WLEE is now famous for fast, profitable results with 250 watts. With 5000 watts it will be sensational! Thousands upon thousands of new listeners mean more results from every advertising dollar you spend on WLEE. For the whole story of the best buy in Richmond, call in your Forjoe man today.
During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

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

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 1,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

and over half-way
to another million as we celebrate 26 years of service to the people of Midwest America
what's a gnat's whisker worth?

When you're running with champions, you don't mind not being first. Particularly when you're just a gnat's whisker away.

WBBW is not Youngstown's first station in listeners. CBS station is. And well it should be for the cost involved. Then you look at the record and find your station . . .

• delivers a thousand listeners at 16.9% less than the CBS station and 19.9% less than the ABC station*
• ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere†
• has exclusive rights for the Cleveland Indian games (and the big season just ahead)
• is acknowledged "the" sports station for a half million listeners
• elbowed out most outside-city listening (including 2 NBC, 50 kw); captured most of their previous ratings

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modesty? We ARE the outstanding buy in Youngstown.

So buy WBBW

* Hooper Station Aud. Index, Oct.-Nov. 1949
† Hooper Station Aud. Index—Unaffiliated, Oct.-Nov. 1949

The lowest cost per thousand in Youngstown. We—or Forjoe—can prove it!
LOOK FOR ANNOUNCEMENT that Clark M. Clifford, who resigned recently as special counsel to President Truman, has been retained by RCA as Washington counsel. He now is engaged in general practice of law.

BIG THINGS promentially are being talked up at NBC and will come before SPAC committee sessions in New York this Tuesday and Wednesday. NBC, say reports, will take rubber-band off its bankroll in all-out campaign to regain top-slot ratings. Among other things, co-op campaign for local audience promotion under consideration, with network and affiliates splitting bill.

REVISION of NBC's unit-hour plan for computing affiliates' compensation is being considered by network and its SPAC committee. Present system computes two daytime hours as equivalent of one unit or nighttime hour. Increase in daytime listening is basis for consideration of revaluation upward of daytime rates.

ONE OF FIRST acts of William B. Ryan, who May 1 becomes NAB general manager, was to discredit reports of wholesale reorganization at NAB headquarters upon his assumption of office. Mr. Ryan said he entered job with open mind and would do nothing until he has had opportunity to appraise operation fully.

MOVE developing in NAB to publish BMB unsolicited data. Backers declare this would solve NAB's temporary financial problem created by $100,000 loan to survey organization.

ONE ADDITIONAL staff appointment is to be made under new NAB organization—that of road man to handle new and renewal memberships. Mr. Ryan himself is expected to undertake Job of holding membership line if he can find right man, either within present NAB organization or outside.

OFFSETTING pre-April defections from NAB rolls, 70 in all, will be return of WFAP Dallas, higher-bracket station. "THAT MAN Atlas again" wasquip heard around NAB convention headquarters in connection with reported conversations between CBS and WLW Cincinnati involving possible affiliation (see story page 19). H. Leslie Atlas, CBS Western Division vice president, the stories ran, must have had finger in it, since James D. House, CBS executive chairman and AVEO executive committee member, broke into big league radio under Atlas aegis.

COMMITTEE of telecasters to try its hand at drawing up TV program code is being re-ruled through NAB. Number of well-known telecasters were asked to serve on group during NAB convention last week. It's presumed network television official will head committee.

THAT Justice Dept. investigation of organized baseball's practices on granting broadcast (Continued on page 24).
Although Newberg has numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers and processing plants, machine shops and foundries, it is important primarily as a trading center for a diversified agriculture. And YOU can tap Newberg’s buying power through KGW’S COMPREHENSIVE COVERAGE.

Newberg is in the heart of the highly-developed Willamette Valley, one of the richest, most beautiful agricultural areas in the world. And Newberg is GROWING, too! During the last ten years its population has nearly doubled, helping Oregon as a state go “over the top” in that period with the largest population increase in the nation!

KGW DELIVERS NEWBERG . . . as it delivers the rest of the nation’s fastest-growing market through COMPREHENSIVE COVERAGE.

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW’s Comprehensive Coverage of the fastest-growing market in the nation.
You have to PUSH to PULL and in Flint, WFDF never quits pushin'!

- WFDF does the most comprehensive, intensive merchandising job a radio station can do. Our brand of “pushin’” pays off for your clients!

Here are some of our merchandising and promotion activities: Display newspaper ads, movie trailers, taxi posters, bus cards inside all busses, posters on the outside of Valley Coach Line busses, Juke box inserts, courtesy announcements, publicity stories, letters to the trade and personal calls on the trade.

And, compared to its closest local station competitor, Mr. Hooper* shows 6 times as many Flint radio sets are tuned to WFDF in the morning, 3½ times as many in the afternoon and more than twice as many in the evening — more than 3 times as many in total rated time periods!

Remember! WFDF's pushin' to pull. And its advertisers are winning the tug of war for the rich Flint market's consumer dollars. Better get on the team!

*Jan.-Feb. Hooper Station Audience Index.
"Up for Parole" is a brilliant chance for an advertiser to frame his message with true stories of crime and punishment, where, as Variety notes: "the concept is good...dealing with human values rather than violence."

"Up for Parole" expertly dramatizes actual case-histories, drawn from parole boards throughout the country. And the audience itself joins in...is asked to judge for itself the merits of each case, before learning what the actual verdict was. One decision can be regarded as final...this program, by verdict of press and public, is a top dramatic buy in radio today.

**A CBS PACKAGE PROGRAM**
## Comparative Network Show Schedule

### SUNDAY

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<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
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<tr>
<td>6:00 PM</td>
<td>Adam West: The Green Hornet (124)</td>
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### MONDAY - FRIDAY

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<td>General Hospital (147)</td>
<td>World News</td>
<td>Elder Mishon's Happenings Hour +1</td>
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### Network Hours

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<tr>
<th>Time</th>
<th>Network Opens 1:30 A.M.</th>
<th>Min. Morning Show</th>
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<td><strong>OCTOBER</strong></td>
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*Note: The above schedule is for the month of October 1950.*
Looking for the biggest?

WCBS' "Missus" is New York's biggest daytime program buy

Number One on the Pulse parade is The Missus Goes A-Shopping. It leads all local programs (except news) 8 AM - 6 PM on New York's four major stations.* And no wonder. John Reed King's laughs with the gals are contagious even over the air.

You may be able to buy The Missus if you act fast. Get in touch with WCBS or Radio Sales today.

*Pulse of N.Y., March 1950, Mon-Fri average 14-hr. ratings.
SEA BREEZE, Pittsburgh (Antiseptic for skin), through BBDO, New York, starting spot announcement campaign in five markets using 12 stations for six weeks.

COLUMBIA BREWERIES Inc., Tacoma (Alt Heidelberg Beer), places quarter-hour, three-a-week Heidelberg Harmoniques—Raye & ODare on seven additional stations. Show has been aired on KJR Seattle for past six months, and additional placements now on KPQ Wenatchee, KIMA Yakima, KWWB Walla Walla, KPKW Pasco, KREM Spokane, KCW Portland and KASH Eugene, Ore. Agency: Howard J. Ryan & Son, Seattle.

SUN OIL Co., beginning April 15 and ending April 30, embarked on intensive television spot announcement campaign employing three ABC stations. WJZ-TV New York carries 18 announcements; WXYZ-TV Detroit, St., and WMAL-TV Washington, 19 spots. Hewitt, Ogilvy, Benson & Mather Inc., New York, is agency for the oil company.

BEN HUR PRODUCTS Inc., Los Angeles (Golden West Coffee), adds six radio stations and one TV station in three western markets to present spot schedule on two California stations in early May. Firm will run approximately two to three spots daily, five days weekly on KING KJR and KING-TV Seattle, KXLY KDKA Spokane and KERN KERO Bakersfield, Calif. Currently carrying spot schedule are KJBS San Francisco and KSRO Santa Rosa. Agency: Mogge-Privett Inc., Los Angeles.

SILVERWOOD DAIRIES Ltd., London, Ont., starts Silverwood Serenade for 10 weeks on CFPL London, CFRB Toronto, CFCH Chatham, CHEX Peterborough, CHML Hamilton, CKGB Kitchener, and CKTB St. Catherine, Wed. 9-9:30 p.m. Agency: McConnell, Eastman Co., Toronto. This is company's first radio advertising.

NASH MOTORS Div. of Nash-Kelvinator Corp. started four week radio and television spot campaign using 5,816 one-minute announcements and station breaks on 241 radio stations in 173 cities and 1,298 television spots on 83 stations in 56 cities effective April 13. Geyer, Newell & Ganger, New York, is agency.

Network Accounts • • •


JOE LOWE Corp., New York (popsicle ice cream), beginning May 15 for 10 weeks, will sponsor new series of television programs on CBS-TV, Monday, 7:45-8 p.m. Entitled Popsicle Parade of Stars, show will have as its initial guest star Milton Berle. Succeeding programs will star Dick Haymes, Arthur Godfrey, Tony Martin, Fanny Brice, Borsah Minivitch, Martha Raye, Paul Winchell and Jerry Mahoney, Margaret Whiting and Gracie Marx. Agency: Blaine-Thompson Co., New York.

REXALL DRUG CO., Los Angeles, starts sponsorship of Richard Diamond, Private Detective, Wed., 7-7:30 p.m., PST, on NBC. Contract is effective June 14 through BBDO, Los Angeles.

PROCTOR & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor television version of Benkul, starring Ethel Waters, in half-hour telecasts on ABC-TV early in the fall. Agency: Dancer-Patterson-Sample, New York.

ADMIRAL Corp., through Kudner Agency, extends its sponsorship of Lights Out, 9-9:30 p.m., Monday on NBC-TV for eight weeks, effective May 3.

Adpeople • • •

C. LLOYD EGNER, former NBC vice president, elected vice president in charge of commercial enterprises for Hudson & Manhattan Railroad Co. He will be in charge of public relations and research as well as advertising and real estate.

GEORGE L. WILLIAMS appointed advertising manager of Le France Industries, succeeding W. JAMES IVES, resigned. Mr. Williams has been with company for over 14 years, and will continue his sales activities in addition to his new duties. Miss FRANCES E. REYNOLDS named publicity director of company.

DALE MEHRHOFF appointed sales promotion manager of Elgin American Co. He joined company in 1948.
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT
RADIO

Page 12 • April 24, 1950

BROADCASTING • Telecasting
TWO-PLY JOB

FOR A DOLLAR

These days, to be wholeheartedly effective, your advertising dollar has two jobs to do:

1. Register the greatest possible impact among your prospects.

2. Stay firmly away from places where your prospects aren't.

Only with radio can your dollar achieve that constant, hammering, well-aimed punch called impact.

Only with Spot radio can your dollar zero in on the very places and the very people that you want to sell.

Spot gives you people instead of territory . . . follows your distribution instead of nationwide wire-lines.

And the stations listed here mean Spot at the height of its effectiveness.

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT

ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

April 24, 1950 • Page 13
ON THE WASHINGTON SCENE

ZEB TURNER and JOBY REYNOLDS COMBINE MUSICAL TALENTS!

Monday thru Friday
4 to 4:30 pm

• • • Zeb Turner, one of America's top singers of Western ballads, is also one of the nation's top hillbilly song writers. A Grand Ole Opry star for six years, he wrote the number one hit tune of 1947, "It's a Sin." Joby Reynolds has been voted Washington's most popular female vocalist. Together, Joby and Zeb provide Washingtonians with a refreshing half hour of radio listening. (Participations available!)
MEAN MORE LISTENERS FOR WeCue

Akron's new and Only Independent!

Setting the dial at 1150 is fast becoming an Akron habit. We can't cite Hooper—as yet—to prove the size of our audience, for we only went on the air February 12. But we do know from the independent survey we've just completed, stacks of fan mail and the phone calls which have tied up our switchboard, that our LOCAL programming format—music, news, sports—has struck an amazingly responsive chord in this rich market.

And—it’s entertainment tailored to LOCAL interests that sells the more than 1,030,000 people within our primary service area.

You'll be hearing more about us—for we're promoting WCUE, locally and nationally, for all we're worth. And—in a nutshell—that's our story: People, programs and promotion.

Remember WCUE—Akron's cue to better listening—your cue to more sales. Choice time buys are still available. Get a copy of our survey and complete information from Forjoe & Company, Inc. Akron Broadcasting Corporation, Palace Theater Arcade, Akron 8, Ohio.

1000 watts - 1150 kc
NEW STARS SHINE FOR LANG-WORTH

New names and a brilliant array of following the release lutionary 8-inch tridimensional production shows will be presented at 600 Lang-W

Patti Page  Russ Case

Eugenie Baird  Alan Dale
The NEW Lang-Worth Program Service

The following name artists, orchestras, choruses and groups have been selected to provide a well-balanced library of 6,000 recordings. This mammoth collection of newly manufactured transcriptions will serve as source material for the new program service.


SMALL DANCE BANDS: Five Shades of Blue, Lenny Herman Quintette, John Kirby with Maxine Sullivan, Al Trace with Toni Arden, Red Nichols and His Five Pennies.

SONG STYLISTS: Eugenie Baird, Dick Brown, Alan Dale, Anita Ellis, Connie Haines, Juanita Hall, Jack Lawrence, Rose Murphy, Patti Page, Tony Russo, Johnny Thompson.

INSTRUMENTAL NOVELTIES: The Airlane Trio, Frankie Carle (piano and rhythm), Franzella Quintette, Bertrand Hirsch (violin, organ and harp), Joe Sodja Trio, Evalyn Tyner.

“POP” CONCERT: The Russ Case Orchestra, D’Artega’s “Cavalcade of Music” Orchestra, Jack Shaimdlin’s Silver Strings, Satch-Myrt’s Symphonic Swing.


SYMPHONY AND STANDARD CONCERT: The Lang-Worth Symphony, Directors: Howard Barlow, D’Artega and Erno Rapee; The Lang-Worth Concert Orchestra.


ORGAN UNITS: Lew White, Milton Charles, Hugh Waddill.


CHURCH MUSIC: The L-W Choristers, Leonard Stokes (baritone), Mixed Quartette, Pipe Organ, The Chapel Choir.


PRODUCTION AIDS AND MOOD MUSIC: Separate voice tracks of all leading artists, special musical themes identifying specific businesses, applause, crowd noise, football and baseball effects, etc...also, 500 musical cuts varying from interludes by harp, organ, guitar, piano and celeste to special production themes, openings, closings and background music by Jack Shaimdlin’s “March of Time” Orchestra.

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost
3,651,220
BMB FAMILIES
DAYTIME!

3,868,040
BMB FAMILIES
NIGHTTIME!

WESTINGHOUSE STATIONS
ARE A WISE BUY AT ANY HOUR!

Morning, afternoon, night... by listenership ratings, by BMB figures, or by any other criterion, Westinghouse stations help make every dollar in your advertising budget most effective. These stations are your keys to six separate and distinct market-areas: Philadelphia, Pittsburgh, Boston, Fort Wayne, Springfield (Mass.) and Portland (Ore.). For availabilities, check Free & Peters.
NAB'S 'THOUGHT' CONCLAVE  
Labor, FM, TV Are Pondered

By J. FRANK BEATTY

BROADCAST management last week looked the facts of business life, and civilization itself, in the eye and emerged from the NAB's Chicago convention with a new concept of their problems and the more tortuous road ahead.

Nearly 1,500 member delegates, flanked by several hundred representatives from related industries, took part in a convention almost devoid of conflicts.

Rather it was a week of thought and study, with the main commercial emphasis on the new forms of electronic media such as TV, FM, Transit and functional services.

Several quick conclusions were obvious as conventioners left Wednesday for their stations and their front office responsibilities:

- AM faces an increasingly toruous competitive future.
- So does TV, but it will have great impetus.
- Almost-forgotten FM is by no means near its last breath.
- Judge Miller is still above par.
- William B. Ryan, new general manager, should lend efficiency to NAB management.
- Networks aren't too happy about NAB but are not expected to quit prior to a May 15 talk-over session.
- Some, but not all, of the delegates appeared to sense the grave cold war problem emphasized by noted speakers.

Criticism Voiced

There were, in addition, some deficiencies judging by delegate conversation:
- AM got little competitive help out of the meeting.
- The critical NARBA problem wasn't touched.
- An all-out Latin ether war could squeeze many signals almost back into their transmitters, say technical specialists who had no place on agenda.
- High-brass speakers didn't pull well.
- Delegates were roused from apathy toward BMB and future measures.
- Nothing was on the agenda about program or advertising standards — and FCC Chairman Stevens Hotel, Mr. Shouse said:

I can see how the rumor of changing affiliations got started, when someone learned that I had requested our attorneys to determine our rights as a licensee under network regulations to accept programs of other networks.

In addition to the basic program structure of NBC, WLW carries some programs originating from Mutual.

No similar arrangement has been negotiated with any other network. So far, our study of the matter has been purely an intellectual exercise.

We have no intention or desire to give up our affiliation with NBC.

Speculation Arises

Even a non-exclusive CBS arrangement by WLW could bring far-reaching changes in the affiliate structures of the networks, broadcasters pointed out. The question promptly was raised whether the secondary affiliation with CBS would open the way for ultimate primary affiliation. If that happened — and the Shouse statement appeared to torpedo that thought — it would mark the first switch of a clear channel station from NBC ranks, subscribable to the CBS talent coup of 1949, which saw the transfer of top-rated programs from NBC.

Long-distance lines hummed, once the WLW rumor got started. Niles Trammell, NBC board chairman whose relationship with his affiliates always has been of the highest order, talked with Mr. Shouse and his own executives at the Stevens. The result was the flat statement by Mr. Shouse, denying any intention of giving up the affiliation with NBC.

There were assurances by NBC officials that the relationship with WLW would remain status quo. The reports of a switch, which could set in motion a chain reaction among affiliates of all networks.
CBS QUARTER

Profit Doubles ’49 Period

CBS last week reported a net profit of $1,626,750 for the first quarter of 1950, nearly twice the net of a similar quarter of 1949.

The report was made by William S. Paley, CBS chairman of the board, at an annual meeting of CBS stockholders at the company’s New York headquarters.

Mr. Paley said the profit represented 95¢ per share, compared with 50¢ in the first quarter last year.

Operating expenses and costs of goods sold were up in the first quarter of 1950—$13,926,026 compared with $12,414,777 in the same period last year.

The network made provision for federal income taxes of $1,329,000 in the first quarter of 1950 as compared with a provision of $724,000 in the first quarter last year.

Frank Stanton, CBS president, told the stockholders that CBS now claimed the biggest nationwide audience and highest gross billings of all the networks.

COYLE NAMED

To WCAU Radio-TV Post

JAMES F. COYLE, veteran member of WCAU-AM-FM Philadelphia’s sales staff, was named Wednesday to a newly created sales post for the CBS outlet. Alex Rosenman is resigning May 1 as sales vice president for the stations [Broadcasting, April 10, 1950].

According to Donald W. Thornburg, president of WCAU stations, Mr. Coyle fills a special post in coordinating sales effort for both radio and television at WCAU. A member of the sales staff for 23 years, Mr. Coyle is one of the oldest station employees in point of service, he said.

NAB developments has been television; several resignations were based on our television activities. The Wednesday meetings provided evidence of the increasing interest in TV and indicated a growing acceptance of the doctrine that TV belongs within NAB. Other resignations had been based on resentment resulting from BAB’s activities, particularly on the part of newspaper stations.

“The bulk of resignations prior to April 1 when the dues levels were raised occurred in Class A, the minimum dues bracket. Summits I told yesterday was a very successful convention. . . .”

K&E Promotes Stewart

D. C. STEWART, who has been with Kenyon & Eckhardt, New York, since 1936, has been appointed secretary and general manager of the agency.

MILLER REVIEWS

Terms Convention ‘Very Successful’

MANY of the problems disturbing the broadcast industry were solved or softened during last week’s NAB Management Conference in Chicago, President Justin Miller told Broadcasting. The long hours spent in discussion and listening to authorities in many fields produced benefits that will be felt through the years, he said.

Some of the snarls anticipated prior to the convention failed to materialize, he said, referring particularly to the NABBA situation.

Judge Miller said election of William B. Ryan, KFI Los Angeles, as general manager of NAB was well received by the membership, including network officials, affiliates and others.

Asked about the May 15 NAB-network meeting, billed in some quarters as a network walkout session, Judge Miller said, “contrary to some belief, May 15 is an olive branch meeting designed to give everyone a chance to make notes and suggestions. The networks will participate on the vice presidential level. The problems are not serious enough to require participation on their presidential level.”

