948, he joined NAB as assistant director of the Engineering Dept. A year-and-a-half later he became director upon resignation of Royal V. Howard, now holder of a CP in Honolulu.

Last autumn he attended the NARBA conference in Montreal as an industry advisor to the U. S. delegation. As NAB's representative he was active in Montreal and participated in the current Havana sessions until directed by NAB president Justin Miller to withdraw because negotiations were felt to be taking an unfavorable turn.

Compiles Handbook

At NAB Mr. McNaughten has taken part in a long list of national and international projects. Recently, as NAB engineering director, he completed the 876-page fourth edition of the NAB Engineering Handbook. As chairman of NAB's Recording & Reproducing Standards Committee he has been active in developing disc and tape standards for the broadcasting industry. He also has been participating in the current Washington session of the CCR1 (International Radio Consultation Committee) as a member of the U. S. team.

Born Jan. 20, 1911, Neal McNaughten at 39 has enjoyed a satisfying and exciting electronic career. He is a member of Institute of Radio Engineers and the Washington Exchange Club.

The McNaughtens live at 3813 Valley Drive, Alexandria, Va. They have one child, Marjorie Lee, aged 4½.
Gates Radio Co.

INTRODUCED by Gates Radio Co., of Quincy, Ill., are the firm’s new BC-5B and BC-10B 6 kw and 10 kw AM transmitters. Highlights are, according to Gates, a tube complement costing about one-half that of other current 6 and 10 kw transmitters now on the market and a minimum power savings of 3 kw, which Gates estimates at about $1500 per year.

Gates says its new transmitter incorporates for the first time in any AM equipment, the 3X250SF3 power tubes in both radio frequency amplifier and modulator circuits, employing a tungsten filament and featuring longer tube life. This, firm adds, results in better performance from the noise and distortion standpoints than has been possible heretofore. Also exhibited by Gates is a new 10 kw mobile transmitter designed for the 26 mc remote broadcast relay spectrum.

In addition to heavier equipment line Gates will exhibit a broad line of speech input consoles, transmission turntables and portable remote amplifiers.

Representing Gates will be: Fred O. Grimwood, sales manager; L. I. McEwen, executive vice president; Francis W. Wentura, chief engineer; John Bowers, purchasing agent; Norbert Jochen, audio engineer; Owen J. McReynolds and Larry Cervone, Washington Office.

Gates Radio Co.

LATEST transmitter developments and studio equipment design headline General Electric, Syracuse, N. Y., exhibit. GE displays a new completely air-cooled 5 kw low channel TV transmitter (type TT-10-A), modeled with low-cost tube complement and low power consumption. This unit, according to firm, is geared for low costs in installation, operating and maintenance.

Company to the new transmitter is firm’s new visual demodulator (type TV-21-A), providing picture and waveform video signals for continuous monitoring of the transmitted signal. This unit, rack-mounted, has crystal controlled vestigial-sideband reception.

Studio setup includes a new block-built console for both programme and monitoring and redesigned studio and film camera channels with cables and plugs to eliminate conventional interconnecting wiring. GE finds system usable in any station that has a standard synchronizing generator.

Included in console are monitors with 12½-inch black-faced picture tubes and dual waveform display and a new calibration monitor with built-in calibrator circuits for signal level control. GE has reduced overall dimensions of cabinets in this equipment. Control panels fit into the console and may be combined with matching base cabinets, provide complete studio and master control facilities for any size station, GE says.

Other units included in GE’s showings are a stabilizing amplifier (type TV-16-B), providing automatic correction of the sync and blanking portion of the TV signal, adjustable sync percentage and improved LF characteristics; and a new filter amplifier (type TV-24-A) featuring full features including those from remotes to local; a sync lock unit (type TV-30-A) for synchronizing a local sync generator with the sync signal coming from a remote point; a utility video amplifier group (type TV-31-A), consisting of three independent channels and a power supply; an electronic clock (type TV-15-A) which eliminates lags, fades and dissolves at a constant, pre-set rate; a montage amplifier (type TV-35-A) that inserts rather than superimposes.

Representing GE at the convention: A. A. Brandt, general sales manager; G. F. Mestauf, manager, commercial equipment division; P. L. Chamberlain, manager of sales, commercial equipment division; F. F. Barnes, sales manager, broadcast and television, commercial equipment division; R. D. Jordon, advertising manager, commercial equipment division; R. B. Brown, manager Washington office, commercial equipment division; T. B. Broughton, general sales manager; W. C. Jaeger, O. K. Lindley, N. J. Peterson, E. W. Rosentree, C. J. Simon and R. S. Yeandle, all headquarters.

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Included in console are monitors with 12½-inch black-faced picture tubes and dual waveform display and a new calibration monitor with built-in calibrator circuits for signal level control. GE has reduced overall dimensions of cabinets in this equipment. Control panels fit into the console and may be combined with matching base cabinets, provide complete studio and master control facilities for any size station, GE says.

Other units included in GE’s showings are a stabilizing amplifier (type TV-16-B), providing automatic correction of the sync and blanking portion of the TV signal, adjustable sync percentage and improved LF characteristics; and a new filter amplifier (type TV-24-A) featuring full features including those from remotes to local; a sync lock unit (type TV-30-A) for synchronizing a local sync generator with the sync signal coming from a remote point; a utility video amplifier group (type TV-31-A), consisting of three independent channels and a power supply; an electronic clock (type TV-15-A) which eliminates lags, fades and dissolves at a constant, pre-set rate; a montage amplifier (type TV-35-A) that inserts rather than superimposes.

Representing GE at the convention: A. A. Brandt, general sales manager; G. F. Mestauf, manager, commercial equipment division; P. L. Chamberlain, manager of sales, commercial equipment division; F. F. Barnes, sales manager, broadcast and television, commercial equipment division; R. D. Jordon, advertising manager, commercial equipment division; R. B. Brown, manager Washington office, commercial equipment division; T. B. Broughton, general sales manager; W. C. Jaeger, O. K. Lindley, N. J. Peterson, E. W. Rosentree, C. J. Simon and R. S. Yeandle, all headquarters.

New Precision Lab. Exposition Hall (see also Room 521)

NEW LINE of TV film equipment will be introduced, including 16mm projectors for telecasting and review room. A new 16mm portable utility 16mm projector is designed for use with image orthicon and field cameras. Studio TV transmitting and camera production equipment will be shown. Representatives at convention will be Blair Foulds, R. L. Garman, Frank N. Gillette, L. L. Pourciau, John M. Sims, H. A. Sterns, S. S. Lee.
MEMO to advertisers

When you buy WMFG in combination on the Arrowhead Network . . . you aren’t just getting a “bonus” station. The Hahing marker, world-famous iron ore producer, is sales-rich for you . . . a market best reached by WMFG, the station the Iron Range prefers!

WMFG
HIBbing, MINN.  N BC

--

Radio Corp. of America

DEMONSTRATIONS of video effects equipment, ultra-high frequency transmitting circuits and a 500 kw super power beam transmitter, claims the RCA engineering department will be at the RCA exhibit display which will showcase RCA’s entire high frequency television broadcast equipment.

The broadcast field salesmen will be present including: A. Josephsen, E. Young, R. F. Newman, P. G. Walters, W. B. Varnum, R. C. Dubois, J. H. Keachle, D. S. Newborg, E. Frost, J. P. Palmquist, Engineers of the Engineering Products Dept. will be: J. E. Young, H. E. Ghiring, J. H. Roe, W. J. Poch, and M. S. Bean.

Raytheon Mfg. Co.

LATEST advances in development of equipment for broadcasters and television engineers will be reflected in Raytheon’s exhibit of its high-power, 2,000 me TV microwave equipment. New type aluminum screen mesh dish with plastic structural members will be part of the display, which will be mounted on a tripod with the new Raytheon tripod head.

TV monitor for off-the-line use in viewing programs in control and film rooms, closed and also will be shown. Monitor has complete set of controls on front panel and its lightweight construction makes it practical for remote pickup use. Unit includes an audio amplifier and loudspeaker, which may be fed from any audio line such as from projection with TV monitoring. A new RBC-12 monitor cabinet, featuring a panel mounting and reversible doors and designed to house all equipment with standard 19-inch rack size, also will be shown. Provisions for mounting are provided, as the fan and adjustable center rods make it ideal for custom built equipment. Company contends, in fact, it now is being used to house all Raytheon standard broadcast equipment, and will be available in a few months.

Raytheon personnel at the exhibit booth are: Ray C. Ellis, vice president; James J. Tynan, sales manager; John S. Spargo, sales promotion; William Short, Audio Bank, vice-president; Leonard A. Rooney, broadcast sales manager; and Edward Pamphilin, link TV sales department; Robert H. Bauman, Chicago Raytheon manager. Other representatives present are: Warren Cozens, Henry Geist, W. B. Taylor, and Howard D. Crissey.

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SESC Inc.