Judge Miller said he was hopeful that the “responsibility” theme of the Convention had impressed all broadcasters with the nature of their obligation to the nation and to the industry in a period of international crisis.

“Broadcasters were given a chance to learn from some of our leading national figures the facts about diplomatic, economic and other important developments. To the extent there is in the management group that type of professional thinking, a good job was done and we expect good results.

“The whole convention operation went more smoothly than we expected. The objectives of the board and the convention committee were realized to a large extent and some of the issues I thought might be quarreled over were apparently disposed of without difficulty.”

Workshop sessions covering FM, television and labor produced material that will be helpful in the conduct of broadcast stations.

“Most disturbing factor in recent
FCC CHAIRMAN Wayne Coy told broadcasters at the NAB convention in Chicago last Tuesday to prepare for the rising gales of competition by reinforcing their community service and redoubling their guard against offensive taste.

"The winds of competition are blowing a terrific gale on the broadcasting business," he declared. "In many places the storm is in its full fury and in other places the winds are rising, but to those of you who are complacent, I say that the full strength of this storm will hit you with a suddenness not characteristic of the places where it is now in full strength."

"The question is: Can you sleep on a windy night?"

"Key to Confidence"
The key to confidence and the ability to "sleep" in the face of the competitive gales, he said, "involves your preparation to serve the public interest"—the sort of service which makes a station "an indispensable part" of community life and keeps the broadcaster's ears tuned to "the beating of hearts around him as well as to the tinkle of the cash register."

He emphasized community programming, elimination of bad taste, curtailing of crime and horror programming and fairness in handling controversial issues.

"Clearly," he said, "the American broadcaster's responsibility to his government is to serve with intelligence, impartiality and a high sense of good taste and decorum as a trustee for the radio frequency which his government licenses him to use."

Chairman Coy also:
- Reiterated his "hope" that the television freeze may be lifted "before the end of the year" and said "I pray that it will be earlier," but refused to "predict when."
- Voiced belief that "this nation will require the strongest, most flexible and most effective system of broadcasting that we can devise," including "not only a national system of television but [also] an able system of aerial broadcasting."
- Found the NAB convention agenda less than adequate, saying he would have been more impressed if it encompassed open discussion of network affiliates' problems in relation to network programming; of the effectiveness of the NAB Code and ways it might be improved and implemented, and of "the problems involved in determining what constitutes the public interest and how to meet those needs."
- Reasserted his belief that television will be the dominant radio medium and that "it will occupy that position rapidly" when FCC and industry have reached and accepted a solution of the problems that led to the freeze.

Citing the latest financial data of the industry (see story below), Mr. Coy labeled the disparity between income and expenditure of AM stations built before the war and those built since as "the Achilles Heel of our standard broadcasting system in meeting the transition problems."

He pointed out that the 800 stations established in pre-war days received 94% of the 1949 AM station income, leaving 6% to be shared by the 1,000 war and post-war stations. Thus, he said, "have an average annual income of only $6,700 and, consequently, there is small prospect of these stations financing the construction and operation of television from AM broadcast earnings."

Sees Some Failures
Indeed, he added, there is "the unpleasant prospect that the competition of the transition period may be too severe and that some of these stations may not swim."

In his references to television, Chairman Coy got a round of applause from his listeners, a fact which he said of his listeners, aside from wanting to know "when we will get out of the freeze," might even "want me to tell you we'll never get out of it."

He interpreted the financial data as indicating that television is "beginning to grow up."

"In fact," he said, "it is already starting to (Continued on page 61)."

**Broadcast Revenue**

**Broadcast Revenues—AM, FM, and TV—gained 10.9% in 1949 to reach a total of almost $400 million, with most of the $43 million in “new money” coming from television time sales, according to a preliminary estimate issued by FCC last Tuesday.**

The report indicated that television thus far is attracting new dollars to the broadcast media instead of luring them away from aerial broadcasting.

AM network and station revenues were reported at $424.4 million, a gain of 4.3%. But their expenses went up 5.5% to a total of $361.8 million. Resulting net income before taxes was $62.6 million, a loss of 2.3% over 1948.

The TV networks and 97 reporting television stations showed $35.6 million in revenues as compared to $35.7 million for the networks and 50 stations which reported in 1948. Expenses totaled $58.1 million in 1949 against $59.9 million in 1948. Losses soared from $14.9 million in 1948 to $24.3 million in 1949—$11.8 million by the networks and their 13 owned stations, and $12.5 million by the 84 other stations.

Six television stations—all independently owned—reported no losses for the year. But it was felt that some others probably were reaching a break-even or black-ink status by the end of the year.

**FM Revenue**

Total FM revenue for 1949 was reported as $2.8 million, including 114 FM stations, 4,867 FM outlets operated separately by AM licensees. Expenses, cited just for the 114 FM-only stations since data for the other stations could not be separated from AM expenses, were given as $5.1 million for the year. This represented a net loss of $2.3 million for this group. The report indicated that three of the 114 stations did not report losses. FM income for 1948 was $1.7 million, expenses of FM-only stations $4.2 million and losses for the latter $2.5 million. FCC said 452 FM stations were involved in joint AM-FM operations in 1949 and hence reported no revenues.

Among AM stations, those which had been in the air two years or more reported a 0.8% drop in revenues and a 1.2% gain in expenses, for a 10% fall in net income.

The average income of these stations in '48—$114,619—was (Continued on page 61).
SPLIT SALES PROMOTION

SEPARATION of NAB sales promotion activities on behalf of aural and visual radio media was proposed at the NAB Management Conference in Chicago last week.

Proposal to study this separation was approved by the membership at its Tuesday morning business session. No formal action in this direction was taken prior to the close of the convention.

The idea of splitting the activities of the Domestic Convention Sites and Exhibits and the International Convention Sites and Exhibits came up at the request of the Domestic Convention Sites and Exhibits committeee, headed by Paul W. Morency, WTIC Hartford.

The original resolution was amended on the floor, at the suggestion of Glenn Shaw, KXO Oakland, District 15 director. Mr. Shaw observed that the resolution did not make clear whether the separation was to take all sales promotion out of NAB proper or merely divide the activities within NAB.

The committee felt the two media are directly competitive. While the plan is still in nebulous shape pending a study of the idea, it appeared to envision a sort of a radio advertising bureau and a television advertising bureau.

Outside Listening Study

In adopting resolutions the convention called for a study of procedure by which the extent of auto, outside-of-home radios and multiple in-home sets can be shown, along with listening in public places. The convention thanked Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, for his work on behalf of BMB.

Proposal to ask TV set makers to install FM tuners in all television receivers was adopted. The resolution was suggested by the May 28 morning FM meeting.

Other resolutions thanked FCC Chairman Wayne Coy and other principal speakers for their contributions; praised work of the Convention Sites & Policy Committee under Chairman Howard Lane, WJJD Chicago; approved work of the Advertising Council, BMI on its 10th anniversary, Voice of Democracy Committee, banquet program, effort to obtain per program ASCAP fees for television.

Passage of the McFarland Bill (S 1973) as it passed the Senate in 1939 was advocated by the NAB officers and directors when ratified.

Special tribute was paid to NAB President Justin Miller in a resolution adopted unanimously. The subscription price was raised by 50 cents from the floor. Another resolution endorsed board appointment of William B. Ryan, KFI Los Angeles, as NAB general manager and pledged support to him.

Two resolutions were submitted from the floor and adopted unanimously. They voiced praise for the labor relations discussion Monday afternoon and expressed approval of the accomplishments of Broadcast Advertising Bureau.

Texts of resolutions covering association business follow:

BE IT RESOLVED . . . that this, the Tenth Anniversary of Broadcast Music Inc., offers to the broadcasting industry an opportunity to review the achievements of BMI.

In 1939, the broadcasting industry was faced with demands which would have doubled the payments to be made by the industry for music licensing and caused important segments of the industry to operate at a loss. At this point, the broadcasting industry, with a unanimity and courage, of which it has reason to be proud, founded BMI. Against odds and difficulties which can hardly be exaggerated, BMI furnished to the broadcasting industry by Jan. 1, 1941, a music catalogue which permitted the industry to operate for most of that year without diminution of listener interest or advertising revenue. Since that date, BMI has steadily increased the extent and quality of its repertoire and the effectiveness of its service, and it has now substantially restored competition to a field in which monopoly hitherto existed.

As a result of the healthy competition so created, the broadcasting industry has been able to enjoy the music of BMI, and of its competitors, at a percentage of its revenue, lower than that which they would have paid a licensing agency and at approximately half the percentage that would have been required had it not been for the successful intervention of BMI. In addition, BMI has exerted a healthful influence in the entire licensing field, and has opened the door of opportunity to numerable writers and publishing enterprises which, without it, would have never been considered.

To the founders of BMI, who had the vision and courage to see the future; to its directors, who have unselfishly and wisely guided its course; to the authors and publishers who have aided in making its catalogues great; and to its diligent and able management and staff, the broadcasting industry extends congratulations and good wishes and pledges its continuing support.

BE IT RESOLVED that the NAB record their appreciation for the excellent work of the Advertising Council in putting to work the tremendous forces of advertising for the benefit and welfare of this country, and the members here assembled do recommend the support of the Advertising Council.

BE IT RESOLVED that the NAB . . . recommend that the NAB board of directors institute a study looking toward the upgrading of NAB sales promotional activities in the fields of television and radio, whether or not sales promotion activities remain within or without the NAB.

WHEREAS there is a need to show the full extent of listening and size of audience,

BE IT RESOLVED . . . that the NAB board of directors examine the best possible procedures in order to ascertain the amount and type of radio listening as represented by automobile radios, outside-of-home radios and multiple sets in the home as well as listening in public places.

The Resolutions Committee has been requested by those in the FM session to present the following resolution:

That the FM members of NAB re-

(Continued on page 57)

BROADCASTERS' ROLE

BROADCASTERS must face the fact today that they are "important arbiters in an uneasy world," Howard Lane, chairman of the NAB Convention Sites and Policies Committee, declared at Monday's luncheon as he opened the 28th annual convention.

"The salvation of our nation, and other nations throughout the universe, depends largely upon the knowledge acquired by the people; upon the clarity with which such knowledge is transmitted into the homes of America; and consequently upon the judgment we use, as broadcasters, in programming our stations," he said.

Mr. Lane's remarks prefaced introduction of BMI board members, who were seated at the head table in honor of BMI's tenth anniversary. Carl Haverlein, president of the organization, spoke briefly and a musical interlude saluted a recorded BMI hit tune for each of the first nine years of BMI's existence, climaxied by a live rendition of a 1950 song by Vivian Adams, soprano.

Mr. Haverlein reported that BMI had recently signed Carl Sandburg's "American Song Bag."

Background Outline

Tracing NAB's growth from 90 members in 1923, Mr. Lane observed that the association's purpose was "not unlike the purpose which motivates the formation of governments." The founders recognized the need for cohesive action on a broad national scale "to protect their own self-interest, of course, and to provide an arena in which they could exchange ideas and, as a result, improve their service to the American audience."

Urging unity, he noted, however, that "this is not a unity that is easy to accomplish if one reduces his perspective to the dimensions of his own operation and stops there."

"We have a majority problem in radio as we do have in government and that majority problem is to resolve our differences and stick to our program," Mr. Lane asserted. "If you take from our conferences here a sense of the dignity of broadcasting and an evaluation of your importance in the greatest experiment of living together that has ever been undertaken by mankind, you take much—and you will be enriched for having been here."

BROADCASTING • Telecasting

WARREN E. AUSTIN, U. S. representative to the United Nations, and Herman W. Steinkraus, president of the U. S. Chamber of Commerce (seated, 1 and 2), were honored guests at the NAB management session's opening luncheon Monday. They addressed broadcasters later that afternoon. With them are (standing, I to r), Frank U. Fletcher, NAB FM director-at-large and co-owner of WARL Arlington, Va.; and Howard Lane, chairman of the convention sites and policies committee, NAB director-at-large and radio director of Field Enterprises, Chicago.
NAB's general operations come under the direct control of a general manager starting May 1 when William B. Ryan, KFI Los Angeles, takes over at Washington headquarters.

Appointment of the top-level administrator was announced by NAB's Board of Directors at a meeting held just prior to opening of the Management Conference at the Stevens Hotel, Chicago. Mr. Ryan is given full power to hire and fire as well as to define personnel functions, with the exception of the president's and general counsel's office and the secretary-treasurer.

The action brings back to NAB an administrator function abandoned by the board last summer when the office of executive vice president was abolished.

Advisory Group Reports

In discussing the appointment, main business on the board's convention agenda, the board heard a report by a special board subcommittee headed by Clair R. McCollough, Washington, Pa. This subcommittee was elected by the board at its February meeting to advise with President Justin Miller on appointment of the new general manager.

Mr. McCollough read the recommendation of the subcommittee, based on a series of discussions with NAB's members involved in the field of candidates from the beginning. The five-man committee is understood to have voted for Mr. Ryan over competing candidates dealing with the attitude of a group of smaller stations. A letter from William J. Beaton, KWKW Pasaden a Calif., president of the Southern California Broadcasters Assn., was read to the board. It favored Mr. Ryan's appointment.

The board's vote on the election of Mr. Ryan was 18 in favor and 5 not voting. Those who did not vote, it is understood, were Allen M. Woodall, WDAK Columbus, Ga., District 5 director; James D. Hous e, WLW Cincinnati, director and type for both stations; Calvin J. Smith, KFAC Los Angeles, Dist. 16 director; Merrill Lindsay, WSYO Decatur, Ill., retiring as small-stations director; Glenn S. Flick, KLX Oakland, Calif., Dist. 15.

Mr. Ryan is retained at a salary of $25,000 a year, with the board agreeing to payment of his expense of moving from Los Angeles to Washington. The contract carries a three-year clause but is cancellable on one year's notice.

Creation of the general managership was voted by the board last February because it was felt Judge Miller could not handle top-level contacts and participate in a long list of duties while carrying responsibility of the business management of the association.

Secretary-treasurer C. E. Arney Jr. read a letter from Mr. Ryan stating the general functions. Heretofore he has reported to the president. Under the by-laws he is elected annually by the board.

So far there has been no indication of any early changes in the organization. Mr. Ryan will have authority to direct personnel operations.

A Broadcaster Since 1937

Mr. Ryan has been in broadcasting since 1937, and since 1945 has been general manager of KFI (see biographical sketch, BROADCASTING, April 17).

In the January board elections Mr. Ryan was elected a director-at-large for large stations. He has resigned to take the headquarters post. The board will name his successor to probably meet at the next meeting to be held at Washington in June.

Mr. Ryan said he could give no information on his successor as KFI general manager.

After disposing of the Ryan appointment, the board voted to table a plan for Judge Miller to attend a meeting of the Inter-American Assn. of Broadcasters to be held in the late summer in Brazil and to investigate U. S. information services, a plan submitted by Mr. Mark Ethridge, chairman of the U. S. Advisory Commission on Information.

The board went into the Washington regulatory situation by adopting a resolution opposing Reorganization Plan No. 11, sent to Congress by the President. This plan would transfer from the FCC to the first chairman many important executive and administrative functions.

In the board's opinion the plan "contrasts the recommendations of the Horner Commission, "organization of the Executive Branch of the government, and is in conflict with existing law."

Chairman's Proposed Functions

Among functions transferred to the FCC chairman would be appointments and the hire and fire of personnel employed under the Commission, distribution of business among such personnel and among administrative units of the FCC, and the use and expenditure of funds.

Also on record as opposed to Plan No. 11 are Chairman Edwin C. Johnson's (KFI, Calif.) of the Senate Committee on Interstate & Foreign Commerce as well as the Federal Communications Bar Assn.

FCBA had contended: "The practical effect of the plan is to destroy the basic idea of checks and balances in a representative form of government and establishes a regulatory agency wholly responsible to the President. The legislative concept was to create a Communications Commission composed of seven members of equal rank, of whom not more than four could belong to the same political party. Plan 11 breaks up equality of duties and responsibilities of the Commissioners and substitutes therefor a chairman who has all of the duties and responsibilities of the other six members plus enor mous executive and administrative functions (no definitions are given as to what is executive and what is administrative), and six Commissioners with a reduced, restricted and limited amount of duties and responsibilities. In all frankness and candor it would seem that Plan 11 makes a sham of a nonpartisan agency. There would not be a thing to hold one back from the other six Commissioners if Plan 11 is otherwise sound."

Text of the resolution adopted by the board follows:

WHEREAS, the President of the United States has transmitted Reorganization Plan No. 11, an agency, which plan would transfer from the

THREE-YEAR pact between NAB and William B. Ryan on April 15 by the NAB board to fill the new post of general manager, follows:

Dear Mr. Ryan:

As you know from the action of the Board of Directors of the NAB, I am authorized to announce your appointment as general manager of the association, at an annual salary of $25,000, for a term of three years commencing May 1, 1955, with the understanding that the board may at any time or by either you or us upon not less than one year's written notice.

It further understood that the NAB will pay all reasonable costs necessarily incurred for transporting yourself, your family and your home furnishings from Los Angeles, Calif. to Washington, D. C.

The Board of Directors approved the report of its Advisory Committee for the office of a General Manager, which contained the specifications as to the scope of the General Manager's functions. Those specifications are set out as follows:

1. It is primarily an inside job. For example, the incumbent will not be required to give actual control in speech-making or in general "outside" public relations activities.

2. The job involves the performance of much the same type of duties as are currently performed by the General Manager of a typical business corporation. The General Manager will exercise supervision over financing, income, expenditures, accounting, audits and the preparation of budgets.

3. The General Manager will also exercise supervisory control over all departments except that of the President and the General Counsel. This supervisory and policy level work will be delegated by the President within the area specified in the By-Laws of the Association, Article IV, Sec. 1, Paragraph 2. The General Manager shall have a sufficient delegation of power from the President to give him actual control over all members of the staff of NAB, except the President and the General Counsel, in order that there may be no question concerning his right to inquire into every detail of every operation, and to require appropriate action following such inquiry.

4. The General Manager shall also be in charge of the function of securing and retaining members for NAB. To assist him in this work, he has the use of the services of one full-time man, and may call upon such members of the staff, as the President deems necessary, for assistance in special types of membership work, by planning campaigns, speaking at events, etc., in various categories of the membership.

This letter, when signed by you and by the President of NAB, will constitute the agreement under which you are employed as General Manager of the Association. It is understood that the agreement will be executed in accordance with the laws of the District of Columbia.

(Signed) Justin Miller, President
(Signed) William B. Ryan

BAM INCORPORATES

FORMATION of a new Broadcast Audience Measurement Inc., to take over future industry coverage service got way under way last Tuesday when incorporation papers were filed in Wilmington, Del.

Capitalize at a million-dollar figure is authorized under the charter as drafted by Measurement Committee, which met Tuesday afternoon during the NAB convention in Chicago.

Corporation officers will be announced later for future and the enterprise will be in operation by May 9, when the Broadcast Measurement Board bureau is scheduled to be opened at 51 E. 34th St., New York.

Company corporation will provide the basis of a new measurement enterprise which will succeed BMB and will permit BMB liquidation at relatively small expenditure.

Incorporators of BMB are Henry P. Johnstone, WSGN Birmingham; Stanley D. Stoeckly, WJZ, WSPD Toledo; Charles C. Caley, WMBD Peoria, Ill.; Frank M. King, WMBR Jackson ville, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WJZ Cleveland, Ohio.

The BMB-BAM situation was discussed at the Tuesday morning business meeting of the convention but it drew few comments from the floor.

Text of the Ryan-NAB Contract

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TRANSIT RADIO’S GROWTH

Thomas Outlines Progress

TRANSIT RADIO is the “first truly complete retail medium using radio” for transmission and affords the only way for FM broadcasters “to realize a profit on an FM investment in the immediate future.” Furthermore, “there is nothing wrong with FM that listeners and advertisers will not rectify.”

The observations were placed before FM operators during the annual NAB Convention in Chicago last week by C. L. (Chet) Thomas, president of Transit Radio Inc. Mr. Thomas addressed a special FM session last Monday on the subject, “Transit Radio—A Retail Medium.” In view of its success in this field, BROADCASTING herewith publishes the full text of Mr. Thomas’ speech:

Transit Radio is a large subject. To explain its origin and subsequent development will more than consume the 10 minutes allotted to me this morning. It should suffice to mention that our home office is in Cincinnati. Our sales offices are in New York, Chicago, Dallas and Atlanta. The officers and directors of the company have with them many years of practical experience. The first Transit Radio equipped vehicle climbed the hills of Cincinnati some 20 years ago. In my own city of St. Louis we equipped 20 vehicles for testing purposes in July of 1948. In January 1949 we had completed installation of the 1000 receivers which in October 1949 1,000 equipped vehicles were placed in daily service. We are young in years, but old in experience. All we need is the passage of a bit more time to develop its full potential. Frequency modulation made Transit possible. Turn about is fair play. Transit Radio broadcasters will provide a firm financial foundation to make FM possible. There is nothing wrong with FM that listeners and advertisers will not rectify. Transit is attracting listeners and sponsors in increasing volume daily.