(See also Rooms 528A, 530A)

SESC will maintain two extensive exhibits during the convention, with headquarters in Suite 530-A, and a main floor display in Exposition Hall. Plans call for a complete array of new platters with special emphasis on the Transcriptions of the Theodor Seuss Geisel, better known by Stevenson of St. Paul’s Chapel, New York. In addition, SESAC will feature recent recordings of the New World Symphony Orchestra, Philharmonic Aeronautical String Symphony, Fraternity Glee Club and the Barbershop Quartet.

Program aids, designed as library supplements, will include: SESAC’s Continuity Script Service (a special feature is the Mister Muggins fairy tale-for-children show), which will be highlighted will be a new catalog of 1,200 bridges, and moods and themes covering 200 different categories chosen from the SESAC Library Program. Guide also will be available for subscribers.

Repeating the SESAC contingent in Suite 530-A are R. C. Reinecke, K. A. Jadassohn and Robert Stone; in Exposition Hall, Ken Parker, Ralph Barouch and Lou Tappe.

Radio-TV Support
Stanton Cites ‘Brotherhood’

IN A REPORT on radio and television cooperation with the promotion of Brotherhood Week by the National Conference of Christians and Jews, Frank Stanton, CBS president, has stated that the broadcasting industry outstripped all records.

"It becomes difficult to compare one year with the next," Mr. Stanton said. "We came close to the saturation point. In other words, radio was even better in its cooperation this year, and television certainly exceeded anything it had done before."

Mr. Stanton, who was chairman of the Brotherhood Week and television committee, said that cooperation of television stations was much greater than what had been anticipated. The committee had to prepare 50% more of its special films than had originally been planned. Recordings of spot announcements were sent to every radio and television station. He also lauded the major networks for producing special broadcasts on the Brotherhood Week theme.

Hayes Forms Firm

RICHARD R. HAYES, former radio engineer with the U.S. Army and Dept. of State, and electronics officer in the Navy, has announced the formation of Richard R. Hayes & Assoc. The engineering firm is located at 1608 Mardell Ave., San Antonio, Tex.
Nielsen Ratings*
(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
RANK OF TOP PROGRAMS, EVENING, PHONES-A-WEEK
EXTRA-WEEK FEBRUARY 26-MARCH 4, 1950

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Viewers</th>
<th>Current Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>25.6</td>
<td>41</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>Jack Benny (CBS)</td>
<td>21.7</td>
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<td>3</td>
<td>7</td>
<td>Amos 'n Andy (CBS)</td>
<td>16.7</td>
<td>41</td>
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<tr>
<td>4</td>
<td>2</td>
<td>Arthur Godfrey's Tele-Vue (CBS)</td>
<td>16.1</td>
<td>41</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Mystery Theatre (CBS)</td>
<td>19.0</td>
<td>41</td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>My Friend Irma (CBS)</td>
<td>12.2</td>
<td>41</td>
</tr>
<tr>
<td>7</td>
<td>11</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>16.6</td>
<td>41</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>11.8</td>
<td>41</td>
</tr>
<tr>
<td>9</td>
<td>16</td>
<td>Walter Windemuller Show (CBS)</td>
<td>16.8</td>
<td>41</td>
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<tr>
<td>10</td>
<td>10</td>
<td>Life With Luigi (CBS)</td>
<td>16.4</td>
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<td>11</td>
<td>23</td>
<td>True or Consequences (NBC)</td>
<td>16.1</td>
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<td>12</td>
<td>15</td>
<td>Mr. Chameleon (CBS)</td>
<td>16.1</td>
<td>41</td>
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<tr>
<td>13</td>
<td>12</td>
<td>Red Skelton (CBS)</td>
<td>16.0</td>
<td>41</td>
</tr>
</tbody>
</table>

* Homes reached during all of any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1950 by A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,281,000—the 1949 estimate of Total United States, Households.

Dave W. Long, President

**World Program Service**
(Word Broadcasting System)

Programs 500, 501, 501A

Planned for the spring, the new half-hour variety show will be unveiled at the World Broadcasting System exhibit in Suite 501, a joint exhibit with Frederic W. Ziv Co. Show will introduce special dramatic program material featuring a stage-and-sound fantasy, according to Word officials. Through a dramatic display, over 15 new commercial ideas for expanding sales revenue and local level will be reviewed. Stations will receive the first announcement of addition of new artists an

WAGA
Atlanta, Ga.

Engineered by the World's Oldest and Largest Manufacturer of Professional Magnetic Recorders.

PT6-JA
A new easy portable, high fidelity magnetic tape recorder and amplifier sound fantasticly low 1,000.00

Westinghouse Electric Corp.

Room 509A

REPRESENTING Westinghouse at fifth floor reception room will be F. W. Fischer, manager of district electronic sales; M. H. Wood, manager of communication sales; M. R. Briggs, division engineer; T. M. Bloomer, section engineer; J. Mapes, division sales engineers; L. W. Clark, engineering and service supervisor, all of Baltimore. In addition, their representatives will be present: W. E. Berkey, Chicago; A. D. Massey, St. Louis; G. B. Saviers, Pittsburgh.

Wincharger Corp.

Room 531A

PHOTOGRAPHS of various Wincharger radio tower installations, a Wincharger tower in miniature scale and tower lighting equipment, are on display by the Sioux City, Iowa, radio tower firm. Wincharger representatives on the scene include Allen C. Tilton, Radi Tower Div. and staff members, Henry J. Geist, William B. Taylor, Warren Cozzen, Ben Farmer, Hollis Joy and Andran Sant Vanden.
FCC Won't Censor
(Continued from page 28)
noted for proposals for revising the standards of good engineering practice in the upper frequencies and included an invitation for proposals for issuing color TV, not a single such proposal was received from the industry.

Questioned about the effect of the listener of the broadcasters, Mr. Coy said he had noted only a half-dozen examples of station editorializing, stating that he would like to see more of it, provided that it was done in a non-partisan manner.

Asking about station owners injecting their personal opinions and prejudices into supposedly unbiased news programs, Mr. Coy said that to him such a practice resembled labeling a product as edible when in fact it was not. He also urged that broadcasters use their freedom of speech in their allocation of program time despite their personal views, stating for example that an heir of a broadcasting family should not be denied time on the air just because his doctrine is abhorrent to the individual station operator. If this principle were followed out, he said, a Democracy might be denied time by a broadcaster of different political belief, he noted.

William S. Hedges, NBC vice president, president of the National Radio Pioneers, presided at the dinner meeting, which was addressed, briefly and in verse, by Mr. Kaltenborn, founder of the organization which is comprised of men and women engaged in radio for 20 years or longer. Senator Ford, Joe Laurie Jr. and Harry Kirshfield provided presidencies of the evening's remarks on the occasion. Lawrence Spivak, editor of the American Mercury, served as moderator of the Meet the Press session.

FCC Actions
(Continued from page 76)
April 4 Decisions...
BY THE SECRETARY
WSBK McComb, Miss.—Granted license for new AM station: 1000 kc, 1 kw.
WJQY-AM Waltman, Pa.—Granted license for new FM station: 103.5 mc, 2 kw.
WVRC-AM Atlanta, Ga.—Granted license for new AM station: 570 kc, 3 kw.
KBKU-FM Globe, Ariz.—Granted license for new AM station: 1520 mc, 1 kw.
KTLV-TV Las Vegas, Nev.—Licensed station: 103.9 mc, 5 kw.

WASHINGTON, D.C.—March 23:—Mr. W. R. Harmon, who for the past five years has been the program manager of WBYX, Los Angeles, has been named by Radio City as the program manager of KBKU, the new FM station for that city.

Mr. Balint

WHAN Stillwater, Minn.—Granted license for new AM station: 1520 mc, 3 kw.
WHBF-FM Dubuque, lowa.—Licensed station: 103.5 mc, 1 kw.
KBOE-AM Omaha, Neb.—Granted license for new AM station: 1520 mc, 3 kw.
KJKK-AM Kokomo, Ind.—Granted license for new AM station: 1520 mc, 1 kw.
WTTB-AM Miami, Fla.—Granted license for new AM station: 1520 mc, 1 kw.
WTTW-AM Chicago, Ill.—Granted license for new AM station: 1520 mc, 1 kw.
KJY-AMجو New York.—Regarding request for extension of time for construction of new AM station.

Balting Named
Is WHOM Vice President
CHARLES BALINT, with WHOM New York since 1940, has been appointed vice president, Generoso Pope Jr., executive vice president of the Atlantic Broadcasting Co., which operates WHOM, announced.

Mr. Balint

Mr. Balint has served in various executive capacities for the station including director of public broadcasts, program director, and assistant general manager. In his new post, he will supervise the sales and program department.

Prior to joining WHOM, Mr. Balint produced educational radio programs and was active in the adult education field.