Convinced of Value

We have pioneered a new and exciting radio medium are convinced that TR is the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase. Visualize the effectiveness of an announcement addressed to women who are enroute to department stores, specialty shops, etc., in which these buyers are informed by radio that a sale on coats, blouses, hats, etc., is being made in a store. We know by actual test that Transit Radio sells merchandise. Here are few case histories:

In 18 weeks Ipana toothpaste increased its dollar sales by 67% in one TR market. It also increased its share of total dentifrice. Nervine, manufactured by Nile Labs, increased sales 124.5% in 12 weeks in one market. Swift & Co. boosted sales for its shortening product 51% in seven months in still another market. Fanny Farmer Candies was run up 75% behind in sales for the same period in the previous year in a pioneer TR market. The use of TR reversed the trend and showed a 75% gain in the following period.

These are documented stories and there are many more to relate. The plus factors of TR are many in number. To mention a few:

1) A counted, guaranteed audience.
2) Riders are in motion and able to act on a sales message almost instantly.
3) TR cost is low—generally less than $1 per thousand, plus a bonus of home listeners.
4) Everyone able to hear can hear the announcements because of the uniform dispersal of signal throughout vehicles.

TR ELECTS

Mr. Thomas

RICHARD C. CRISLER, executive vice president of Transit Radio Inc., was elected president and a director, and C. L. Thomas, president, was re-elected. TR's annual general meeting will be held in Chicago April 16 in Chicago. Edgar Kobak, former president of Mutual and now a consultant, was elected to the executive committee.

Forty broadcasters attended a meeting of TR affiliates April 17 at which Hubert Taft Jr., board chairman, reported a gain of 15 TR cities within the past year for a total of 23. He predicted that by the end of 1950 more than 50 cities will be TR equipped. Frank E. Pellegrin, vice president in charge of sales, announced that 11 new advertisers and renewals recently had brought the total of national TR accounts to 46.

"We are out of the experimental stage," said Mr. Pellegrin. "Miles Labs has found that one of its products, which showed a 124% increase in a test market, has held up through Transit Radio. Fanny Farmer Candy has cracked the Cincinnati market, where Maud Muller and Mary Lee brands were entrenched.

He urged prospective TR affiliates to join up "as the addition of each new market greatly stimulates sales.

Mr. Taft disclosed that WCTS (FM) Cincinnati, which he heads, is taping its entire program structure at a considerable saving. He said Cincinnati’s four largest department stores are using TR, as

(8) The public has and continues to register approval averaging 90%.
(9) Broadcasters should take note that TV cannot affect TR audiences.

Currently there are 23 cities under contract to transportation systems and Transit Radio Inc. A year ago there were five. Next year—?—I can only guess, but we are on the move and gaining momentum every day. Be assured that TR is here to stay and, in time, will be recognized as the sixth established media. It will reach the stature of radio, outdoor, newspapers, magazines and direct mail. It will continue to grow and command an ever larger degree of respect and attention from American business. It is a public service of proven value and is considered an important factor in civilian defense plans on a local and national level.

Cost Question

A question frequently asked of me is—"How much does it cost to equip vehicles?" We have very detailed figures based on the experience of markets now equipped. An average is $200 per vehicle. This includes a receiver, antenna, six loudspeakers, connecting cable and labor. The next question usually asked is how many vehicles are available in my city. Accurate figures can be supplied by your transit system, but here are a few examples:

- Philadelphia 3,250
- Salt Lake City 150
- New Orleans 691
- Dallas 1,250
- Portland, Ore. 481
- Omaha 350
- Milwaukee 1,152
- Atlanta 847

General speaking, the number of riders (per rider) per day in cities of 100,000 or more is equal to the population of the area served by the transit system. Some ride twice a day, others more frequently. The potential audience per month available on public vehicles stagers the mind. In 23 markets there are 3,300 vehicles equipped with TR, 3,000 antennas and loudspeakers. When these markets are completely equipped the average monthly rides will total 215,500,000. In no misunderstanding, the total given is the aggregate of rides in each city for the number of hours the transit system operates. The population in the larger cities and partially equipped exceeds 10,000,000 and the number of families exceeds 2,500,000. Gentlemen, Transit Radio is big business and it’s growing larger day by day.

TR’s Arguments

In a recent article published in BROADCASTING, I developed our main arguments in favor of TR. They are:

1) The riders of public transportation are TR listeners.
2) TR helps the transit companies provide sound, efficient and economical service.
3) Transit Radio is a main support of FM aural radio.
4) Transit Radio makes it possible for the drivers of buses and streetcars to meet emergencies.

These four, plus its tremendous sales impact and public service attributes, make it worthy of serious study by business men. The points I have not mentioned thus far:

1) Are TR stations making money?
2) What about minority groups?

In answer to the first question I know of stations making $5,000, $10,000 and $11,000 per month. That is a respectable gross for any FM station. It is an indicative gross for a TR station in view of the youthfulness of Transit Radio, but is far from the potential earning power of most TR stations.

TR stations grossing $100,000 or more per month do not necessarily (Continued on page 26)
LABOR - MANAGEMENT problems were "negotiated" by two station and two union officials in a notably amicable panel discussion at the Monday afternoon session of the NAB Convention.

The "agreement" reached by the bargainers: Mutual understanding, honesty and fair play are vital to successful labor-management relations.

C. L. Thomas, general manager of KKOK and KKOK-FM St. Louis, and Harold Essex, vice president and managing director of WSJS and WSJS-FM Winston-Salem, represented management, while Lawson Wimberly, international director of the Radio Division of International Brotherhood of Electrical Workers, and Raymond Jones, Midwest regional director of the American Federation of Radio Artists, represented labor. NAB President Justin Miller was moderator.

Understanding 'Imperative'
Opening the discussion, Mr. Thomas called it "imperative" that union and management understand each other, and outlined "five points which station management considers of paramount importance":

1. Unions must realize that radio is engaged in "a titanic struggle for existence" and that stations, still facing rising costs, must be free of pressures for unreasonable increases.
2. Heavy investments are being required of broadcasters to replace outmoded equipment, much of it pre-war material, and to expand into allied fields.
3. Employee efficiency should be increased through job-training programs, and supervisory positions should be eliminated.
4. Negotiations must be realistic, and national unions must be in a position to reason with unreasonable locals and that which works well for one should work for all.
5. Sound labor-management relations are based on an awareness that employees and employers have a mutual interest, a recognition of "the other fellow's problems," and an approach shunning conflict on both sides.

Mr. Thomas cautioned unions that they should not try to superimpose nation-wide or even area-wide patterns upon particular stations.

Mr. Wimberly stressed the "duty and responsibility" of both sides to "do the appropriate thing" in their dealings with each other. Both sides should not only try to achieve mutual objectives rather than attempt to exercise all the legal "rights" they have, he declared.

He saw no need for strikes, assigning that instead each side should try to understand the other's viewpoints.

"The better we understand each other's problems and viewpoints, the better we can work together," Mr. Wimberly asserted.

Under questioning by Judge Miller, Mr. Jones said the major problem with which employers were concerned was their unions to solve include money; elimination or curtailment of split shifts; vacations; holiday work; five-day week; employment secur-

FM PLANS

Problems Treated

Chillingly said IBEW, with some 400 contracts, hasn't averaged a dozen arbitration cases a year.

Both the station and union officials lauded radio's labor-management relations record, but Mr. Essex drew a round of applause when he observed it would be "wonderful if Mr. Wimberly would send his speech "down the line" over his signature.

The IBEW official told Mr.

FOR distinguished service during the past year, J. Leonard Reinsch (l), managing director of the James M. Cox stations, was awarded custody of the VIP plaque for 1950 at fifth annual reunion of U. S. Radio Mission to Europe, held in Chicago last Sunday. With Mr. Reinsch are (l to r): NAB President Justin Miller; VIP Dinner Chairman C. Clair McCullough, president, Steinman stations, and Poet Laureate Robert D. Sweezev, general manager of WDSU-AM-FM-TV New Orleans. In accordance with VIP custom, nature of Mr. Reinsch's service was not disclosed. Selection was made by a secret committee.

FM PLANS

At a GLOOMY period in the life of FM broadcasting, this relatively new medium stopped, took stock, and came forth with a series of practical money-making plans during the NAB convention week.

This temporary halt in the medium's shaky career occurred as the kick-off feature of the Management Conference at Chicago last Monday.

It occurred as a heavy representation of NAB leadership joined some 300 members in a frank discussion of FM problems.

For perhaps the first time in FM history, one operator declared, FM station operators did a minimum of dreaming and talking through their electronic hats and threw their money-making ideas into a common pool.

Out of this pool, many of those at the meeting declared, should come operating ideas that will help many shaky stations at this critical period in FM's history.

After a morning of instructive talks and seat-of-the-pants discussion, C. M. Janksy Jr., of Janksy & Bailey and one of FM's pioneers as well as progenitors, said he had heard "more and better examples of business ability than at any past FM meeting." He added that he had served on the old FM Assn. board.

Resolution Adopted

One resolution was adopted by the FM group on motion of Ben Strouse, WWDC-FM Washington and NAB director-at-large for FM stations. It asked the NAB Resolutions Committee to submit a resolution asking, TV set makers to include FM tuners in their sets.

Final action was a tribute to Ed Sellers, director of the NAB FM Dept., for his work on behalf of the medium.

Deep note of concern developed over fear that if AM stations build up their FM affiliates into profit-

able stations with wide followings, then the FCC might come along and slap on a duopoly ban forbidding a joint operation. This fear was raised by Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.

Mr. Diehm recalled that in 1947 ex-FCC Chairman Charles R. Dennison threatened many of us into "FM" and added that Wayne Coy, present Chairman, recently had blamed the industry "for the flop of FM."

More recently WDET-WCVO New York, who has directed construction of a group of FM labor stations, criticized manufacturers for failing to include an FM tuner in TV sets when the tuner costs only $2.22. He contended stations and the people are getting a "rooking."

With Matthew Bonebrake, KOBY-AM-FM Oklahoma City, (Continued on page 28)

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INDEPENDENT'S AIMS

DEMANDS for more aggressive selling and increased resistance to rate-cut pressures, coupled with an exploration of program resources, highlighted Sunday's Unaffiliated Stations sessions in Chicago preceding the NAB convention.

Edgar Kobak, business consultant, part owner of WTWA Thomson, Ga., and former president of Mutual, now a member of the NAB board, in a luncheon speech also demanded that NAB convention programs be revitalized and called for industry self-scrutiny and a new look at NAB itself (Broadcasting, April 17).

The program was under the direction of Lee W. Jacobs, WBK, Baker, Ore., who said main credit for its arrangement should go to Ted Cott, recently appointed manager of NBC's WNBC-AM-FM and WNBC (TV) New York, who sent greetings. Mr. Cott is former manager of the Unaffiliated Stations Committee. Other members: Jacobs; Melvin Drake, WDGY Minneapolis; Patt MacDonald, WHHM Memphis, and Glenn Shaw, KLX Oakland, with Bob Maynard, WSVG Crown, VA., and Ben Strouse, WWDC Washington, as alternates.

URGES ORIENTATION

In his welcoming address Mr. Jacobs called on broadcasters to quit taking criticism of the medium lying down, urging an "aggressive job of selling the industry." He advised independents to start "a truthful program of education to tell the public when they will get TV," and listed a number of examples of growing recognition of the independent from agencies and advertisers.

An estimated 300 persons attended the sessions.

Dr. Sydney Roslow, director of the Pulse Inc., cited a series of data showing the growth and extent of the out-of-home audience. A recent New York breakdown, he said, showed 43.5% of this audience listening in autos, 25.5% while visiting, 15.6% at work and 3.9% in restaurants and bars. The auto and visiting classes are growing, he said. Some listening was done outdoors, in stores and in institutions, he asserted.

Over nine out of 10 taverns and restaurants have radios, Dr. Roslow said. Other figures showed nearly three out of four autos equipped with radio sets. Auto listening ranges from 20.8% to 23.5% of sets in use at noon to 33% and upward in the afternoon and evening, according to a Boston study in 1948, ranging up to 45.3% in the morning rush hour and 39.5% at 5-7 p.m. in a more recent New York study. High figures were found, also, for the Los Angeles market.

Dr. Roslow declared that in New York last February, 18.4% of all persons aged five and up had listened to the radio away from home during the day, with 35.5% of homes having some member of the family listening out of the home during the day. Last August, the peak out-of-home audience was at 3-4 p.m. when the out-of-home listeners were equivalent to 58.6% of the number listening at home. This high figure reflected baseball listening in New York.

INDEPENDENTS' AUDIENCE LARGE

In terms of homes, he said, the proportion with listeners out of the home ranged from 4.9% to 17.0% of the homes with listeners at home. He declared that out-of-home studies show independent stations getting 88.7% of the restaurant-tavern radio audience in New York, 76.8% in a Boston study. Other figures showed independents enjoying heavy shares of the out-of-home audience. He said the out-of-home audience should be measured in all markets.

Norman Glenn, editor and publisher of Sponsor, cited data on the extent of multiple and out-of-home listening.

Mr. Kobak, speaking at the Independent's Day luncheon, took a broad look at many industry problems.

He urged a reappraisal and modernizing of the basic rate structures of radio and television; resistance to "pressures" for rate cuts, particularly in AM; strengthening of NAB convention programs by putting more emphasis on programs, selling, promotion and management; more aggressive selling as distinguished from merely "accepting orders," and a reappraisal of NAB services and organization, approached from the standpoint of "how we would organize and run the NAB if we were just starting it."

"Self regulation is the secret of successful business operation in this country and self-examination is an important phase of making a business or industry a success," he declared, adding:

**Blue Book Needed**

"Perhaps our industry ought to get out its own shade of Blue Book and take a good look at itself--let's not wait for some ambitious group in the District of Columbia to get out a new edition."

Mr. Kobak warned that a few lapses into poor taste can give the entire industry its "black eye." Management, he said, must see that the Standards of Practice are followed. Self-policing, he warned, is "something we must do--or others will attempt to do it for us. And no one wants that."

He cautioned that the various media should quit fighting among themselves. Each medium, he said, should sell its own strength and 

(Continued on page 50)

AMONG 500 guests at the luncheon for executives of independent stations at the NAB were (1 to r): Ralph M. Weil, general manager, WOY New York; Glenn C. Shaw, general manager, KLX Oakland, Calif.; Edward Gruskin, chief radio officer, ECA, and Pierre Crenesse, director, French Broadcasting System in North America.
ABC SEPARATION

Radio-TV Unit Affected

Since 1944, has been in the network's Stations Dept., in charge of stations between the Mississippi and the Rockies, also representing West Coast stations in New York. Mr. Jahncke pointed out that the changes bring the stations division organization into line with the radio-TV separation principle already in effect where sales and programs are concerned. They follow the ABC principle of overall integration while establishing separation of the radio and television functions at a lower level. "This reorganization, which was announced to and warmly received by members of ABC's Stations Planning and Advisory Committee, was brought about by the heavy increase in the every-day activities of the Stations Dept."

Hearings on a resolution by Sen. Edwin C. Johnson (D-Col.) urging rejection of President Truman's plan to vest FCC's executive and administrative functions in the Chairman [Broadcasting, April 17] are slated to get underway today (Monday), with Senator Johnson as leadoff witness.

FCC Chairman Wayne C. Coy has indicated he will be available for appearance tomorrow (Tuesday) before the Senate Executive Expenditures Committee, committee spokesmen said. In addition, NAB General Counsel Don Petty and Frank Roberson, chairman of the legislative committee of the Federal Communications Bar Assn., are scheduled to appear early this week, although no date had been set.

The committee plans to review three similar disapproving resolutions, introduced by Senator Johnson and covering other agencies. The resolutions will be covered as a "package," spokesmen said, with hearings to run through Wednesday and resume next week if necessary.

Despite the delay occasioned by hearings, authorities thought it likely that the resolutions would be passed on to the Senate for action well before May 24, deadline for rejection by one or both houses of Congress. Should that fail to materialize, the plans would become law under the Reorganization Act of 1949 which sets aside a 60-day period for action (excluding recess by either house).

PROPOSED POWERS

The President's proposal, one of 21 affecting agencies, would give the FCC Chairman right to appoint and supervise personnel; under him, mete out work assignments and to "hold The Commission's pursestrings"—in the view of many observers.

On behalf of NAB, Mr. Petty is expected to favor the Johnson resolution and oppose the President's plan, which it reportedly feels (1) does not follow express recommendations of the Hoover Commission reports; (2) does not adequately define the powers of the Chairman, and (3) leaves unclariified its effect on the Administrative Procedure Act covering appointment of hearing examiners.

Mr. Roberson of FCBA is expected to take a similar tack in his comments before the Senate committee.

Senator Johnson, head of the powerful Senate Interstate Commerce Committee, which paved the way for introduction of the resolution in the Senate, is also expected to reiterate his known opposition to the plan.

The Coloradans take exception on the ground that, aside from giving the FCC Chairman control of the Commission's "pursestrings" the plan would in effect transfer the Chairman from the legislative to the executive branch of the government. "An extremely important regulatory step" is involved as "a matter of principle," he feels. Majority Congressional authorities have indicated they share that feeling [Broadcasting, March 20].

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AWAITING their turn to tee off in Broadcasting's tourney are: (l to r) Ralph Goshen, WBBM Chicago; Frank Parrish, KPHO Phoenix; Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis, Washington; James Brown, WBBM Chicago; Roy Soderlund, Foote, Cone & Belding, Chicago.

IT looks like an impossible lie for S. (Bud) Fantle, KELO Sioux Falls, S. D., (in tree). Urging him to give the old college try are (l to r) Harold Gross, H. M. Gross Agency, Chicago; Robert Delph, KFTM Fort Morgan, Co.; Neville Miller, Washington; Wiley Harris, WJDX Jackson, Miss.

SHOWING they mean business in preparing to display their iron shots are (l to r): Dan Meadow, RCA, Indianapolis; Joe Higgins, WTHI Terre Haute; Harry Dieter, Foote, Cone & Belding, Chicago.

THE score's the thing as Harry Burke (seated), KFAB Omaha, lends his shoulder and Al Schroder (l), WOR New York (Chicago office), looks on while Jones Scovenn, Free & Peters, New York, figures their totals.

COURAGEOUS man is Charles Grisham (center), Edward Petry & Co., Atlanta, as he gets ready to pedal off with tourneymates. "Passengers" are William Cartwright (l), Edward Petry & Co., Detroit, A. J. Schroder, NBC Chicago.

EQUI-DISTANT from the cup, this tourney quartet decides to try and make the rest of the distances billiard style. (l to r) Leslie Attass Jr., WIND Chicago; Sil Aston, WAIT Chicago; Jack Davis, John Blair & Co., Chicago; Marv Rosene, WIND Chicago.

BRIEF pause during the Broadcasting tournament is enjoyed by these Illinois linksmen (l to r): Jack Fisher, Fisher Agency, Chicago; John Carey, WIND Chicago; Merrill Lindsay (low gross winner), WSOY Dekatur; Les Johnson, WHBF Rock Island.

CENTER of attention is Fred Klein (2nd left), Toni Co., Chicago, as he totes the figures after Tam O'Shanter tour. Watching him are (l to r) Jim Stirtton, ABC Chicago; Jack Lamarr, Foote, Cone & Belding, Chicago; A. G. Wade, Wade Advertising, Chicago.

THESE exponents of the ancient and royal game, said to have first been played by Scottish kings, take time out for a breather. L to r are Carl Jewett and Robert Burrow, both of WDAN Danville, Ill.; Robert Everett, Price, Robinson & Frank, Chicago; Max Everett, Everett-McKinney, New York.

ENJOYING a between-holes chat are these four competitors (l to r): Bruce Bryant and M. Harms, both of Edward Petry & Co., Chicago; John Outlier, WSB Atlanta; J. Rolston Fishburn, Edward Petry & Co., Chicago.
CONVENTION GOLF
Lindsay Grosses 79; Fishburn Nets 63

MERRILL LINDSAY, WSOY Decatur, Ill., and Rolston Fishburn, Edward Petry & Co., Chicago, were the low gross and low net winners respectively in the annual BROADCASTING-NAB golf tournament held April 16 at the famous Tam O'Shanter Club in Chicago.