Upcoming

April 12-19: NAB convention, Stevens Hotel, Chicago.
April 17: Commercial Broadcasters Society Conference, New York.
April 21: Management Conference, Chicago.
April 24: Management Conference, Chicago.
April 30: General Managers Conference, New York.
April 30: Broadcasters Assn. of the Pacific Coast Conference, Los Angeles.
April 30: Broadcasters Assn. of the Pacific Coast Conference, San Francisco.
April 30: Broadcasters Assn. of the Pacific Coast Conference, Seattle.
April 30: Broadcasters Assn. of the Pacific Coast Conference, Portland.
May 1: Broadcasters Assn. of the Pacific Coast Conference, Los Angeles.
May 1: Broadcasters Assn. of the Pacific Coast Conference, San Francisco.
May 1: Broadcasters Assn. of the Pacific Coast Conference, Seattle.
May 1: Broadcasters Assn. of the Pacific Coast Conference, Portland.
May 1: Broadcasters Assn. of the Pacific Coast Conference, Los Angeles.
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May 1: Broadcasters Assn. of the Pacific Coast Conference, Portland.
May 1: Broadcasters Assn. of the Pacific Coast Conference, Los Angeles.
May 1: Broadcasters Assn. of the Pacific Coast Conference, San Francisco.
**FCC ROUNDP**

**Summary of Applications, Stations,**

**Box Score**

**Total**

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,118</td>
<td>2,484</td>
</tr>
<tr>
<td>FM</td>
<td>163</td>
<td>103</td>
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</table>

**Summary to April 6**

**AM Stations**

<table>
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<tr>
<th>Calls</th>
<th>Cps</th>
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</thead>
<tbody>
<tr>
<td>WYAI</td>
<td>329</td>
<td></td>
</tr>
<tr>
<td>WTM</td>
<td>321</td>
<td></td>
</tr>
</tbody>
</table>

**TV Stations**

<table>
<thead>
<tr>
<th>Calls</th>
<th>Cps</th>
</tr>
</thead>
<tbody>
<tr>
<td>WYAI</td>
<td>329</td>
</tr>
<tr>
<td>WTM</td>
<td>321</td>
</tr>
</tbody>
</table>

**Docket Actions...**

**FINAl DECISION**

**WILK Wilkes-Barre, Pa. — Announced decision to grant application of Wilk to change from 1500 kc to 1520 kc for directional to 1520 kc directional. Decision March 31.**

**PROPOSAL DECISION**

**WVO Fort Wayne, Ind. — Proposed decision issued to grant application of WVO to change from 1220 kc to 1520 kc for directional to 1520 kc directional. Decision March 31.**

**INITIAL DECISION**

**WMAW Milwaukee, Wis. — Initial decision issued by Examiner Bailie P. Cooper to grant application of WMAW to change from 1540 kc to 1560 kc for directional to 1560 kc directional. Decision February 23.**

**OPINION and ORDER**

**Santa Monica, Calif. — Adopted memorandum opinion and order to strike from the record as sham and false petition for reconsideration of application for new station (Broadcasting, April 1, p. 36). Decision March 31.**

**Non-Docket Actions...**

**KRUX Glendale, Ariz. — Granted application of license from Gene Burke, licensee, to grant application to new corporation Arizona Inc. of WCLI, licence to cover new station at 1220 kc, 5 kw unlimited. Decision March 31.**

**Deletions...**

**TWO AM authorizations and one FM were reported deleted last week by FCC.**

**TV 2.**

**KJW-AM, N. J. — Northwest Broadcasting Co. License April 3.**

**WRL-AM, Dayton, Ohio. — Anthracite Inc. License April 3.**

**WYAI, Fort Wayne, Ind. — Southern Broadcasting Co. License April 3.**

**WYAI, Fort Wayne, Ind. — Southern Broadcasting Co. Extension of license for directional for AM station for period of 10 years.**

**New Applications...**

**AM APPLICATIONS**

**Metropolis, Ill. — Fort Mastaest Co. of Illinois — Sale. License April 3.**

**FM APPLICATION**

**Indianapolis, Ind. — Jordan College of Music, Inc. (107.9 mc). License April 3.**

**TV APPLICATION**

**Portland, Ore. — Guy Snell. Channel 8 (158-166 mc). License April 3.**

**Baseball Sound Effect Records**

**5 1/2 Speedy-Q Discs or Cover All Requirements $10.00.**

**Order C.O.D. Today while supplies last.**

**Baseball Sound Effect Records**

**Cover All Requirements $10.00.**

**Order C.O.D. Today while supplies last.**

**Chas. Michelson, Inc. 23 West 47th St., N. Y. 19**

**PL 7-0695.**

**N.M. Stations Rio Grande Group Sold**

**Applications were filed with FCC last week for approval of several Rio Grande stations. For example, Co's. KOAT Albuquerque, KTRC Santa Fe and KRSN Los Alamos, all N. M., for $140,000 to Herbert H. Daniels, who owns KRSN in El Paso and Albert Cadwell [Broadcasting, March 6]. Bid for sale of Rio Grande's KJAK Gallup, N. M., to Merle Tucker, Rio Grande manager and part owner, was filed simultaneously. In addition to Mr. Tucker, present owners of Rio Grande include President Albert E. Buck and William Gray, who together would manage the three stations his group will acquire.**

**All of the four stations are in the West and include KOAT, KTRC and KRSN affiliated with ABC and the Zia Network. Mr. Tucker formed Zia, the firm that owns the regional network in New Mexico. In 1946, KTRC in Santa Fe broadcast the first FCC on 1260 kc, KRSN on 1490 kc, and KJAK on 1230 kc. Mr. Tucker said KJAK would continue as an independent.**

**Application of Mr. Bumpas and associates to resell KOAT to Mr. Daniels was filed by P. W. Seward, Washington attorney, while Mr. Tucker's application to acquire KJAK was by Dow, Lohnes & Albertson.**

**Bankruptcy. Cooperative Radio is a Texas firm and all of its business in Michigan was revoked due to failure to file reorganization reports as required by that state. Company seeks listing with the SEC on the termination of bankruptcy proceedings and subsequent sale of all assets, subject to approval by Commission, to pay its debts. COOP is assigned 1 kw unlimited on 1479 kc, directional. Filed March 22.**

**WJBA Sparta, Wis. — Assignment of construction permit from William Gleits, permittee, to Victor J. Tedesco for $1,600. Mr. Tedesco has other radio interests including ownership of a station in Whitewater, Wis. Mr. Tedesco filed simultaneously application for new station on 1490 kc for Whitewater at the same time. WJBA is assigned 980 kc, 250 kw directional. Filed March 31.**

**WHLL Wheeling, Va. — Assignment of interest in station to Kenneth H. Forney and Glen A. Forney from F. S. Lohnes, licensee, to corporation of same name and samenumber of minor stockholders. Complete partnership agreement. WHEL is assigned 1604 kc, 1900 kw, directional. Filed March 22.**

**WRN Roncoverte, Va. — Assignment of license from William E. Blake, licensee, to Blake Broadcasting Co. new corporation. Mr. Blake retains 60% of stock of company and will perform as before. He will be president. Blake also has control over sounder financial. WRN is assigned 1400 kc, 250 kw directional.**

**Baseball Sound Effect Records**

**5 1/2 Speedy-Q Discs or Cover All Requirements $10.00.**

**Order C.O.D. Today while supplies last.**

**Chas. Michelson, Inc. 23 West 47th St., N. Y. 19**

**PL 7-0695.**

**Detroit's Most Effective Selling Team!**

**WEWL**

**1340 KC**

**250 Watts**

**WEFL**

**104.3 MC.**

**18,000 Watts**

**Royal Oak, Michigan**

**Primary Coverage**

**900,860 Radio Homes**

**More than half the total radio homes in Michigan and fourth largest market in nation**

**3600 Horsepower Power (1948) of over $3 billion.**

**24 Hours Operating Daily**

**Member N.A.B. — M.A.B.**

**Represented Nationally by the Friedman Agency, Inc.**

**Page 88 • April 10, 1959**
Sports Ban
(Continued from page 28)

basketball, football and baseball games. Non-betting fans have rights also."

He told newsmen the Justice Dept's proposal was "draconian, coming "mightily close to the freedom of information guaranteed by the Constitution. Some of that information, no doubt, can be used for gambling. But a great many people are interested in it as news, and not for betting."

He said representatives of radio, television and newspapers would be asked to testify, and that anyone else who wished will be given an opportunity to present views.

With the bill, Sen. Johnson introduced a resolution asking for $50,000 to conduct an all-inclusive investigation of the problem of gambling in interstate commerce. This proposal appeared headed for a snag because of its conflict with a similar resolution introduced earlier by Sen. Estes Kefauver (D-Tenn.). The Kefauver measure would go farther, however, being aimed primarily at a study of the extent of organized crime.

The Democratic Policy Committee in the Senate has been studying the two resolutions and must decide which of the two should be authorized for an event a choice has to be made.