Mr. Lindsay carded a 79 for the low gross score, while Mr. Fishburn, with a gross of 93 and a blind bogey handicap of 30, scored 63 to lead the 80 convention golfers.

Mr. Lindsay is from a family of famous golfers, his sister, Marjorie, having won the Illinois women's state golfing championship for three years. In his round he had only four double bogies.

Second low gross was shared by J. B. "Steve" Conley of Westminster House Radio Stations and Lew Green of Green Assoc., Chicago, with 81. Bruce Ryan of Edward Petry & Co., Chicago, last year's low net winner, scored an 82 to wind up in third place.

Second low net honors went to Steve Pogasy of General Electric, Chicago, and Frank Parrish of KMFX Phoenix 64's, while Bob Roberts, WBKB (TV) Chicago, and Dan Meadows of RCA Indianapolis, tied for third honors, with low nets of 68.

Messrs. Lindsay and Fishburn were awarded silver loving cups by BROADCASTING-TELECASTING's George S. May, owner of Tam O'Shanter course, which in August will hold the All-American Tournament with $78,000 in prizes, was the day's host, aided by Cliff Posson, director of public relations of the George S. May Co., Chicago.

WFIL THREAT OFF
 Does Not Seve NAB Link

THREAT of WFIL Philadelphia to resign from NAB if the association continued to endorse the station as recently as an NAB rate adjustment failed to materialize at last week's Chicago convention.

The threat was raised in a telephone call to WFIL from H. Annenberg, president of Triangle Publications, operating the WFIL properties, to NAB President Justin Miller. Mr. Annenberg wired that he had heard indications that Roger Clipp, WFIL general manager, might come under broadcaster fire for the station's rate changes based on TV popularity in Philadelphia.

Judge Miller wired Mr. Annenberg that he "would regard any action by NAB as entirely inappropriate and an invasion of rights of broadcasters to determine their own methods of doing business."

The subject was not raised, however, at the NAB convention's Tuesday morning meeting.

Mr. Annenberg told Judge Miller the change in rates was planned and executed by the owners of WFIL; that he accepted full responsibility, and that Mr. Clipp "merely carried out his instructions."

Reaction to the WFIL rate change "shocked" him, Mr. Annenberg said. He declared "radio has grown and thrived on its ability to meet changing conditions."

Noting that advertisers and agencies have accepted rate increases as fair and equitable, he pointed to an increase in daytime network listening as shown by BMI and a corresponding drop in night listening. On this basis WFIL lowered night rates and increased daytime rates, he said.

If it was fair to increase night charges in radio when the number of listeners increased, it is fair to reduce charges when the number is decreasing, according to Mr. Annenberg. Similarly, he continued, WFIL felt it should recognize TV's inroads into night radio in Philadelphia and seek by means of fair price competition to hold rates and increase our night radio business.

...If NAB disagrees with our stand we shall be happy to withdraw."

Broadcasting - NAB Golf Scores

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NARBA PICTURE

THE NARBA situation, its past, present and possible future, were canvassed by representatives of the Clear Channel Broadcasting Service at a meeting in Chicago last Monday.

Louis G. Caldwell, Washington attorney and NARBA counsel, who represented the organization at the NAB conventions in Montreal last fall and in Havana earlier this year, reported on the negotiations and associated developments.

NARBA was also the subject of talks by John H. DeWitt Jr., WSM Nashville, and G. L. Leydorf, WJR Detroit, who participated in some of the Montreal and Havana meetings.

Harold Hough, WBAP Fort Worth, presided over the meeting in the absence of Chairman E. W. Craig, WSM. All 18 member stations were represented. The group included:

Mr. Hough, WBAP; Col. B. J. Palmer, Ralph Evans, Paul Loyd and John DeLancey, WSM; Russell, James E. Edwards, George Snyder and Harold Safford of WLS Chicago; John Leitch, WCAU Philadelphia; James M. L. Wink, John Petry and Mr. Leydorf, WJR; Mr. DeWitt and Irving Weigh, WSM; Frank F. Schreiber and Carl J. Meyers, WGN Chicago; Victor A. Sholl, WBAP; and Attorney Neville Miller of WHAS Louisville; Martin Campbell, WRCA Dallas; J. Leonard Reinach and John M. Outler Jr., WGB Atlanta; Hugh A. L. Hall, WAGT Atlanta; William Fay, WHAM Rochester; William Ryan, KFI Los Angeles; Howard Summerville and Larry Baird, WWJ New Orleans.

Others participating in the meeting included Ward Quass, CBBS director, and Mr. Caldwell, plus Percy H. Russell Jr. and R. Russell Eagan of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis.

Lipscomb To Lawyer

CHARLES T. LIPSCOMB J.R., formerly with McKesson & Robbins Inc., New York, has been named president of the Pepsodent Div. of Lever Bros. Co. Mr. Lipscomb was vice president and general sales manager of McKesson & Robbins, and before that was with the Coca-Cola Co. and the Vick Chemical Co.
What radio's own census knows about you

*Number 2 in a series*
Your answers to the U. S. Census Takers will show America to be bigger than ever — with more spendable income per family.

Your answers will also show that there are 40,700,000 radio families (95% of all U. S. families) — an increase since 1940 of more than 12,000,000 — and that they own 86,000,000 sets, nearly double the 1940 count.

Radio's own Census — the Broadcast Measurement Bureau — goes a step further and counts ears. It measures how much the people in these homes are listening and to which of the nation's 2,000 stations. This Census (B.M.B. Report No. 2) was started some months ago and preliminary findings have just been released. Here's the one most important fact of that Report:

**More people listen to NBC stations than to those of any other network. Specifically:**

The combined total weekly audience listening to the stations of the NBC Network is 35,430,000 families (daytime) and 37,750,000 (nighttime). That's more than 3,000,000 higher than the second network during the day; and over 4,870,000 higher at night.

What this means to an advertiser — If you are a manufacturer of products or services, you will be interested in these facts: (1) America is a bigger, richer, more rewarding market place for you than ever before, and (2) to sell this market you can use no advertising medium more powerful than NBC, because NBC is Bigger, Busier, More Economical . . .

Bigger — The stations of the NBC Network (according to B.M.B.) have the largest combined weekly audience in all America — larger than any other network, or than any other advertising medium.

Busier — NBC is selling more products and services for advertisers, day and night — and in 1949, advertisers invested more money in NBC than in any other network.

More Economical — NBC today costs considerably less per 1,000 homes reached than it did 10 years ago — and NBC today reaches more people at lower cost than any other national advertising medium, including the other networks.

Today, more than ever, to sell America you need

**NBC**

*America's No. 1 Advertising Medium*

A service of Radio Corporation of America
Here's the Sensational
LOW-PRICED
WESTERN
That Should Be On Your Station!
PROVED FOR 3 YEARS!
RENEWED FOR 6 YEARS!

"THE
CISCO
KID"

AMERICA'S
GREATEST SALESMAN!
Paid off with the very
first broadcast!

Most Sensational Success Story
Ever Offered for Local Sponsorship

Interstate Bakeries (Annual Gross Sales: Over
$38,000,000) say: "The CISCO Kid has certainly
sold a lot of bread for us. We have never seen our sales
force more enthusiastic. This applies to our grocers also.
Enclosed find our renewal for 6 additional years."—Roy
L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to
guns—is breaking traffic records!

This low-priced
½-Hour Western
Adventure Program is
available: 1-2-3
times per week.
Transcribed for local
and regional sponsorship. Write,
wire or phone for
details.

WORLD CONQUEST
Hoffman Says Radio
Is A Front

THE REAL BATTLE for world conquest is on the informational and
economic fronts, ECA Administrator Paul G. Hoffman emphasized in an
address at the Tuesday afternoon general session of the NAB
conference.

"On the informational front of the struggle between the free world
and the Kremlin slave world we are
outmanned and outgunned 50 to 1," declared Mr. Hoffman. The former
president of the Studebaker Corp. explained that in France alone the
Communists have spent about $15
million a year for anti-Marshall
plan propaganda.

"In each target country there is a
hard-core of Communists," he said.
"This group seeks to capture the
minds of people by the well-
known Goebbel method. They use
the big lie—they make glittering
promises—but above all they seek
to instill fear and hatred. They
know that people whose minds have
been so poisoned become so conf-
used that they can neither see nor
think clearly. They know that
when confusion has been com-
pounded into chaos a very few
people can seize control and rule the
many."

"Job to Be Done"

Mr. Hoffman insisted, however,
that there is a "huge and difficult
job to be done here in America" by
broadcasters, in addition to the in-
tensified activity abroad. He asked
"friendly radio" to help Americans to
understand more fully that if an
enduring peace is to be achieved,
three goals must be reached: (1) America must remain strong and
prosperous as "the home of men
of goodwill everywhere are cen-
tered in our strength"; (2) An
"economically healthy, democrati-
cally virile and militarily strong
western Europe is a prerequisite to
world security"; (3) America and
the free nations of western Europe
must remain united.

Calling on the delegates to "make
the meaning of the fight for peace as
exciting and thrilling as the story
of a shooting war," the ECA ad-
ministrator declared:

"As I see it, your responsibility is
to develop the techniques by
which an understanding of intangi-
ble truths can be brought home to
all the people. It is your responsi-
ability to find the words that will
not only inform but will, to quote
Kipling, walk up and down in the
hearts of men."

In another Tuesday afternoon
address, H. E. Babcock, author, ag-
riculturist and former chairman of
the Cornell U. board, asked that the
broadcasting industry do a lit-
tle more thinking about the coun-
try's future food supply; check "so-
called farm plans" to see what they
promise in the way of "better
meals for more people"; as a pub-
lic service, give diet education a
"high priority"; and "sharpen
up your merchandising of good foods."

He singled out the animal foods
for special attention, recommend-
ning cooperation with others, the
low temperature people, the
packers and the milk companies,

RICHARDS HEARING
Reviewed in Chicago

PROCEEDINGS involving renewal
of the licenses of the G. A. Rich-
ards stations (KMPC Los Angeles,
WJR Detroit and WGAR Cleve-
land) were reviewed April 16 at a
reception held at the Stevens Hotel,
Chicago. John Patt, WGAR vice
president was host.

Hugh Fulton, of Fulton, Walter
& Halley, counsel for the stations,
reviewed testimony given at the
FCC's Los Angeles hearing. He
warned of the danger of thought
control in FCC control of broad-
casting and the political implica-
tions of the proceedings.

R. E. Allen Named

ROBERT E. ALLEN, vice presi-
dent of Fuller & Smith & Ross,
New York, has been named man-
ger of the New York office of the
agency succeeding R. W. Wiley,
who has resigned. Mr. Allen has
been with the company for the past
14 years. Mr. Wiley relinquished
his title as chairman of the board
as well as manager in order to
devote a larger part of his time to
the development of a new organi-
zation in the field of merchandising.
MR. SPONSOR:

Folks hereabout love Tigers...

AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League ... and WJBK, for the second straight year, is the key station of the network that carries the Tiger broadcasts.

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your best bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

WJBK - DETROIT

NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVENUE, NEW YORK 17, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
American Business needs an assist from the broadcasting industry to "tell its story simply," Herman W. Steinkraus, president of the United States Chamber of Commerce, told NAB convention delegates at the Monday afternoon general session.

Calling radio "our most powerful medium—because the majority of our people don't read," Mr. Steinkraus urged broadcasters "locally and regionally"—help tell the story that the American system "must be preserved."

Earlier, Warren E. Austin, United States representative to the United Nations, called on broadcasters to "help conserve the soundness and stability of the economy of this nation, as well as the hopes and faith of the American people, while we are helping fellow members of the United Nations to fulfill the promises of liberation from war."

He lauded the industry for its world-wide service on behalf of the UN, noting a "contribution of more than $5 million worth of air time to spread knowledge about the work of the United Nations."

**World Affairs**

"You have brought speeches and statements on world affairs by people of all shades of opinion and from many countries into the living rooms of millions of homes," he acknowledged. "And your regular programs of news, commentary, forums, and interviews have constantly directed attention toward international events and issues."

Ambassador Austin observed that the broadcasting industry's "media of communication dramatizes the spoken word through the interpretive color and tone of the human voice; through television you add persuasiveness of personality through projection."

Mr. Steinkraus congratulated the association for selecting as theme of the convention "What is the American Broadcaster's Responsibility?"

"It is unusual for an industry to ask such a question," he asserted. "Most organizations today want to know 'What Are Our Rights?' You're not interested in what's in it for you. You wonder what you can do in world affairs, in industry, in labor relations, in world economics, in agriculture, etc."

He charged that Americans well informed on baseball, movies, popular songs, travel, extra pay, and benefits—know too little about their responsibilities to the nation, the importance of citizenship and the truth about corporation profits.

"Our people like the idea that government can do something for them—they like the idea of socialized medicine, forgetting that Lenin once said it is the keystone of the socialist state," said Mr. Steinkraus. "They don't know how fast the nation's deficits are piling up, how serious is the cold war, that the administration in Washington is the greatest of pressure groups."

"How about a lobby for the people?" he asked the broadcasters. "Tell the people the truth on a wide range of issues—and with simplicity. Tell them that unless their savings are invested in industry, new jobs will not be created—that government can't create jobs by swinging a big whip."

He reported that several broadcasters already had given the U.S. Chamber of Commerce "from their rich experience" assistance in telling its story clearly. He asked that the industry assist business in general, especially since "most business men are afraid of radio."

Three "great groups" have no lobby, Mr. Steinkraus declared consumers, investors (12 million of them) and the millions of workers not in any union.

**BMI Dinner**

**Cohan Claims 14 Stations**

Western Radio Network has been formed by John Cohan, sales manager of KNX-FM, Calif., who will act as sales and contact man, and Allen Miner, of Hanford. Now numbering 14 stations, from Seattle to San Diego, the network will have offices at 418 S. Robertson, Los Angeles.

The network plans to carry live re-creations of major league baseball games, with broadcasts originating from the Los Angeles studios and carried by telephone lines to member stations. Programs, entitled Game of the Day, will be sold to stations on monthly basis based on individual station rates. Hal Berger, sportscaster, will announce the games.
The BMB study no. 2

reveals some pertinent facts about the Georgia market:

1. The audience total for WSB is greater now than in 1946.
2. No combination of other stations in Georgia provides as large a total audience opportunity as does WSB—measured from any level.
3. The FACTS are now available. Unsupported claims and wishful theory carry no weight.
4. A good coverage job in Georgia means that WSB’s 50,000 watt voice is a must.

WSB

THE ATLANTA JOURNAL STATION

Represented by Edw. Petry & Co., Inc.
PACIFIC REGIONAL

First Commercial
Set May 14

FIRST commercial broadcast of Pacific Regional Network [Broadcasting, Feb. 27] will be aired May 14 when the Helen Gahagan Douglas for Senator Committee sponsors a half-hour political broadcast over a total of 48 stations in 43 California cities that now comprise the new network. Origination point of the broadcast will be KFMV (FM) Hollywood.

Included among the station total, which exceeds the original goal of 30 stations, are 43 AM and five FM outlets which will act as links between AM stations and provide bonus coverage to the FM home audience. Use of FM links, according to Cliff Gill, PRN manager, will eliminate cost of telephone lines and result in substantial savings for advertisers.

"Flexibility" and "free selection of stations" in its sales pitch will be stressed by the network, it was stated by Ted MacMurray, network sales manager. He also announced that the network will be sold in statewide, Southern California, Northern California or Central Valleys Groups, "tailored to advertiser's needs." Saving of 20% over purchase of stations at their individual rates would be reflected in time rates of the network, he added.

Although PRN plans to operate mainly for commercial purposes and offers no guaranteed programming service, Mr. Gill stated that some sponsoring programs and special events broadcasts would be available to affiliates.

Network will continue to sign additional stations for the next two weeks, Mr. Gill said, pointing out that the number of stations now comprising PRN equals the total number of affiliates of the four major networks in California.

FM Sales Potential

LATEST picture of FM coverage in leading markets "with $63 billion in total retail trade" was in the mails for NAB members last week. Prepared by Edward L. Sellers, director of NAB's FM department, the report, called "The Sales Potential Outlook for FM," contains statistics and a map showing FM station coverage.

DIRECT-wire coverage of Worcester Telegram and Gazette Central Massachusetts Bowling Tournament was aired by WTAG-AM-FM Worcester.

WBAP Intruder

A TEXAS rattlesnake appeared at WBAP Fort Worth but his career in radio was a short one. Howard Hall, early morning announcee, discovered the rattler in Studio A. Seizing a handy coat hanger, Mr. Hall put an end to the intruder. "Hereafter," says Jack Rogers, WBAP promotion director, "all rattlers visiting WBAP will have to make appointments."

RECORDING UNIT

House-Senate Control Urged

CONTROL of the Joint Senate-House Recording Facility would be vested in a Joint Congressional committee under amended legislation favorably reported to the Senate April 14.

In addition, a number of other changes are incorporated in the new Senate Rules & Administration committee version of a resolution passed last August by the House and reported by Sen. William Benton (D-Conn.).

The measure (H.J. Res 332) authorizes the recording facility to assist in making disc, film and tape recordings for Senate and House members, and maintain and operate the public address system. Provision for film, presumably for use on television, is another new feature contained in the modified proposal.

The Senate committee urged creation of a group comprising members of the administration committees of both houses, which it felt would be "in a better position to oversee the functions of the facility and its services for Congress." Currently, the project is administered by the Senate Secretary and House Clerk.

Appointment of members to serve on the proposed subcommittee awaits passage of the resolution, now on the Senate calendar. Some observers felt it would include Sen. GuyGillette (D-Iowa) and Sen. Benton from Senate Rules & Administration, and Reps. Mary T. Norton (D-N.J.) and Thomas B. Stanley (D-Va.) from the House Administration group.

Another provision inserted in the Senate version would authorize disbursement of not less than $10,000 or over $15,000 for purchase of the privately-owned equipment now in use at the facility, and currently leased by Congress from Robert Coar, project coordinator.

About $64,700 in bank balances would be placed in a revolving fund to finance future expenses. Fund would be established in the Treasury and placed within the contingent fund of the House. Salaries would still be paid by yearly legislative appropriations, and an annual audit of funds would be taken.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER
HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE · LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · REILAH
MR. & MRS. NORTH · THE GOLDBERGER
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPHY · JOAN DAVIS · GROUCHO MARX · MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN · EVE ARDEN · AMOS N' ANDY
JACK BENNY · INNER SANCTUARY · RED SKELETON · HELEN HAYES
HORACE HEIDT · MYSTERY THEATRE · DINAH SHORE · GENE AUTRY
PHILIP MARLOWE · GANG BUSTERS · VAUGHN MONROE · CONTENTED HOUR

Leo J. ("Fitx") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR Broadcasting Corporation
Rand Building, Buffalo 3, N. Y.

National Representatives: Free & Peters, Inc.
FIRST in Television . . .
LARGEST in Radio!

KSD-TV...with more than 110,000 receivers in its area as of April 1, 1950 . . . continues to deliver the ENTIRE TELEVISION AUDIENCE in America’s 9th Largest Market.

KSD...with 5000 watts on 550 KC . . . has the LARGEST half-millivolt daytime coverage area of any radio station in St. Louis.

KSD and KSD-TV

The ST. LOUIS POST-DISPATCH Stations

National Advertising Representative: FREE & PETERS, INC.
IAM PROGRAMS

Union Offers New Recordings

STATION management is taking a second look at a new series of 15-minute transcribed programs now being offered by the International Assn. of Machinists, one of the strongest independents in labor's ranks. [Closuzo Circuit; April 17]. It is trying to decide where to draw the public interest line.

The IAM claims the recordings are now being used in as many as 20 different cities throughout the country and quotes other unions such as the AFL, the Upholsterers Union, Hatters Union, International Ladies Garment Workers Union, the telephone workers, United Auto Workers (CIO), as waxing enthusiastic about the "labor songs." Although available to stations, the recordings also can be purchased in albums at $2.25 apiece.

According to the union, it is placing some of the programs on paid time "where necessary" although others have been taken by stations "on an educational basis." The union says it hopes to reach 200 markets when its campaign really gets rolling.

Treading softly the fine line between the political and the educational with trip-hammer blows, the programs feature "songs" composed by top-flight song writers. Milton Pascal (lyrics) and Gerald Marks (music).

Pension Jingle

Highpoint of Sing a Labor Song is the tune-jingle, "A Pin For Your Lapel: Let's All Shed a Tear" that gives the union's interpretation of the "pension story" in this light:

After 30 years the worker gets a pin for his lapel . . . "when you ask for a pension you get the bird . . . they say how do you dare say that dirty word . . ."