Strict Prohibitions

The Justice Dept. bill would prohibit "the use of or the leasing, furnishing or maintaining of any communication facility for the transmission of gambling information or the placing of bets or wagers on any sporting event or contest, or transactions or information facilitating betting or wagering activities on any sporting event or contest." To this definition, the bill adds the following, which the Justice Dept. described as "purely illustrative":

In connection with horse racing, gambling information includes among other things entries, scratches,ockeys or horses, scheduled starting time of race, actual starting time of race, machine reading of betting cards, changes in the betting odds, the post positions, the results and the prices paid.

The bill's prohibition would not apply to transmission of "information in connection with the news reporting of sporting events or transactions or information is intended only for "printed news publication in newspapers, magazines, journals or like periodicals, or [with specific limitations] for radio and television broadcasting.

But in these cases the stations or publications would have the burden of showing that the information "is not being used directly or indirectly to circumvent the purposes of the Act."

Limitations Set

The specific limitations on broadcast or telecast use of such information are spelled out as follows:

No radio broadcasting station or television broadcasting station, for which a license is required by any law of the U. S., shall broadcast or telecast any gambling information relating to horse racing before the start of any race on the day on which that race is run; or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer.

This section shall not preclude the broadcasting or telecasting, in the progress of, or information concerning, a horse race where such broadcast is carried as a part of a regularly scheduled series of broadcasts of races, provided that no more than one horse race shall be broadcast by any station or chain of stations per day.

FCC would be required to "adopt such rules and regulations and procedures, with respect to the operation of radio broadcasting and television broadcasting stations as shall be necessary to insulate the program of such station from such information.

With respect to common carriers, FCC would require them to file appropriate tariffs and "take such steps as may be necessary to insulate" the tariffs.

Anyone obtaining common carrier facilities for transmission of news of sporting events would be required to file with the carrier a statement that the communication facility so obtained is to be used for such purposes. Failure to file such a statement would be taken to mean that the facility is being used in violation of the law.

The bill appeared to be aimed primarily at gambling on horse racing. The Justice Dept. explained, however, that it was designed "so as to generally include within the scope of the bill the prevalent practice of wagering on football, baseball, and basketball games, which appears to be increasing rapidly and could be expected to become more prominent if such activities were covered by the bill."

Referring to the special requirement of a time lag on broadcast

CLARIFYING the status of various personnel in the realignment of NBC West Coast operations [BROADCASTING, April 3] Charles R. Thomas C. McCravy, NBC's vice president in Hollywood last week stated that Thomas C. McCravy, NBC's vice president in

operations will be completely divested from television, with Mr. McCravy reported to Mr. Denny. Norman Blackburn, director of Western network television operations will report to Sydney N. Denny, executive vice president in charge of television.

Under the network policy on owned and operated stations, Mr. McFadden and John Elwood, general manager of KNBC San Francisco, report directly to James Maltes, in charge of O & O stations, New York.

GEN. STONER
Joins Weldon & Carr

MAJ. GEN. FRANK E. STONER, U.S.A. Ret., chief of the Army Communications Service during World War II, has joined Weldon & Carr, consulting radio engineers of Washington and Dallas, the firm has announced. He will be in charge of a new branch office of the firm in Seattle.

Gen. Stoner is a native of Vancouver, Wash. After his war service, he was director of telecommunications for the United Nations. As part of his UN work, he served with the late Count Folke Bernadotte in Palestine and installed a network of radio stations throughout the Middle East.

Among awards Gen. Stoner has received are the Distinguished Service Medal, German Cross in the First World War, French Legion of Honor and the Marconi Memorial Medal of Achievement.
GOOD RECEPTION CLAIMED FOR UHF VIDEO SIGNALS

ON HEELS of Chairman Wayne Coy's hint that FCC may be thinking of moving television into the UHF band at some point in the future, NBC authorities reported Friday that RCA-NBC's experimental UHF station at Bridgeport, Conn. is providing "good" or "excellent" pictures at 60% of receiver locations.

Report appeared to confirm earlier industry appraisals of Bridgeport operation as impressive [TELECASTING, Feb. 6, April 3]. Of 45 receiver installations, report classified picture degradation at 3 antennas and 11 spots; 22% good, 20% fair, 11% poor, and 9% unusable.

Preliminary data also showed "good or better" picture quality at 65% of locations within 23 miles. It was pointed out, however, that "any reception ratings and conclusions about service range at this time can be only preliminary in nature, compared with the thorough analysis contemplated. For example, by using superior transmission line between antennas and receivers, when it becomes available, many of the installations of inferior rating will be upgraded.