Refrain is: "Let's all shed a tear for the bosses" . . . And "someone give the boss a crying towel" . . . "cause he got to pay a living and a room."

Throw the boss a towel, the theme continues, because his wife must have her mink, he must pay $100 for his hotel room on his Florida vacation and because he pays so much to Uncle Sam. . . .

Other parts of the show are easier on the "bosses" but only momentarily.

"The Guy I Sent to Congress" gets it next. He's the man, the IMA singer, who is to make sure that we "get a square deal," he must have the correct "intention" and he "better take care of me . . ."

Other episodes review the workers' lot a half-century ago in a ballad called "50 Years Ago." A marching song completes the musical fare by giving tribute to the U.S.A. that "gives us the right to gripe . . . we can stand our ground and not be pushed around . . ."

A brief introduction is given by A. J. Hayes, IAM president, who says he hopes the "song" will get on the public's hit parade and be on everybody's lips—though presumably not by the green-eyed "bosses."

To support its campaign, the

IAM's publication has cited three stations, WREX Duluth, Minn., KXOL Ft. Worth and WNEC Macon, as broadcasting the program at choice nighttime periods with "an enthusiastic response from listeners." James King, WREX general manager, is quoted as believing the program "is without doubt one of the best pieces of labor relations work that I have heard of . . . ."

However, it is understood that not all stations are that enthusiastic nor receptive. Many are questioning the "approach" of the IAM message. While there is wide dissemination of union educational programs as well as business shows, these managers contacted by IAM doubt whether the shows can be considered to be within the public interest category.

The question that is being most frequently raised is "does this type of programming add to an understanding between labor and management?" And the second question, which poses the problem, is "what is the position of a station that must keep the public interest in mind?"

The situation, they feel, is a labored one.

WQAN PLANS

Opens Commercial Operation

WQAN Scranton, Pa., one of radio's pioneer stations, which is owned and operated by The Scranton Times, started commercial operation April 16 on a dawn to dusk schedule. The station, officials said, has operated non-commercially since Jan. 8, 1923.

Commercial operation is from new studios in The Scranton Times Building. The new studios, divided into four units, include a 250-seat auditorium for audience participation shows. The 291-ft. transmitting tower is located on top of the building. For the new studios, The Scranton Times added a fifth floor to the present building.

WQAN officials said the Standard Brewing Co. of Scranton some time ago became the first sponsor. Standard agreed to use the Times FM outlet commercially until the AM operation was completed. WQAN is licensed for power of 1 kw daytime, 500 w night, on 630 kc.

DECCA Records Inc., New York, has announced that sales for first quarter of 1950 were almost identical with those of same period last year. Earnings were expected to be somewhat higher than last year's figure for first three months which was $280,098, or 36 cents a share.

ADAM J. YOUNG JR.

22 EAST 40TH STREET • NEW YORK, N.Y.

RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Page 38 • April 24, 1950
UP FROM THE ASHES IN 24 HOURS

EASTER SUNDAY, 1950, was to have been the date of the fifth anniversary Open House at Radio Station KICD (250 w—1240 kc), Spencer, Iowa. At 1:30 a.m. unexpected visitors showed up—their fire department, which fought losing battle against the flames. Somehow they broke out in the basement and destroyed the combined studio-transmitter building.

Sanders, manager and owner, watched the roaring flames. It was obvious that his station would be a total loss, except for the promotion building, tower and associated tuning unit. Then he made his way to a telephone. "Operator . . ." he said, "Get me R. H. Hollister of Collins Radio Company in Cedar Rapids."

Magic Words

Those few words started a chain of events destined to result in an amazing story of exceptional manufacture and service.

At Collins Radio Company, things began to happen. Lights flashed on at 2:30 a.m., when Scotty Singleton of broadcast sales and Walker Whitmore of the service department arrived to assemble replacement equipment for KICD. By 7:00 a.m. the following equipment was lined up on the shipping platform:

1-200G 250 watt Collins transmitter with two sets of tubes
1-212A console with power supply, relay unit and tubes
2-213A-A turntables, complete with pickup
1-28W-1 limiting amplifier
1-6T-1 monitor amplifier
1-19G-3 rack cabinet
400 ft—4" coaxial transmission line, with fittings
686 ft—Shielded pair audio and power hook-up wire

Bird-Walking Weather

Under ordinary conditions, the transportation of this equipment to Spencer would have been a breeze. But Collins aircraft were grounded because of the serious icing and sleeting conditions. The only alternative was to use a Collins truck.

No 1240 kc Crystals

KICD's frequency of 1240 kc presented a real problem, since no crystals of that frequency were immediately available. Ed Lent, purchasing department, called James Knights, Sandwich, Illinois, and requested a rush job on two 1240 kc crystals. Easter Sunday or no, Knights' people turned to and finished the crystals by the time Ed lent arrived in his car to pick them up. Meantime, another Collins-equipped station, KBIZ, Ottumwa, helped out by sending a 1240 kc crystal to KICD as a temporary loan.

At 10:30 a.m. the Collins truck, loaded with equipment, left Cedar Rapids, bound for Spencer over 300 miles of icy, hazardous roads. At the same time, Chuck Lowder, broadcast service chief, gathered test gear, dummy load, tools and test data, and left for Spencer to install the equipment.

At 6:30 p.m., Collins' truck, after driving through one of the worst ice storms in Iowa history, arrived at Spencer. Installation began in the promotion building which the fire had not reached. By 3:00 a.m. Monday, program tests were under way, and FCC approval had been obtained for the emergency installation.

Chief Engineer Kanago makes final check on new Collins Transmitter.

At 6:00 a.m. Monday, KICD signed on with full power and regular Monday morning programming.

Fantastic

Said Ben Sanders, "Thank God we had Collins. Those boys down there were fantastic in the work they did. This tops anything I've ever known for fast, efficient service in the face of so many obstacles."

FOR BROADCAST QUALITY, IT'S . . .

MIDWESTERN EASTER BONNETS TAKE BEATING

ON EASTER SUNDAY, 1950, Iowa residents were greeted by a sleet storm, instead of the customary balmy breezes and warm April sunshine. Up to an inch and a half of ice coated trees, houses and wires with backbreaking loads. It was ceiling zero for aircraft—all planes grounded, highway traffic slowed to a snail's pace, telephones and power service disrupted.

This was the situation as KICD's emergency call went out to Collins Radio Company for equipment to replace that destroyed by fire as the storm began.

Smoke-blackened interior of KICD, gutted by fire on Easter Sunday.

Only a chimney remains intact among the debris of the studio-transmitter building, but an optimistic sign reflects confidence in Collins.

FOR BROADCAST QUALITY, IT'S . . .
THE LATEST WCKY STORY

WCKY COVERS THE SOUTH AT A LOWER COST PER THOUSAND BMB FAMILIES THAN ANY OTHER 50 KWS STATION!

BMB PROVES IT!

WCKY DELIVERS A THOUSAND BMB HOMES AT A COST OF:

21.8¢ PER THOUSAND 8-10:30 PM

*Total BMB families listening 3-7 times per week nighttime and open 15-min.
rate, Standard Rates & Data.

NO OTHER STATION CAN GIVE YOU COVERAGE OF THE SOUTH FOR AS LOW A COST AS WCKY.

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

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

HERE IS WHAT OTHER 50 KWS WITH COVERAGE IN THE SOUTH COST PER THOUSAND BMB FAMILIES.* COMPARISON THIS COST WITH WCKY'S COST!

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 kw station in Tennessee</td>
<td>26.0c</td>
</tr>
<tr>
<td>50 kw station in North Carolina</td>
<td>35.8c</td>
</tr>
<tr>
<td>50 kw station in North Carolina</td>
<td>42.5c</td>
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<tr>
<td>50 kw station in Texas</td>
<td>48.5c</td>
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<tr>
<td>50 kw station in Ohio</td>
<td>25.6c</td>
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<td>50 kw station in Georgia</td>
<td>28.2c</td>
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<tr>
<td>50 kw station in Louisiana</td>
<td>34.0c</td>
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<tr>
<td>50 kw station in Virginia</td>
<td>39.8c</td>
</tr>
<tr>
<td>50 kw station in West Virginia</td>
<td>67.5c</td>
</tr>
</tbody>
</table>

BMB CONFIRMS THAT WCKY IS YOUR BEST NIGHTTIME BUY TO COVER THE SOUTH!

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

or

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

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Doubledegook

THERE IS mounting evidence that the FCC is thrashing about in all directions in its approach to the question of "editorializing" by licensees.

The fact of Commission confusion was probably the clearest conclusion to be drawn from the Mayflower "Repealer," handed down last June and finding that stations may editorialize if they act with "fairness" and in "balance." The five participating Commissioners contributed, among them, a majority report, a dissent, a statement of "additional views" and a "separate opinion." The majority's use of 18 pages to express its thesis is indicative of the confusion that abounds.

No wonder, then, that stations have been uncertain, or that the Commission felt compelled to restate its intent, as it has now done in the WLIR New York case. Comr. Webster called the turn at the outset. His "additional views" on the Mayflower report were prompted by his belief that the Commission should adopt it, "still leaves a licensee in a quandary and a state of confusion."

Inevitably, observers will look at the Commission's action in the WLIR case side-by-side with its confused approach to the news policies of another station owner, G. A. Richards, although the latter is characterized as an investigation of "qualifications" and not of editorializing. Already it is being pointed out that Mr. Richards, as Administration man, is in peril of losing his three stations while WLIR, which broadcast editorials in support of a Fair Employment Practices Commission—an Administration project—thus far a "separate opinion" with respect to seeking out opposing viewpoints.

Conversely, and as further evidence of the confusion that prevails, the letter to WLIR is being confused as an answer to charges—also related to the Richards case—that FCC cracks down on anti-Administration broadcasters but not on Administration supporters.

The letter to WLIR serves notice that FCC does not expect a station merely to reserve time for opponents of its editorial viewpoints in case they come forward and demand it. The broadcaster, says FCC, has "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

We can conceive of nothing more irrational. What better way to advertise a viewpoint than over the air? Is the licensee required to hold up an editorial viewpoint on a live public issue until he can grab someone with an opposing view? Or is he supposed to forget the whole thing? If it's the latter, then no right to editorialize exists at all. It is suppression of freedom at its worst. What better way to advertise a viewpoint than over the air? Is the licensee required to hold up an editorial viewpoint on a live public issue until he can grab someone with an opposing view? Or is he supposed to forget the whole thing? If it's the latter, then no right to editorialize exists at all. It is suppression of freedom at its worst. There are sure to be repercussions. For the sake of a confused art, we hope they will have a clarifying effect. Rep. Harry R. Sheppard (D-Calif.), who has a network-licensing bill pending (and one that's so extreme it falls on its face), reportedly is considering an amendment to provide for the "same editorial freedom as newspapers."

We contend they should have it, but should exercise it with wisdom.

NAB Postlude

THE NAB convention—No. 28 of an annual series—wound up last week in Chicago. There were good sessions and bad sessions. The non-specialists who flocked in were well attended while some of the business sessions could have been held in a telephone booth.

The overall attendance was down. There were no burning issues, unless it was the issue of NAB itself. The big business—that of appointment of a general manager in the 6 foot 2 personage of Bill Ryan of Los Angeles—was handled by the board even before the convention got under way. It was generally applauded.

But there was lack of verve and enthusiasm. Some delegates thought the annual conventions should be abolished. They felt the district meetings took care of the urgent business. Many broadcasters didn't even go to the trouble of registering, and were content to sit on the sidelines.

It's clear that the NAB has problems. The appointment of Bill Ryan as President Justin Miller's right-hand boomer with authority to run everything except policy, should have a salutary effect. The job now is to stem the tide of dwindling membership and to balance the budget. We doubt whether there will be any further defections until Mr. Ryan has the opportunity to show what he can do. We think he can do much.

But we also think a fundamental change in the NAB approach is needed. The job of the new NAB board—and there are a dozen new members on it—should be one where the NAB has been, appraise where it is now, and then determine where it should head.

How can that bounce and spirit be restored to conventions? The answer, we make so bold, is in a return to the swashbuckling politics, with election of directories from the floor, selection of candidates in smoke-filled rooms, and campaign oratory of the brand that blinded eyes and deafened ears. We think it can be done.

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A few years ago, the membership voted to have what amounts to absentee elections for all 52 board positions. That, it now evident, has emasculated the electioneering spirit. Floor oratory is becoming a lost art. We think it can be done.

So we suggest that the board, at its next meeting, consider the advisability of once again amending those by-laws so that the good old American spirit of unfettered politicking can return to the NAB councils.

Football's TV Fumble

THE BIG TEN has barred live television for 1960. Films can be telecast the following day.

In our judgment the Big Ten, usually the bellwether of the collegiate football industry, had better not go this year. Its loss of income now that it can't build new stadia, and otherwise support their institutions.

You simply have to look at the newspaper experience. With the onset of TV the newspapers usually a year or two after the TV—practically went the way of the dodo bird. People are not interested in watching a football game, the result of which was reported in yesterday's newspaper, and then seeing the suspense, excitement and will to win that makes the game. Once the result is known, interest evaporates.

We may be wrong, but it's our guess that it will be different with the collegiate football industry. When it's in the midst of non-revolving turnstiles. That is, unless they see the light later in 1960.
NEW YORK HAS MORE IRISH THAN DUBLIN
and WOV has a brand new radio show for everyone who loves Irish music and folksongs

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

Ralph N. Weil, General Manager

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

WOV
NEW YORK
Barry's Stock Sale

CHARLES C. BARRY, ABC vice president in charge of programs, has sold 500 shares of his ABC stock, it was learned at the New York Stock Exchange last week. Mr. Barry's ABC holdings now total 501 shares.

Respects

(Continued from page 48)

However, she finally yielded enough to seek the advice of an agency woman, the late Mrs. Erma Proetz, executive vice president of Gardner. Mrs. Proetz promptly told her there was a great opportunity potential for women of her talent in agency work, and a few weeks later Miss Adams joined up with Gardner, naturally.

From the time Beatrice Adams started writing copy for Balston's Ry-Krisp in December 1935 until her election as vice president in 1944, she gave generously of her time, not only to Gardner projects but those of the community at large. She served as president of the Women's Advertising Club of St. Louis, was active in the Fashion Group of St. Louis, and was a founder of the St. Louis Women's Gridiron Dinner, which during the past five years has raised $35,000 for cancer research.

This latter project has brought out Miss Adams' great versatility. She has written most of the shows presented by the "Gridiron Women," at which a thousand women bow each year. In 1948 and '49 she directed the productions as well.

Nationally, she has been honored with the Josephine Snapp advertising award and has served as vice president of the Advertising Federation of America. When she received the Snapp award, the Women's Advertising Club of St. Louis followed suit with a trophy of their own.

Since her election as executive vice president of Gardner in 1945, and a member of the board of directors and executive committee a year later, her duties at the agency have been largely advisory. She counsels with writers and artists on copy and layout problems, but she doesn't lend them a hand in the actual planning of campaigns, radio programs and spots.

"How can I advise others," she asks, "if I don't continue to produce ideas myself?"

Miss Adams has a Colonial-type home in suburban University City and a Scotty named "Rowdy." She takes care of her own rose bushes and other perennials, plays records from a choice symphonic collection, plays Canasta, and drives to and from work.

Her office at the agency is a modern marvel with low-swept divans, built-in bookcases, rags and draperies. She thinks it is most interesting, however, by the following anecdote:

It seems Miss Adams left the office hurriedly one evening with- out closing the windows. A sudden gust of a lamp fell from its perch on an end table, smashing it to bits. The cleaning woman reported an accident in the "recreation room."

E. T. BATCHELDOR

Was ANA Vice President

EDWARD T. BATCHELDOR, 44, vice president and secretary of the Assn. of National Advertisers, died April 18 at his home in Tarrytown, N. Y.


Surviving are his wife, two sons, and his father.

DANIEL TUTHILL

Former NBC Executive Dead

DANIEL TUTHILL, 53, former NBC executive, died April 14 of coronary thrombosis in the Norwalk Hospital, Norwalk, Conn. Mr. Tuthill was general sales manager of NBC in the early 1930's.

In 1940 he was named vice president of National Concerts and Artists Corp. Mr. Tuthill estab- lished his own business in 1946 as a representative of radio artists. Surviving are his wife, Doris; a daughter, Beverly, and a brother, Clinton.

NARRAGANSETT

Sets Record Game Coverage

RECORD number of 40 outlets in its new England baseball network, now on the air for its second season, is announced by Narragansett Brew- ing Co. of Cranston, R. I. This year, the brewery sponsors all Red Sox and Braves games broadcast blanketting Maine, New Hamp- shire and Vermont.

The other three New England states—Massachusetts, Rhode Is- land and Connecticut—will receive the Narragansett coverage on alternate days, as half of the broadcasts are sponsored by Atlantic Re- fining Co. Radio and TV baseball announcing team again will be made up of Jim Brit, Tom Hussey, Leo Egan and Bump Hadley.

While this season's coverage is Narragansett's largest, C. W. Haf- enreffer, treasurer of the company, points out certain outlets in the western section of Connecticut and Massachusetts will not be able to broadcast every game because of league regulations affecting the playing of minor league ball clubs on the same day.

For Narragansett's third sea- son of baseball TV, NBC-TV WBZ-TV, both Boston, share coverage of both Red Sox and Braves games with WJAR-TV Providence relaying games to southern New England.

APS Has New Service

ASSOCIATED Program Service has announced a new "program merchandising service" for sub- scribers. The service includes "Show Sellers," a 12-page sales presentation intended to help local salesmen in selling APS shows; "Show Promoters," an audience-promotion kit containing mat ser- vices, layouts for card, window and counter cards, glossy pictures for lobby and window display and newspaper releases; and "Program Manuals," a monthly publication containing sales hints, success stories and program ratings, infor- mation about talent on the APS shows, and promotional material to be placed locally.
A Qualified Right

A noted lawyer once defined the right to strike in this manner: "The right to strike, in concert, is a qualified right, which ceases to be a right when it interferes with the rights of others."

The UMW having demonstrated its power to throttle the economy of the nation and to flout all authority, emphasizes the great need for prompt Congressional action to put an end to the unreasonable restraint of trade by union bosses to the extent that their whims dictate. Their "rights" are indeed qualified.

This union's approach to labor-management problems is the very antithesis of collective bargaining. Today the miners are no longer free agents who may effectively vote on issues of wages and hours or whether or not to strike. They are just as much the victims of monopoly as the mine operators and the consumers. They are even denied freedom of speech, being fearful of the Gestapo-like forces which violate their rights and make them slaves to a cause in which they have no dissenting voice. By what seemed to be conspiracy and intimidation they were made parties to a potential act of anarchy in refusing to recognize a court injunction to end their strike.

We contend that no matter what the settlement in today's dispute, we cannot ignore what has happened in coal. We contend that there are certain things that are not open to "bargaining"—things like loyalty to one's country; respect for its laws and its president; consideration for the rights of citizens of this country. We do not "bargain" these things. They are inherent in the philosophy of America.

The entire situation goes far deeper than privileges for miners, votes for politicians and power for individuals. It reaches to the very roots of America. Somewhere, somehow, better methods of resolving labor-management disputes must be devised than we have so far been able to develop. Perhaps it is not possible to escape these national crises when we have industrywise bargaining—but a way must be found to prevent a repeat performance of the recent demonstration.

Although the strike has been settled the fundamentals still remain to be solved or to plague us. At all times the mine operators were willing to discuss wages and hours, conditions of employment and the welfare fund, but they refused to buy a sealed package, before discussion—and agreement—on the contents thereof. It is time—high time—that the whole subject of industrial relations be reexamined where basic industries such as coal, railroads, telephones, are involved. The subject should be removed from the political realm and resolved upon the premise of human relations—and the welfare of all our people.

If the unions, through the acts of their leaders, can continue to use economic force as a weapon against both industry and society, democracy as we now know it will soon vanish. If the power to control the production of an industry and the price of its products is vested in a labor monopoly, this power will quickly spread from union to union, from industry to industry, and the Congress will eventually become powerless to control the economy of the nation consistent with the Constitution of the United States.

The problem now involves steps to insure that it cannot happen again. No one man, nor any group of men, must ever again be permitted to throttle our economy, flout our laws, and lay great industry low to gain an advantage even if that advantage be a worthy one. We have laws. They apply to all of us. Let there be no exemptions in the name of "Labor."