Station operated using 14 kw. All observations prepared by Raymond F. Guy, manager of NBC radio and allocations engineering, said "tube performance has been excellent," noting that "during 1,000 hours of power applications since installation when WNBT pictures were received on Channel 4, and is providing "excellent and reliable" picture quality, report said.

As of March 23, 41 receivers and converters had been installed in homes in Bridgeport area, in addition to 7 being used by RCA and NBC authorities. Some 43 others were being installed.

Report was filed with FCC accompanying request for renewal of special temporary authority for operation of station.

SEN. BRIDGES DEMANDS COMMUNICATIONS PROBE

PROBE of American policy on communications and other phases demanded Friday by Sen. Styles Bridges (R-N.H.) in statement charging that Germany was "unrepresented" last summer when 2 key wavelengths were assigned to Russia and Soviet-controlled stations at Copenhagen international communications conference. Statement was made in letter to Sen. Pat McCarran (D-Nev.), chairman of Senate Commerce Committee, urging action "at first possible moment." Sen Bridges also is member of committee.

Referring to testimony by U. S. Comr. John J. Williams before Senate Finance Committee, Bridges said "our government spent many millions of dollars under ECA and State Dept. appropriations to finance Voice of America activities," added that "Voice was heard in New York Times story March 24 that the "Berlin transmitter, which has been one of the most effective relay points for Voice programs to Eastern Germany and Central Europe, has been affected by the powerful Russian station in Riga, which was assigned the same frequency."

NEW STATION OPPOSED ON ECONOMIC GROUNDS

CLAIMING available revenues won't support two AM stations and that public interest accounts will suffer from lowered programming standards, WKUL Cullman, Ala., asked U. S. Court of Appeals for D. C. last Friday to set aside FCC grant for new Cullman station.

Appeal, described as first where squarely raises issue of existing station's right to FCC hearing in such circumstances, was directed against December grant to Voice of Cullman, operator of WFMH (FM) Cullman, for new 1 kw daytime on 1300 kc [BROADCASTING, Dec. 26, 1949]. It was filed by Paul D. P. Spearman of Spearman & Roberson, Washington law firm.

Both WKUL and FCC rely on Supreme Court's so-called Sanders Decision. A denning earlier WKUL petition for reconsideration, FCC held that WKUL "is seeking a hearing for the purpose of showing that it is entitled to be protected against competition," and that this is contrary to Sanders Decision.

WKUL disclaimed any right to protection against competition as such, basing its argument on claim that competition in this case will lead to degraded program service and therefore be detrimental to public interest. In these circumstances, WKUL said, Sanders Decision requires FCC to grant existing station's request for hearing.

Station quoted Sanders Decision's assertion that, apart from purely competitive factor, question of competition "may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations—the existing and the proposed—will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service."

FM PETITION FILED

PETITION filed with FCC Friday by NAB to amend Commission's FM rules to provide for protection of Class B station coverage in Area I to 15 mile contours and Area II to 80 uv/m contour to assure adequate rural service. Class B assignments would be made in manner to assure maximum service possible to urban and rural listeners. Hearing is requested.

CHICAGO TV APPEAL

EARLY APPEAL to FCC for assignment of Chicago's remaining 3 TV channels was promised by Corporation Counsel Benjamin S. Adamowski. He said he will promptly consider Council resolution which calls for such appeal [BROADCASTING, March 13]. Council charges failure to fill seven-station quota is "unfair to the TV industry here and to the public."

MRS. TRUMAN AT MILLER TEA

JUDGE JUSTIN MILLER, president of NAB, and Mrs. Miller gave tea Friday afternoon at Washington's Wardman Park Hotel honoring Mrs. Henry Grady, wife of U. S. Ambassador to Greece. Among guests was Mrs. Harry Truman.

SALMON HEADS WJZ SPOTS

EARL SALMON, eastern sales manager of ABC spot sales, promoted to sales manager of WJZ-AM-TV New York, network's key stations.
And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money... plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—16.1%—of all rural radio listening throughout WLW's four-state area.**

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

Of all farm families in the WLW Merchandisable Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches...

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

*Special farm consumer survey—now available
**Nielsen Radio Index, Feb-March, 1949
Listening appetites in this booming Central South market demand a special kind of programming.

That's why WSM produces an unusual radio dish—live origination utilizing a talent staff of 200 big-name entertainers. These unique local programs, beamed to a loyal audience of millions over a 50,000 watt interference-free 1-A Clear Channel, has made WSM truly different from your run-of-the-airwaves radio outlets.

With radio stations everywhere, there is still ONLY ONE WSM, Salesmaker to the Central South.