The answer is comparatively simple. Basic laws are still on the books that can be made to apply to all forms of monopoly. Monopoly—all monopoly—must and should be curbed.
Feature of the Week

WHEN William Kussell, Boston furrier, decided 23 years ago to drop his newspaper, magazine and direct mail advertising, and concentrate his advertising budget in radio, he did it on a trial basis. The "trial basis," in a then relatively new medium, has turned out to be one of Boston's radio institutions and is still going strong, more than two decades after its debut.

The program is Caroline Cabot's Shopping Service on WEEI Boston, where last week Mr. Kussell paid his first visit in all these years to hand Caroline Cabot a year's contract for six participations a week—double his regular contract.

Mr. Kussell is quick to give the program full credit for his success. For 50 years he has been in business in Boston, starting in a two-room suite, six flights up, without street level display windows. Still at the same location, but only three flights up, in a modern, walnut panelled salesroom, he occupies an entire floor.

He said that in spite of competition from nearby furriers who maintain large newspaper advertising schedules, he has built and kept a selective and discriminating clientele with Caroline Cabot regularly emphasizing Kussell's quality, service, fur knowledge and fashion design. Furthermore, Mr. Kussell has never mentioned price.

(Continued on page 48)

On All Accounts

EDWARD REDMOND FITZGERALD's distinctions exceed even those that go with his timebuying work at J. Walter Thompson Co., Chicago. He is one agency man who can maneuver a cant hook and—if necessary—sell bubble gum in Spanish at the same time.

These latter accomplishments, however, have dwindled from the livelihood to the avocation stage as Ed has progressed in agency business. Bubble gum hawking marked his entry into the business world in 1932, when jobs were as fleeting as the bubbles he blew. Ed was commissioned by a banking friend who had taken over receivership of the Goodyear Gum Co. of Allston, Mass., to tour 40 states and Mexico as a chewing gum salesman.

Although he sold only to retailers, he was required to sample and demonstrate the product in hundreds of school yards across the nation and south of the border. For the latter excursions, he soon learned Spanish for such necessary conversation as "Blow down, sonny, or it'll stick in your hair!"

For this stint, young Mr. Fitzgerald learned how to bubble for the first time, an art which he somehow bypassed during his youthful years in Chicago. A native of that city, Ed was born Sept. 24, 1912, one of eight children (five girls). He attended parochial schools, Loyola Academy and Loyola U.

He quit college for the bubbling job, which lasted 18 months. As a contrast to his southern experiences, Ed decided to go northward—to Argonne on the far-north border of Wisconsin, where he lived the arduous life of a lumberjack for 15 months. Camping in the woods dormitory fashion with 36 men, he sawed, cut and stacked wood from the forests, learning the skill of cant hocking. This he describes simply as a means of lifting the huge logs atop one another with a curved hook by means of leverage properly applied. "We did nothing as glamorous as roll logs in a river, though. No river," he recalls.

After the first six months, Ed and another Chicago stickward took over camp supervisory duties, direction work of all the men. Nine more months of sun-up to sundown labor ("and that's exactly..."

(Continued on page 48)
WLW-CBS
(Continued from page 19)
works, were discounted as "strictly bunk."
Mr. Shouse, who attended the NAB convention as a member of the NAB board, told Broadcasting he had no comment beyond his statement on the report of an imminent switch. He said that, simply as a matter of prudent business, the Avco and Crosley attorneys had studied the question of non-exclusive affiliation with CBS. This, he said, followed the recognized TV pattern in which TV affiliates affiliate with more than one network on a first-refusal basis. He emphasized that no conclusive opinion had been reached.

Top CBS executive at the convention was Herbert V. Akerberg, vice president in charge of station relations. His comment was strictly "no comment" on the reports.

Secondary affiliation on a first-refusal basis, it was pointed out by observers, is not without precedent. For example, WLW now carries the Procter & Gamble daytime serials which run on CBS, but these are handled on a national spot rather than a network basis. Prior to the war, when there was a shortage of desirable AM affiliates in many markets, it was relatively common practice for stations to affiliate with more than one network. WLW itself carried the programs of NBC Red and Blue, as well as CBS and Mutual at one time, it was reported.

Few Major Shifts

When CBS Chairman William S. Paley engineered his talent deals which brought the migration of top stars from NBC to CBS last year, it was freely predicted that network affiliation changes would ensue. There have been few major shifts, however, despite recurring reports in that direction.

The shift of a single major affiliate to another network, broadcasters freely stated, could be the springboard for affiliate switches that conceivably could affect literally scores of AM stations. Primary TV affiliations likewise would be involved because TV affiliation usually ties in with AM.

The present WLW contract with NBC, as stated, expires on Feb. 15, 1951. Under the FCC network regulations, contracts cannot be for more than two years' duration. Discussion of a change in affiliation, however, may not be initiated until six months prior to expiration. In the case of WLW, for example, the negotiating period could extend to Jan. 15.

Mitigating against any full-scale WLW shift to CBS, observers felt would be the immediate effect upon other CBS affiliations in the contiguous mid-west area. For example, it was possible that such stations as WHAS, Louisville Courier-Journal 50,000 watt; WHIO Dayton, owned by the Cox newspaper and radio interests, and WBNS Columbus, of the Wolfe newspaper and radio interests, all now on CBS, would be affected.

Implicit in all of the conversations was the desire of WLW to add the top-rated CBS shows and at the same time retain NBC's service. But back-to-back conflicts would have to be reconciled.

The corridor conversations around the Stevens was not stop with WLW. Such NBC-affiliated 50 kilowatters as WHO Des Moines, WSB Atlanta, WOAI San Antonio and KVVO Tulsa were talked. But inquiries revealed nothing stirring, other than how little interest.

Violent Repercussions Seen

It seemed evident last week that strict silence would be maintained until the attorneys for Crosley had satisfied themselves that a first-refusal arrangement was in keeping with the intent of the FCC's network regulations. It was also evident that all concerned recognized that this move could cause violent repercussions in network affiliations, both AM and TV.

Attorneys for Avco and Crosley who have the over-all matter under consideration are Raymond Pratt, also a member of the executive committee of Avco and Duke M. Patrick, Washington counsel for Crosley. It is understood that Julius F. Brauner, CBS secretary and general attorney, has had the matter under advisement.

CBS-MGM STYMIE
Continues on Credits Issue

WITH controversy between CBS and MGM over credit lines, film studio continues to withhold credits from programs on that network until a "satisfactory" solution can be worked out.

MGM claims that credits voiced at conclusion of a program often are slurred or even omitted in sign-off haste, and therefore insists recognition for its stars and pictures be given early on broadcast. CBS and sponsors are equally insistent that credits be given at end of broadcast, as is the policy.

Initial argument arose over credits on April 6 Suspense program which starred Van Johnson. CBS offered picture credits midway in the broadcast, MGM said. They ended up at the end of the broadcast, reportedly on order from Autolite which sponsors the show.

Cancellations Reported

As retribution MGM reportedly forced cancellation on the April 13 CBS Lux Radio Theatre of "The Briar God's Wild," starring Van Johnson and June Allyson. Substituted were Cary Grant and his wife, Betsy Drake, in "Every Girl Should Be Married".

Although stars are heavily paid for appearance on network programs, MGM declares film studio derives no other gain except a credit of use of its talent, and therefore feels itself entitled to a midway plug.

chicago PERIMETER
broadcasting association

Low-Cost Effective Coverage of the Greater Metropolitan Area of Chicago

4 Station Coverage Sold in Combination

chicago perimeter broadcasting assn.

178 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your spot radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

BROADCASTING • Telecasting

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ON ALL ACCOUNTS

(Continued from page 46)

exactly what it was’!), all for $1 a day and room and board, convinced him this was not a sideline which led to a substantial future.

Returning to Chicago, Ed worked briefly as an interviewer for a loan company. Becoming depressed at the number of near-bankrupt people, he borrowed $300 from a bank and told the loan agent, “For the first time in my life,” he said, “I got some business sense and discipline,” during this three-month course in management, shorthand and typing for college men. So, in 1937, he joined J. Walter Thompson Co.

Working first in the financial department, he transferred two years later to traffic or production control, becoming assistant manager in 1944. In 1947 he was promoted to manager. Despite all this experience working closely with clients and account executives on their problems, Ed’s sights were set on radio and television. Late in 1948 he moved into the timebuying job. Not only TV buying, he did as much as he could as practice, Ed buys time for about 10 major accounts.

The biggest piece of AM business is ABC’s Breakfast Club on ABC. On TV, he would like to join ABC’s Little House on the Prairie and the National Geographic Society program, to include participations in NBC’s Saturday Night Revue for Swift, NBC’s Kraft Television Theatre for Kraft Foods and the situation-fire on ABC for Libby, McNeil & Libby. Other accounts: Parker Pen, TV spots; Brach candy, TV spots; A.C., AM-TV spot; Northern Trust & Co., AM spot; Bowman Dairy, AM-TV spot; Indiana Bell Telephone Co., AM spot, and Trailer Coach Manufacturers, periodic AM-TV spots.

Ed and his wife, the former Lucille Perkins, will celebrate their 10th wedding anniversary this year. They and their children—Edward, 9, John, 6, and Barbara, 2—live on the city’s far North Side. Because the house is 40 years old and “needs a lot of improvement,” Ed has little time for his former sidelines — golf, swimming and bowling. Gardening is now his first extra-curricular love.
ARDEN SWISHER appointed sales manager of KOIL Omaha. He was formerly with regional office of WNAX Sioux City, Iowa, and has been affiliated with Cowles Broadcasting Co., since 1940. He was sales manager of WOL Washington while it was operated by Cowles, and served as merchandising and promotion manager for Cowles group consisting of KRNT Des Moines, WNAX Yankton-Sioux City and WMT Cedar Rapids, Iowa.

JAMES D. CLARK Jr. appointed sales manager of WRVA Richmond, Va. He joined staff of station in 1939 as part-time announcer. HARRON HOWARD, previously business and general sales manager, remains as business manager and retains responsibility for special sales development.

HAROLD DAY named assistant manager of ABC spot sales department, continuing to have supervision over spot sales development for network. He has been with ABC since 1942.

SAM CRAWFORD, for past 16 years news editor and newscaster of KGY Olympia, Wash., named commercial manager of station. He replaces J. HARRIS DORR, resigned. (See News.)

JOSEPH (Bud) SOVA appointed commercial manager of WJPS Evansville, Ind. He was formerly general manager of WAIL (FM), Transit Radio station in Flint, Mich., and before that was with WFBL and WNDR Syracuse, N.Y., and WERC Erie, Pa.

ROGER MCMANUS, new to radio, joins commercial department of WJPS as sales representative.

GLENN P. PICKETT, formerly account executive with WJIM Lansing, Mich., joins WILS Lansing in similar capacity.

ROBBIE ROBINSON, new to radio, joins sales staff of KELO Centralia, Wash. HUGH McPHERSON, formerly with KWSY Washington State College station, joins sales staff of KEWA.

HIL P. BEST appointed national representative for WNKN Muskegon, Mich.

BERNARD COVIT, formerly with MBS, joins sales staff of WIPX (TV) New York.

CHARLES J. CRESSWELL, former assistant controller of Bigelow-Sanford Carpet Co., appointed controller for NBC-TV.


DONALD SERACENO transfers from ABC Chicago's sales service department to WENR-TV Chicago's network and local spot sales as account executive. He is replaced by GRAYTON MASON, whose job in research has been taken by BILL HOHMANN.

JAMES J. NATHAN, formerly member of sales staff of WVLK Versailles, Ky., joins staff of WINN Louisville.

BOB HYLAND, assistant sales manager at KXOK St. Louis for past five years, joins sales staff of WBHM Chicago. He also worked at KWK St. Louis.

JOHN H. WHITE, formerly in KXOK St. Louis sales department, appointed to head KXOK-FM Transit Radio sales department.

FRANK SODEN, formerly with WJEJ Hagerstown, Md., joins sales staff of WRNL Richmond, Va. He was sports director of WXGI Richmond and worked with WOR New York before joining WJEJ.

DORA C. DODSON and CLAYTON J. COSER, partners in Dora C. Dodson Agency, station representative firm, have announced their marriage.

BASEBALL
11 Take Giants' Games

FORMATION of the New York Giants baseball network, under key sponsorship of Liggett & Myers Tobacco Co. (Chesterfields), became official as the season opened last week, with 11 stations announced for regional coverage.

Affiliates of the network, which was designed as an adjunct of the 35-station Midwest Baseball Network for the same sponsor [BROADCASTING, March 6], include outlets in Connecticut, Maryland, New York, Pennsylvania, Vermont and Virginia, with WMCA New York as originating station. In addition to Chesterfields, provision also is made for local spot participations.

Member stations of the network, in addition to WMCA, are: WLCR Torrington, Conn.; WBMD Baltimore, Md.; WIRY Flattsburg, N. Y.; WNYN Rochester, N. Y.; WNDR Syracuse, N. Y.; WZEE-FM York, Pa.; WPFA Pottsville, Pa.; WHWB Rutland, Vt.; WINA Charlotteville, Va.; WVEC Hampton, Va.; WXGI Richmond, Va.

License Protested
PROTEST was filed by Scripps-Howard Radio Inc. with FCC last week against issuance by the Commission in March of a license to WERE Cleveland for 5 kw on 1350 kc. Scripps-Howard contended the action was unlawful since it has an appeal pending in the U. S. Court of Appeals for the District of Columbia which opposes FCC's original grant of a construction permit to WERE and denial of its own bid there. Scripps-Howard is operator of WEWS (TV) Cleveland and has other radio interests.

WCAV
Norfolk's Leading Independent

announces
FULL-TIME OPERATION
on
850 kc 1000 watts

about May 15, 1950

In the prosperous Norfolk Metropolitan Market, WCAV soon will begin full-time operation on 850 kc. WCAV's 1000 watt power will assure national and regional advertisers a potential circulation approximating 1,500,000. In Greater Norfolk alone, over 567,000 people live and spend $450,000,000 annually in retail sales. WCAV can multiply sales in this responsive Southern Market. Burn-Smith Company has the full story on Norfolk's Leading Independent.

CAVALIER BROADCASTING CORP.

HELENA BUILDING — NORFOLK, VA.

Represented by Burn-Smith Co.

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CINNAMON-colored folder from WBT Charlotte, N. C., announces, "Here's how WBT automatically promotes your ads in four ways." Large white number four is background on cover. Inside illustrates four media used in promoting its shows by station. First is courtesy announcements; second is station's dealer publication, WBTips; third is picture display in one of 50 public places, featuring picture of star on program, and fourth is two-column listener ads in local papers. Following text of promotion piece states that four-way service is automatically given sponsors.

Egg Hunt EIGHTEEN-acre grounds of WCHV Charlottesville, Va., were "planted" with nearly 2,000 Easter eggs and thousands of jelly beans to be hunted by more than 2,000 children who took part in first annual WCHV-Peoples National Bank Easter egg hunt. Hunt was jointly sponsored by station and bank. Live broadcast of hunt was carried by WCHV and savings bank, and scores ranging in value from $25 to $100 plus merchandise gifts were awarded children finding numbered eggs.

Radio Clue RADIO clinic was set up by WIBX Utica, N. Y., at request of group of New York State county agents who wished to be told how they could use radio to their better advantage. Ed Slusarczyk, farm program director of WIBX, skillfully handled the program, which was attended by more than 70 agricultural leaders. Discussions on script writing, microphone techniques, and program production were given. Station Manager Elliott Stewart and Nate Cook, WIBX sales and traffic manager, contributed ideas on radio promotion of agricultural activities at clinic.

Pocket TV LISTENERS to Mutual-Dan Lee Tom M's program at the station are getting the opportunity to receive their own RCA Victor television sets, albeit in miniature. Sponsor, Shredded Raiston and net, are offering pocket-sized TV set for one Shredded Raiston box top and 25c. Set is complete with five toy television films. In addition, youthful listeners may receive Tom Mix Tiger's Eye ring, and TV Bar Brand.

Contest Qualums RECENTly announced over WMT Cedar Rapids, Iowa, almost had unfortunate repercussions for Tait Cummins, station's sports director. Mr. Cummins offered week's vacation to person and his (or her) partner who could guess winner and score of Iowa state championship basketball tournament. Contest pulled over 18,000 entries, more than half of whom named Dave Rieck as the winner. Had score been a conventional 45-40, Mr. Cummins and WMT would have had to award more than 60 free vacations. Score was 67-34, making Davenport, Mr. Cummins, WMT and winner all very happy.

Offer to Advertisers SINGLE sheet announces to advertisers that KYW Philadelphia has "Plenty on the Ball." Drawing of pitcher throwing curve follows with text continuing: "Plenty of somph with that hopped-up new antenna system... Plenty of ever lovin' cash register. . . . Plenty of highpower mail pull." Next to call letters is written, "The only thing in short supply is time." Distributor's Card EIGHT- by-ten card sent to radio distributors in Washington area by WWDC is headed, "When you're setting push buttons remember these are the numbers in D.C." Drawing of push buttons with black arrows indicating positions of three Washington stations and red push buttons WWDC's 960 setting is shown. Lineup of frequency of fulltime and parttime stations follows, as well as settings for FM and TV stations. Bottom of card reminds dealers to "Keep this card posted in your shop.


Spring Planting LETTER from Horticultural Society of flower seeds makes up spring planting of WLS Chicago. Combination has been sent to 2,500 agencies and advertisers of friendship and service which have flowered... into our great audience loyalty and acceptance," station states. One hundred thousand listeners will send 10c to station for seeds this year, and they have in past, text of letter reports.

Eye-Catching Promotion "KEEP your eye on WBIV" proclaims banner across latest promotion piece from WHBY Appleton, Wis. Pictures of transmitter, young man and watching their attractions follow, with long list of network talent opposite. Back of banner is full of facts and figures on Appleton market.

WKB Report SPRING 1949 BMIS station audience report and Hoover report sent to trade showing coverage by WKBN Youngstown, Ohio. Front of folder gives ex- planation of terms used in report, with inside giving maps for daytime and nighttime audience areas, respectively. Station data by counties and cities is inserted on separate page, with back of folder made up of Hoover index.

Letter and Listing LETTER from satisfied customer and list of stations using its service make up latest promotion piece of INS-Telenews service. Letter, from Robert D. WIBW Inc., Omaha, lauds "flexible" coverage given news events by INS. List includes sponsors of programs on WIB.

Weston Promotion LATEST in series of promotion pieces from KSTP Minneapolis-St. Paul is folder incorporating story from fan magazine on Kim Weston, singer for station. Headed "Kim Comes Through," tale of how Miss Weston aided youthful listener is told, with pictures of star included.

Personnel BILL GIVENS, formerly supervisor of farm broadcasting with WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of promotion for stations.

Gene MILLER, formerly publicity manager of WOR New York, has been appointed farm program director at KPOA Hono- lulu, T. H., and before that with KUTA Salt Lake City, joins staff of KELA Centrals, Wash., as promotion and program manager.

FRANK HALL FRAYSUR appointed promotion director of WLDW (TV) Dayton, Ohio. He is a former editor of Life magazine, and worked in tele- vision publicity before joining WLDW.

HAROLD STORM, formerly publicity manager of WOW Inc., Omaha, is a former editor of Life magazine, and worked in television publicity before joining WLDW.

BEE CANTERBURY, formerly publicity director with Jeanette Laufer & Staff, joins NBC Hollywood press department.

RAYWOOD MEERS, formerly with KFAB Albuquerque and Continental FM Network, named publicity director for WOL Washington and WRDF Woodstock, Ohio, by Peoples Broadcasting Co. He previous- ly was with WAYS Charlotte, N. C.

A. J. PUTMAN assigned to handle all promotion and publicity for KRLD AM-TV Dallas. He formerly was member of stations' sales staff.

Feb. Personal Income THE country's personal income in February—including the special insurance dividend payments to veterans—was at an annual rate of $219.1 billion, $1 billion higher than in January, as Office of Business Economics, U. S. Dept. of Com- merce, announced. Several factors of a temporary or irregular nature affected the February change in the income flow, according to the office. However, the substantial increase in dividend payments to veterans was counter- balanced by the wage loss resulting from labor-management disputes and by a sharp decline in agricul- tural income.

SDRS Sections

List New Delivery Dates

STANDARD Rate & Data Service has announced new delivery dates for its monthly sections, replacing the present practice of mailing new sections on the first and fifteenth of each month. Beginning May 1, and monthly thereafter, the new sections will be delivered as follows: first of month, radio and television sections; 15th of month, newspaper and magazine sections; 21st of month, business publication section.

Under the new schedule, according to Walter E. Bothoff, publisher of the Chicago advertising service, subscribers will receive their monthly radio and television sections on the dates to which they are accustomed. Magazine sections, it was pointed out, will be delivered earlier, on the 11th of each month, instead of the 15th, as before.

Up Pike's peak

JOE ROHRER, manager of KRDO Colorado Springs, has a long acquaintance with 14,100-ft. Pikes Peak—in all kinds of weather. As a long-time member of the AdAmAn Club, he has climbed the peak on New Year's Day.

Mr. Rohrer (1) interviews Mr. Hightower atop Pike's Peak.

Eye on more than one occasion to help members set off fireworks wel- coming the New Year.

When Larry Hightower, famed wheelbarrow pusher, arrived in Colorado Springs and said he in- tended to push one up Pike's Peak, Mr. Rohrer decided to give the event complete coverage on KRDO and the Columbine Network.

Wheelbarrow Pusher Hightower left Colorado Springs on a Satur- day last month. Bucking 20-ft. snowdrifts, winds of hurricane ve- locity and 40-to-60-degree below-zero temperatures, he finally made the summit the following Wednes- day. All along the route and until the summit was reached, Mr. Rohrer, with a jeep outfitted with a 16-w remote transmitter, gave listeners an account of the trip.
CANADA RADIO
CAB Recommends 2 Systems

TWO systems of broadcasting—one publicly owned, the other operated through free enterprise—would be best for Canada, the Canadian Assn. of Broadcasters told the Royal Commission on Arts, Letters and Sciences in hearings at Ottawa April 11-12.

The systems, CAB pointed out, would operate under an impartial regulatory body responsible to Parliament. The publicly owned system would be on a national basis independent of commercial considerations and devoted to the betterment of radio broadcasting in all its forms. The free enterprise system would be completely dependent on commercial revenue and in free and open competition with the national system.

Also outlined to the Royal Commission by CAB were an impartial radio regulatory body, an annual grant by Parliament to CBC, elimination of commercials from CBC programs and formation of networks by independent stations. In addition to CAB, the All-Canada Mutually Operated Stations, CBC various trade organizations and the Canadian Radio Mfrs. Assn. presented briefs and answered questions at the commission's final hearings.

Technical

STANLEY STRICKLAND, formerly WDMG Douglas, Ga., appointed chief engineer with WLOW Norfolk, Va.

DUANE WRITE, formerly with Don Martin School of Radio, Hollywood, joins staff of KELO Centralia, Wash., as engineer-announcer.

DONALD ERIK HEDMAN joins KBKW Aberdeen, Wash., as combination man. DALLAS NIEL BARNARD, engineer-announcer, resigns to join KREK Spokane.

JOHN W. WALSH joins KECA-TV Hollywood engineering staff as vacation relief studio and field engineer.

LABE MELL, film director, producer and chief cameraman for WTVI (TV) Miami, Fla., is the father of a girl, Vaille Jeanne.

BOB TURNBULL, Don Lee Hollywood soundman, is author of Radio and Television Sound to be published by Reinhold Co. in January 1951.

COMPLETE LISTING of equivalent parts for over 200 television sets made by over 50 of American manufacturers is provided in Catalog No. 50 published by Crest Transformer Co., Chicago. Titled Television Equivalent Parts, catalog is available without cost upon request.

GENERAL RADIO Co., Cambridge, Mass., announces Type 874-LB slotted line and Type 874 coaxial elements which provide convenient and accurate system for impedance, standing-wave, voltage and power measurements at ultra-high frequencies.

Bill Fox, formerly member of news staff of KGK Olympia, Wash., appointed news editor of station, succeeding SAM CRAWFORD (see Commercial).

PAUL WILCOX, formerly with WIRY Ann Arbor, Mich., joins sports staff of WGAR Cleveland.

GEORGE F. THOMA, former assistant radio programmer with WUI Urbana, Ill., appointed radio news director of WGBI Galesburg, Ill.

MERL GALUSHA named supervisor of farm broadcasting at WQY and WRGB (TV) Schenectady, N. Y. He succeeds BILL GIVENS (see Promotion).

HANK WEAVER starts five weekly series of sports commentaries on KECA Los Angeles.

BOB CLELAND, formerly with Cheka-lie (Wash.) Advocate, appointed news director of KELA Centralia, Wash.

TOM HARMON, sportscaster and former All-American football player, joins KNX Hollywood as sports director. He starts five-weekly, quarter-hour Tom Harmon Sports Show on station. Mr. Harmon currently has television program with actress Elyse Knox on KPF-TV Los Angeles in addition to doing announcing on baseball games on station.

PAULINE FREDERICK, ABC news analyst, receives special award from New York chapter of Theta Sigma Phi, national professional fraternity for women in journalism. Award was given Miss Frederick for "her able coverage and interpretation of events of national and international significance."

BRUCE BARRINGTON, news director of KXK St. Louis, elected to three year term on Board of Education of Illinois School District 84.

Second MGM Series

THE SECOND 26-week cycle of MGM Radio Attractions programs, eight series featuring Hollywood star talent, has been put into production, Bertram Lebhar Jr., director of WMGM New York and head of the MGM radio production firm, announced last week. Like the first 26-week series of shows, the new group will cost a half-million dollars, he said. About 200 stations subscribed to the first cycle.

You Can Still Strike It Rich IN CALIFORNIA!

THROUGH KWKW*
YOU CAN REACH
THE BONANZA OF FOREIGN LANGUAGE AND NEGRO PURCHASING POWER IN THE Pasadena-Los Angeles AREA

In This, The Nation's Third Market KWKW Serves A Mexican Population Which Is Second Only To That Of Mexico City.

KWKW REGULARLY BROADCASTS

MEXICAN programs reaching over 250,000 persons
ITALIAN programs of interest to 55,000 listeners
YIDDISH programs servicing over 250,000 persons

NEGRO disc jockey programs appealing to over 250,000 listeners
JAPANESE programs enjoyed by some 25,000 persons
GREEK and PORTUGUESE programs reaching over 23,000 people

*KWKW Has A Record Of Longest Continuous Service To This Great Audience. All AM Programs Simultaneously Broadcast on KWKW-FM.

1000 Watts
KWKW AM and FM
FULLTIME ON 1300 KC

Ask your nearest FORJOE man or write Promotion Department, 800 Sierra Madre Villa, Pasadena 8, California
Transit's Radio Growth (Continued from page 8)

operate in the black. Many of the pioneers have had extraordinary expenses in promotion, receiver development and sales. Others are charging off engineering, development and depreciation costs at a high rate. Some of our TR stations, which are in the black, have reduced their operating losses. Technically this is not making money, but it does reflect a dollar saving. TR's expense of operation is from 1/3 to 1/2 of comparable AM station. TR cannot be affected by any other radio or television station no matter how many are in your city or area. TR is new, dynamic and here to stay. I know of no other way to realize a profit on an FM investment in the immediate future. Also, remember this, TR's programming is popular in homes and elsewhere. It is the type of radio service most people like. Hundreds of FM home listeners have expressed appreciation of TR's type of programming. It is a type of scheduling FM broadcasters should consider---whether or not Transit Radio is adopted.

Cites Obligations

The second question without comment thus far concerns the objects to TR. I believe that most minority groups who write letters of complaint to newspapers, radio stations, transit authorities and others are sincere. I respect their opinion and tenacity, BUT the American way of life is guided by the will of the majority and a vast majority approval of Transit Radio. Introduction of new services, inventions and ideologies have created disaccord since time immemorial, but where would this nation be today if the disapproval of minor groups had stopped the wheels of progress? Frequently there is a small flurry of criticism inspired or encouraged by competing advertising mediums. We find that the bulk of the complaints come from elderly citizens. There must be a biological reason for this. We do not want to infer that complaints are many. In the aggregate, disapproval is registered by as few as 1% to a high of 5%. The remainder approve of TR or have no opinion. I say again that Transit Radio should not deprive the public of a service it deserves. Hence is a sharply editorial comment from The St. Louis Post-Dispatch (KSD).

In addressing the NAB FM meeting in Chicago Monday morning, Mr. Thomas pointed to transit as the forthcoming sixth medium (savings page). The next day the Post-Dispatch carried an editorial suggesting Mr. Thomas had proposed a "national view of life in a free country." The Post-Dispatch's editorials were:

"By the same logic, everybody would have to eat oatmeal for breakfast if the majority decided that oatmeal was the ideal breakfast food. The pipe-smoking minority would have to take up cigarettes if a politician could show that the majority favored cigarettes. Manhattan's old-fashioned, sidecars and just straight bourbon would be out if the majority voted for martinis."

"Mr. Thomas looks askance at mi-
nority groups. Why does he not retaliate at the nation be today if minority groups had stopped the wheels of progress?" Did he mean to say 'profits,' rather than 'progress'? In any event he might take another look at his United States history to learn that minorities have always been the group force behind the nation's advance. And he might also take a look at the constitution which is so jealously held by minority rights. No, while the majority may decide elections, it has no right to shape people's personal lives against their will."

KXOK operates transit service in St. Louis, with 1,000 busses and trolleys equipped with receivers.

Program Service, New York. He was formerly director of programming. CLIFFORD E. GREENLAND, previous director's successor, now is account executive in station relations department of Associated Program Service, New York. He is succeeded by WILLIAM B. HOUGHTON, Arlington, Va., assistant to general manager, who assumes position of assistant service manager of service department.

HAROLD HIGGINS, formerly asso-
ciate publisher, National Broadcasting Co., and before that Chicago sales manager for WOR New York, forms new prod-
uct promotion company to be known as Harold Higgins Co., 6331 Hollywood Blvd., Hollywood.

HAL TATE PRODUCTIONS, Chicago, announces sale of transcription show, "Mr. Talker," to KWW Philadelphia. HALE TATE, owner of package firm, returns to his work after long illness.

ROBERT J. LANDRY, formerly head of writing staff of CBS, appointed director of summer program at New York U.'s Summer Radio-Television Workshop.

DIRECTORS of Television Fund, sub-

sidiary of Television Management Shares Corp., Chicago, declare 12.50 per share dividend payable April 29 to holders of record April 17. Same amount was paid Jan. 15.


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'MAGICAL FIFTH' Offers Technic Treat

BLONDIES were mixed equally with business tips as transcription firms, library services and other businesses of broadcasting hosted NAB convention. "The Magical Fifth" floor of Chicago's Stevens Hotel. Thirty-seven allied firms centered their displays on one floor, decorated suites flamboyantly to catch attention and posted placards about the corridors.

Novelty items, though numerous, were less plentiful than at last year's convention. One gimmick which brought visitors flooding into a display room was that of International Derrick and Equipment Co. Representatives took rapid-developing pictures of guests and presented each with his own in a cardboard folder. The picture background was an Ideco derrick. Firm also ran a color reel showing construction of WCON-TV Atlanta's new 1,057-foot tower, one of the highest in the country.

Broadcast Div. of Capitol Records Inc. served drinks behind a bar topped with a montage of record labels and backed by a view of Sunset and Vine in Hollywood. Transcriptions numbering 4,500 were plugged as coming from "the entertainment capital of the world." Service offers themes, mood music, musical bridges, sound effects and 30 musical programs.

Lang-Worthy Signs 19

Cy Langlois of Lang-Worthy Feature Programs reported a steady flow of visitors and the signing of 19 contracts by the end of the second day of the management session, "the best business we've seen at the NAB convention for 10 years." Lang-Worthy introduced its new half-hour, once-weekly show, "Remember When," slated for release this week. Talent just signed include Russ Case and his orchestra, Allen Dale, Carole Haines, Juanita Hall, Patti Page, Leon Payne and his Western music and Eugenie Baird.

Charles Michelson Inc. featured material on its Blackstone, Magic Detective co-op series, with its new contest among district sales managers. Firm is releasing for the first time two TV shows, both five-minute, open-end three or five-week offerings. They are Capsule Mysteries and Blackstone's Magic Secrets. A recent AM release is "Dumass' Cavalcade."

Frederic W. Ziv Co. showed merchandise manufactured on its Cisco Kid trademark, popularized by the radio and TV series. Products include a cowboy suit, tee-shirts, blue jeans, holsters, belts, shorts, mittens, gloves, hats, lariat and coloring books. Promotion also pointed out that 439 stations have 439 sponsors of "Meet the Monjou." Standard Radio Transcription Service announced a new subscriber bonus of 15 second weather jingles sung by Two-Ton Baker. Convention-goers received a novelty coin and watched the history of the firm flash on a screen in 30 cartoon slides. "Sports Parade," a three-a-minute, quarter-hour open end show, written by Don Warlick, was introduced.

Telecasters viewed five picture tube models exhibited by Federal Telephone and Radio Corp., including the only 14-inch rectangular tube shown at the convention. Federal, which manufactures a variety of high-power broadcast tubes, also demonstrated a 1 million watt tube with high-power pulse for a cyclotron.

International News Service has hyped its TV activity since the last convention, and now offers a Telenews-INS daily film show, newsreel weekly, and a weekly sports reel. One or more of its services is now on more than 70 stations, and orders were received last week from WHFB-TV Rock Island, WLAV-TV Grand Rapids, WJIM-TV Lansing, Mich., and WTMJ-TV Milwaukee. International News Photos offers telecast spot news pictures daily, a still picture package, TV Photo Quiz, Style Preview and daily pictures by mail.

Super Projector Shown

In conjunction with the INS exhibit was that of the Super Projector, developed by Tressel Television Productions. The instrument, released nationally through INS, is a new version of the Projector introduced a year ago. The remote-controlled combination-TV device has two built-in 38mm transparency projectors, two automatic opaque systems, and aperture for a 16mm motion picture projector with built-in multiplexes.

Gimmicks were showered by RCA Recorded Program Service, which distributed keys labeled "PT63" via blonde models who admitted it was the key to their rooms. After the second day, the models switched their line to "Theaurus is setting the trade on fire" and passed out match books with an RCA message.

C. P. MacGregor Electrical Transcriptions displayed its entire library, which stations can buy. Salesmen gave visitors fake $100 and $1,000 bills, pointing out that these sums could be saved by using its services. Hollywood Theatre of Stars and Proudly We Hat was showcased. Forward America was auditioned as the latest show of World Broadcasting System. World also promoted its time signal, commercial and weather jingles.

Microgroove recordings and their operation were explained by a Columbia Transcriptions representative, who contrasted today's record with that of 20 years ago. Today's microgroove is 10 inches in diameter, weighs six ounces and is .0075 inches wide. That of two decades ago was 18 inches in diameter, weighed two and one-half pounds and was a quarter-inch thick.

McIntosh Engineering Lab and Magnecord shared display space, with the former showing its amplifier and equalizer. Magnecord demonstrated its three-head unit monitor, amplifier and power supply unit, and the new PT63 Magnecorder with three heads which erase, record and play back. The PT6-CC console includes a mechanical unit, console amplifier and cabinet.

Affiliates of Keystone Broadcasting System were entertained by President Harry Rogers and his associates in a suite next to that of Musicolor, which introduced the "dancing light." Potentially a video aid, Musicolor synchronizes popular and classical music with a pattern of colored lights flashed on a screen. Broadcasting Program Service offered 5,000 reels of tape recorded music for transcription, records, films, wired music and TV films. Associated Program Service, auditioning its shows and talent, claims 700 stations buy their "programming for profit."

Fairchild Recording Equipment Corp. brought out new improvements in its professional moving (Continued on page 57)
NAB’s Conclave

(Continued from page 19)
gates in Chicago and they were re-
warded with a series of earthy dis-
ussions.

Third, those who came to bury FM were stopped short Monday morning when several hundred AM-FM and FM-only managers threw in the pot a crop of ideas on how to make money with an FM
facility.

They agreed that FM is on the
downgrade in a lot of cases but
contended the medium has tech-
ical advantages that keep alive
the hope for a better future and
that perhaps could be the savior of
aural broadcasting.

Want Business Talk
Success of these three plain-talk
work sessions accounted for the
off-beat delegate comment that
NAB conventions should be good,
solid business gatherings instead
of speeches. Prospect of stiffer com-
petition among radio media and
against other types of advertising
spurred this line of thinking.

The upper echelon talks about
the responsibility of broadcasters
were topped by the Tuesday speech
by Chairman Cop. He was not as
rough as he has been at some past
conventions though there was no
avoiding his punch in urging broad-
casters to watch their pro-
grams and advertising standards.
Those interested in learning when
the TV freeze would be lifted were

disappointed. The chairman pre-
dicted TV would become the domi-
nant radio medium.

Convention exhibitors were some-
what let down over the volume of
traffic in the Stevens Exposition
Hall (heavy equipment) and the
“Magic Fifth Floor,” where light
equipment and services were on
display. On the other hand, man-
gers of the exhibitors said the conven-
tion was a success from a business
standpoint because traffic was in-
terested in locating and buying.
Attendence at the eight-day
series of meetings totalled 2,245,
according to NAB. This comprised
900 registered delegates at the
Management Conference—424 at the
Engineering Conference—242 at the
Independent’s Day—300 ladies and
visitors—500 exhibitors and press. The total was about 300
less than the 1949 convention.
The banquet attendance Tues-
day evening was 1,050, about 300
fewer than a year ago. Entertain-
ment at the banquet was provided
by BMI on its tenth anniversary.
This anniversary, incidentally,
was an important feature of con-
vention proceedings as BMI ex-
ploited its decade of success as an
industry copyright reservoir.

From the standpoint of time-sell-
ing and efficient management, the
three work sessions (FM, Labor
and TV) produced little that would
help the AM station manager who
is concerned about rate-cutting,
competition and rising costs.

BMB's discussion Tuesday
morning yielded a review of

HOT ROCKETEER! . . .

DULUTH, MINN.—“Hot rod? Heck, no!” says Otto
Mattick as he prepares to touch off his hot rocket.

“It takes something with super-sonic drive to get
me up where I can see the soaring figures of the
KDAL Hooper in this prosperous Duluth-Superior
Market.” KDAL is way out in front with the
audience in this market—America’s 51st in Retail Food
Sales. Why not let KDAL put your food product
way out in front in this bonus market?

Efficiency
SYSTEM of certifying dele-
gates to NAB business ses-
son held last Tuesday at
Stevens Hotel, Chicago, was
so satisfactory that the officers
refused to let Don Petty,
NAB general counsel, enter
delegate section. When the
NAB attorney on duty left
the office he had obtained
an official delegate’s voting
certificate and walked trium-
phantly down the aisle.

could be found among the network
delegations who would indicate any
of the four associate members
who resign prior to the meeting.
NAB officials hope the reorganized
headquarters operation would remove
network complaints.

Tribute was paid Judge Miller
at the Tuesday morning manage-
ment meeting when a resolution
was adopted unanimously praising
his regime and the prestige he
has brought the industry (see resolu-
tion story page XX). The conven-
tion and the judge adopted the
resolutions.

The subject of member resigna-
tions didn’t arise during the man-
gection meeting, except in
informal corridor discussions. The
undercurrent of feeling about some
phases of NAB’s functioning was
discussed in group conversations
but there was no concerted expres-
sion. Some stations are thought to
delayed resigning until the
convention was over, but belief prev-
aved that the pre-April tide of
resignations had halted.

Engineers Meet
The Engineering Conference that
started April 12 was well attended
and when it was over Saturday,
April 15, the technical members
of NAB agreed they had taken part
in an outstanding session [Broad-
casting, April 17].

NAB’s Engineering Committee
held two meetings during the tech-
cical conference. The first was
held April 12 [Broadcasting, April
17] and it went deep into the
NARBA crisis. A second meeting
was held April 14, with many
committee members fearing there

BROADCASTING • Telecasting

Page 54 • April 24, 1950

WDRC

MORNING
AFTERNOON
EVENING

Your best buy in Hartford!
Send for more information.

Send for more

morning to press! Write
today for more information.

Wm. Malo, Commercial Manager

Waldorf, Conn.
NARBA, Other Problems, Covered

The eight-day agenda was devoid of knotty issues. There was little of the intense feeling that developed at the 1949 convention over formation of an advertising bureau or over the rocky career of MBM Study No. 2.

Four-day program ended Saturday, April 15, at the Stevens Hotel, Chicago, as a feature of NAB convention week (first three days reported in Broadcasting April 17).

The roundtable went into practical operating situations—development and the trend of FCC thinking along station lines. Stuart Bailey, of Jansky & Bailey, Washington, presided. Future of FM, inadequacy of AM, FM and TV receiving sets sold to the public and interference problems were taken up by a panel consisting of six industry and six commission executives.

T. A. M. Craven, of Craven, Lohman & Culver, said the industry is not agreed on desirability of a treaty but the government wants one. E. K. Jett, WMAR-FM-TV Baltimore, said a treaty is necessary or stations will be pushed right back into their antennas at night.

Raymond F. Guy, NBC, said a treaty is desirable but not "at any price." Assignments are in Cuba's favor now, he added, pointing to Havana as the "most flagrant example" of excessive assignments. Curtis Plummer, FCC chief engineer, said it is difficult to maintain the status quo. James E. Barr, of the FCC panel, reviewed history of NARBA negotiations.

The FCC freeze was eliminated as a topic because of its controversial nature, but Mr. Plummer gave some general views on the subject. He said the next phase of the video hearings will go into common carrier problems. This should move quickly, depending on cross examination, he said, but there are 200 appearances on general and special allocations and these may take months since the FCC must spend at least two days a week on normal work.

Edward W. Allen, of the FCC group, said the ad hoc industry committee's Volume I and addenda was to have been taken up April 21 and then released, after which the Commission can proceed with individual allocations.

Cities Next Step

Edward A. Wheeler, WEAW (FM) Evanston, III., raised the question of FCC jurisdiction over pulse and super sonic emissions used in transit radio, storecasting and similar services. The question proved too tough, but FCC spokesmen said a fact-finding hearing will likely be held. FCC has received no complaints of interference or degradation of service, it was added.

The future of FM drew comments from many sources, with agreement that it is not an engineering but an economic problem. Mr. Jett said WMAR-FM is losing $8,000 a month and cannot keep operating indefinitely. John H. DeWitt Jr., WSM Nashville, recalled the recent demise of WTMJ-FM Milwaukee, a pioneer station. It was noted that FM's progress is spotty, with North Carolina one of the bright spots.

G. M. Jansky Jr., of Jansky & Bailey, asked if TV and AM operations violate the duopoly rule. Similar point was raised about AM-FM stations. Several persons commented on the statement by Robin D. Compton, WOIC (TV), Washington, that TV could carry FM piggy-back since they are supplementary and use common plant facilities.

Interference problems were discussed at length after the point was raised that many suburban transmitters that were built in sparsely populated areas are now surrounded by houses. Sharp complaints were made about the quality of receiving sets. Mr. Plummer said many set makers turn out receivers suitable for 90% of locations but not efficient in problem areas.

Makers' Invitation

Suggestion was made that set makers be invited to the 1951 conference. Mr. Barr observed that the licensee must do what he can if complaints are numerous and added that the station must renew its AM license every three years.

The aviation angle of tower sites was bought up but Mr. Plummer said FCC-CAA negotiations had been laid aside.

Monitor receiver for reproduction of picture as it would look on an ideal TV receiver was described by John W. Downie, General Electric Co. The equipment also provides means for making two transmitter measurements necessary for top performance. These are the transient and double to single side band response characteristics.

George Adair, Washington consultant, presented the first draft of detailed information worked up by NAB to aid stations in complying with the new FCC rule requiring yearly proof of technical performance measurements on AM and FM outlets. The report is due before Aug. 1, 1950.

Richard P. Doherty, NAB employee-relations director, urged engineers to double up personnel at smaller stations to avoid overspecialization into cases where 40 men hours of time are assigned to a 20-hour job. He urged use of the man on another assignment for the unused hours, and pointed to need for careful "human engineering" at stations. Mr. Doherty said engineering and technical salaries take from 9.5% to 14% of the average station's revenues.
the strength of advertising itself. He saw no reason why the development of television should put more pressure for rate cuts upon AM than upon other media, and urged broadcasters and buyers to re-evaluate the basic rate structures of the broad- cast media instead of succumbing to rate-cut pressures.

Taking a look at the NAB, Mr. Kobak expressed hope that AM, FM and TV divisions, with each under strong leadership, may continue under one broad association. But he made clear that radio and television are competitors and that he felt NAB’s sales service functions should be separated and operated competitively.

He felt NAB should seriously consider moving headquarters from Washington to New York, where it would be nearer the “business of broadcasting,” while maintaining a branch office in Washington.

Urging stronger selling, he noted that General Foods has bought 65 half-hours for this summer—one of the largest summer orders—but pointed out the idea did not come from broadcasters. He cited media instances in which the advertisement or agency rather than the medium itself which originated big ideas and big time sales.

Mr. Kobak also suggested a review of rate-fixing policies, asserting that tripartite control of research in radio has not had too good a history and pointing out that in other fields the policies are controlled by the sellers, not the buyers.

Research Review

In the afternoon session the spotlight was thrown on transcription and record libraries, BMI material, selling techniques, mail order business and international cooperation as “program resources” to be developed and sold, and on the legal considerations confronting broadcasters in setting up and selling sports programs, particularly baseball and racing broadcasts.

Arnold Hartley, WVO New York, was in charge of the program resources section and arranged head table friends of WDSU New Orleans; Eugene S. Thomas, general manager of WOIC (TV) Washington, and Kenyan Brown, president of KWFT Wichita Falls.

AT NAB’s Tuesday luncheon head table were (l to r): Robert D. Swazey, general manager of WDSU New Orleans; Eugene S. Thomas, general manager of WOIC (TV) Washington, and Kenyan Brown, president of KWFT Wichita Falls.

The importance of transcriptions and records as program sources was stressed by John Sinn, executive vice president of Frederick W. Ziv Co. and World Broadcasting System; Sellman C. Schulz, vice president of Decca Records, and Charles Grean, assistant recording director of RCA Victor Div.

Mr. Sinn noted that transcriptions are “a tremendously important source of radio program material designed expressly for radio,” and advised his listeners to “forget all you knew” about transcriptions and get a new outlook from the 1950 product. “A new era is dawning,” he asserted, declaring there is “a transcription answer” to program, sales, cost and revenues problems.

Messrs. Schulz and Grean outlined features of their respective catalogs which broadcasters could use, including children’s and dramatic programs, dance bands, sports, etc.

Carl Haverlin, BMI president, outlined BMI services to broadcasters—including one script service which he said is sold to sponsors by almost 1,000 stations. Other services include additional scripts, pin-up sheets listing top tunes and most popular folk music, a news letter, record report, the BMI Music Memo, model music library, disc data, research bulletins, various indices, record labels and basic BMI transcription library.

BAB Director Maurice Mitchell reported that BAB has “radically changed” military policy on advertising, so that radio can get its share, and announced that an “agreement” had been reached whereby at least one of the half-hour recruiting shows will be opened up for commercial announcements, although the show itself may not be sponsored.

Programming’s Position

He urged stronger and more personalized selling approaches, with emphasis on sale of programs rather than spot announcements. He questioned the program manager’s place in top management, and asserted, though conceding he was biased, that “I consider a program as a space between commercials.”

International program cooperation was emphasized by Edward Gruskin, chief radio officer of the Economic Cooperation Administration; Alfred Puhan of the State Dept.’s Voice of America, and Pierre Crenesse, director of the North American Service of the French Broadcasting System.

Mr. Puhan, acting chief of the program operations branch of the State Dept.’s International Broadcasting Div., said the Voice is currently broadcasting 30 hours daily in addition to 1,300 discs shipped overseas each month.

He estimated Russia is spending $200 million on counter-propaganda efforts in the “cold war”—which, he warned, “can turn hot at any moment.”

Mr. Puhan called upon U.S. broadcasters to submit program material—particularly foreign-language programs—for use by the Voice, and said the Voice in return could supply program material on a limited basis and would act as go-between to secure material from overseas stations. In the same theme Messrs. Gruskin and Crenesse pledged the cooperation of their respective organizations.

The appeal and advantages of “mail order buying” were sketched by Ralph Weil, WOV New York. “I like mail order because it brings in business,” he declared. “I don’t like phone inquiry, because I don’t like two prices.” WOV, he reported, sells no mail-order time of less than 10 minutes, three times a week for at least two weeks; second TV right to check copy and products and requires advertisers to make a money-back guarantee to listeners.

An invitation to broadcasters to exchange ideas by reporting their program, sales, promotion and similar innovations to the trade press was extended by Jerry Fraken, Billboard radio editor.

Most of the sports clinic—to a great extent off the record—was devoted to organized baseball’s recent changes, inspired by the Justice Dept. curtailing a local baseball club’s veto power over local broadcasts of major league games.

Washington Radio Attorneys Ben Strouse, owner of WARL Arlington, Va., and Leonhard Marks made clear that the local club’s say-so is required only during the times the local club is playing at home, and is limited to stations whose transmitters are located within 50 miles of the local ball park.

Strouse Talk

Ben Strouse, of WWDC Washington, discussed the selling of sports rights—concluding from his experience that the problem is not in selling them but in finding enough to meet the demands of advertisers.

Mr. Fletcher also called attention to the pending Justice Dept. anti-gambling bill, which would impose special restrictions on the broad- casting of games. He noted (see page 62). He pointed out that Congress is currently considering the bill and suggested that, for now, baseball’s affairs are now the time to communicate their views to Congress.

NAB General Counsel Don Petty submitted an “interim report” on the basis of a survey, no uniformity among school authorities with respect to the granting of broadcast rights to scholastic sporting events. With replies received from 22 states, the report said, more than 75% indicate “the granting of the rights on a gratuity, non-exclusive basis is the norm.” The NAB law department concluded that “more can be accomplished public-relations-wise than by resort to the courts.”

Lang-Worth Additions

LANG-WORTH Feature Programs Inc., New York, in the past two months has contracted with 108 additional radio stations to carry its new eight-inch library.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

**BROADCASTING • Telecasting**

**Page 56 • April 24, 1950**
Split Sales Promotion (Continued from page 28)
question television set manufacturers to install FM tuners in all television receiving sets.
WHEREAS the district meetings held throughout the country have been brought to a new and greater usefulness to the membership under the supervision of the district manager,
WHEREAS Judge Miller has achieved greater recognition of the interests of the broadcasting industry in the field of international radio and has secured participation of broadcast representatives at the policy level in international negotiations, and
WHEREAS the leadership of Judge Justin Miller has brought greater prestige and respect for the policies and contribution of broadcasting to the American way of life,
THEREFORE BE IT RESOLVED . . . that NAB members heartily commend the leadership and inspiration which have been provided by their president, Judge Justin Miller, and pledge him their continued support in his administration of the association.
WHEREAS the consumption of a fair and equitable television per-program license, and a casters, regardless of the leadership of the House of Representatives,
THEREFORE BE IT RESOLVED that the NAB board of directors is urged to continue its support of the industry negotiating committee.
WHEREAS since the Senate passed the McFarland Bill (S 753) in 1949, it has remained under consideration in the House of Representatives,
THEREFORE BE IT RESOLVED that the NAB urge the NAB board of directors and all broadcasters to support the enactment of the McFarland Bill as passed by the Senate.
WHEREAS the association board of directors employed William B. Ryan as general manager,
AND WHEREAS Mr. Ryan combines the qualities and experience of leadership in broadcasting with those of sound business judgment,
BE IT RESOLVED that the convention delegates here assembled commend the board for its action and pledge support of Mr. Ryan in his new and important assignment.

' Magical Fifth' (Continued from page 58)
eoil cartridge, its unified audio systems and a turret with three separate cartridge. For television broadcasters, Fairchild exhibited the Pic-Sync, a system for recording sound tracks for theatre and video films on quarter-inch tape in sync.
Machlett Labs displayed its complement of election tubes, including the entire Western Electric line Machlett manufactures and its own broadcast and industrial line. Sharing space with Machlett was Gray-bar Electric Co., which distributes both tube lines nationally. Ten clocks, with call letter plugs, were on exhibit in rooms of Radio Television Publicity Corp. The clocks are spotted in retail establishments as station promotions.

Bruce Eels & Assoc., which maintains a program library service, played transcriptions of its shows, including Frontier Town (95 half hours), Leather Stocking Tales (65 quarters), and The Adventures of Frank Race (95 hours). A tuner with a range of 86 to 108 mc and a 10 w power amplifier highlighted display of Multiples Sales Co., which also exhibited its tuner-tube and supersonic chassis-tube complements.

Wincharger Corp. sales representatives explained operation of the firm's antenna towers, which helped northwest a Hughley & Phillips salesman displayed and explained tower lighting equipment. Variations on the new miniature condenser microphone of Altec Lansing Corp. included types for stand and suspension mounting and chest plate and lapel types. Other products were amplifiers, speech input mechanisms and intermodulation test equipment. Ampexer Electronic Corp. spotlighted its line of AM-FM-TV transmission and rectifying tubes, both fixed and mobile, while Ampex Electric Corp. displayed its magnetic tape recorders, production and playback-only units.

Presto officials demonstrated the PT-900 portable tape recorder and studio model SK-950, along with the 6N recorder and 908 amplifier. Westinghouse Electric Corp. maintained open house for broadcasters, as did Radiotone and RCA Engineering Products. General Precision Lab maintained a suite although its main exhibit was in the Exhibition Hall (see separate story). SESAC had displays at both levels also.

Harry S. Goodman Productions introduced new radio and TV program ideas. Most promotion centered the new package, Red Ryder, brochures on which were distributed by a blonde cowgirl. A new TV film series, Ship's Reporter, stars Jack Mangan interviewing celebrities aboard ship at the airport in New York.

Principal display of the Gray Research and Development Corp., Div. of Gray Mfg. Co., was the Telop, a four-channel optical system aimed at low-cost production of TV commercial copy.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

1949 BMB

Day—110,590 families in 36 counties
Night—85,830 families in 31 counties

1 to 7 days weekly:
Day—90,320 families
Night—66,230 families

(Retail sales in the area are over $600 million yearly)

BROADCASTING * Telecasting


can

Constant service of highest type will net sponsors increased sales in
HALIFAX - NOVA SCOTIA
JOS. WIEDE & CO.


5000 WATTS—NOW!

April 24, 1950  •  Page 57
FM Plans

(Continued from page 85)

presiding, the FM discussion was opened with a greeting by NAB President Justin Miller. Mr. Bonebrake keynoted the meeting with the statement: “There’s nothing wrong with FM that a profit won’t cure.” He said TV and FM possibilities are related “like ham and eggs.”

Howard Lane, WJJD Chicago, director of broadcasting of Field Enterprises and NAB director-at-large for large stations, said a mass market exists for a paid subscriber music service. This can be done on a low-cost basis by utilizing an FM station with a cutoff signal for talking portions of the service.

Mr. Lane said the size of the investment depends on the market. He said WFMP (FM) Chicago begins operation 8 a.m. to 2 a.m. The receiver in a paid subscriber’s place receives music only and is silent while news and announcements are on the air. He described the operation of Field’s Functional Music Inc.

Musicit Cited

Second example of special-service operation was cited by Edward Davis, executive vice president of Sundial Broadcasting Corp., San Francisco. He said KDFC (FM) San Francisco began operation three years ago and lost money steadily until it went into Musicit. This service, two programs a day to home listeners, with unbroadcast voice material; to business and professional places who pay for the service. A supersensitive tone is used to eliminate speech portions of the service where desirable.

Retailers comprise the largest group of subscribers, Mr. Davis said. Restaurants run accounts and some business and factory establishments use the service to bring greater efficiency among workers.

Chet L. Thomas, general manager of KXOK-AM-FM St. Louis and now chairman of the executive committee of Transit Radio Inc., described the third form of special income for FM stations—transit service. He described it as “the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while those riders are in transit to the point of purchase.” Text of Mr. Thomas’ speech appears on page 24.

Mr. Bonebrake described the operation of an 18-station AM network in Oklahoma, fed by KOZY-FM’s 32 kw signal. He said he hopes for a $200,000 year on the network. National advertising is coming in slowly, he declared, but many of the regional advertisers are pleased. He described the ease of localizing sponsors’ messages on the network.

Storecast Corp. Represented

Stanley Joseloff, president of Storecast Corp. of America, said “many influential people” figure radio is losing audiences fast and ought to start cutting rates. He described FM broadcast service to stores as one of the answers to radio’s problem, with some 200 national and regional food products now buying store service and averaging over 95 percent renewal.

Mr. Joseloff quoted Val S. Bueman, National Tea Co. sales manager, as having 800,000 circulation weekly in its Chicago stores alone and calling it “a potent advertising medium.”

He proposed that an organizational job be done under NABegis to bring large numbers of stores and super markets, with millions of customers, into the store service fold. “Don’t forget that FM’s Nielsen is always 100 at the point of sale,” he proclaimed.

Edward Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-FM Alton, Ill., summarized the FM special service discussion. He said several or all of these services can be operated simultaneously by pulse equipment. He said sale of FM sets can be stimulated by announcements on store and transit services.

Mr. Wheeler said there are more FM homes in Chicago than radio homes in any one of 17 states. He said it costs $2 to add FM to a TV set compared to $18 for AM.

 Debate on FM duplication was waged by Merrill Lindsay, general manager of WSOY-AM-FM De-
Broadcast Revenues

(Continued from page 21)

$32,100. The 821 which were built before the war averaged $52,000, a 13% drop, while those established since the war averaged $6,700. Expense figures used in compiling this data included the expense of operating FM affiliates but not television expenses.

It was pointed out that the 821 pre-war stations received 94% of the 1949 AM income, while 1,233 built during and since the war shared the remaining 6%.

Network AM revenues (including networks' owned stations) were virtually unchanged—$104.1 million in 1949 compared to $104 million in 1948—while network TV revenues gained $14.4 million for a 1949 total of $192.2 million. The networks' AM income gained 11.3%—probably as a result of economies in network and station operations, FCC authorities observed—while an aggregate of $10.7 million. Subtracting their $12 million in TV losses, the networks were left with an overall net income of $74.0 million—a 30.1% drop compared to 1948's $113.3 million.

FCC Chairman Wayne Coy, reviewing the figures in his NAB Convention speech in Chicago (see story page 21), pointed out that “for the first time in its history of more than a quarter of a century, aural broadcasting did not contribute all or most of the "new" dollars earned by the industry during the year.

"Most of the new money came from an upstart medium—television," he declared, adding: "AM and FM contributed $18 million of the $43 million of new money, while television contributed $28 million." Finding no significant TV impact on AM revenues, Mr. Coy pointed out that "established stations," stations in TV communities suffered only a slight decline in revenues (1.8%), while "in non-TV communities the established stations' revenue was virtually unchanged—an increase of 0.3%.

Mr. Coy cited figures from networks and selected cities in support of his conclusion that "TV has not made significant impact on AM revenues.

"TV," he said, "seems to be attracting new sources of revenue from either increased advertising expenditures by American business or from money heretofore spent with other media."

The figures, he asserted, show that television is "still largely supported by its parent, AM," and also that it is "beginning to grow up, and is starting to look hopefully for the day when it will be independent of the old man."

Financial data on broadcasting operations in Washington, New York, Chicago, Los Angeles, and Boston were presented by Chairman Coy.

AM BROADCASTING SERVICE

Estimated 1949 Revenues, Expenses and Income

<table>
<thead>
<tr>
<th>1949</th>
<th>1948*</th>
<th>Percent Change from 1948**</th>
</tr>
</thead>
<tbody>
<tr>
<td>(millions)</td>
<td>(millions)</td>
<td></td>
</tr>
<tr>
<td>Industry Total</td>
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<td>+ 4.3</td>
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<tr>
<td>Total Broadcast Revenues</td>
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</tr>
<tr>
<td>4 networks (incl. 13 owned and operated stations)</td>
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<tr>
<td>84 TV stations</td>
<td>$14.6</td>
<td>+ 13%</td>
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<tr>
<td>Industry Total</td>
<td>$23.8</td>
<td>+ 23%</td>
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<tr>
<td>Broadcast Income (Before Federal Income Tax)</td>
<td>$8.1</td>
<td>+ 23.6%</td>
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<td>4 networks (incl. 13 owned and operated stations)</td>
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<tr>
<td>84 TV stations</td>
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<tr>
<td>Industry Total</td>
<td>$19.3</td>
<td>+ 15.7%</td>
</tr>
</tbody>
</table>

* Including the FM operations of 169 AM licensees. See Table 3 for data on FM revenues of AM licensees.

** 1948 data cover 4 nationwide, 3 regional networks (including 11 key stations) and 1,813 stations.

TV BROADCAST SERVICE

Estimated Revenues, Expenses and Income

<table>
<thead>
<tr>
<th>1949</th>
<th>1948*</th>
<th>Percent Change from 1948**</th>
</tr>
</thead>
<tbody>
<tr>
<td>(millions)</td>
<td>(millions)</td>
<td></td>
</tr>
<tr>
<td>Industry Total</td>
<td>$361.8</td>
<td>+ 8.4</td>
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<tr>
<td>Total Broadcast Revenues</td>
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<td>Broadcast Income (Before Federal Income Tax)</td>
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<td>- 3.3%</td>
</tr>
<tr>
<td>4 networks (incl. 13 owned and operated stations)</td>
<td>$5.7</td>
<td>- 3.3%</td>
</tr>
<tr>
<td>84 TV stations</td>
<td>$5.7</td>
<td>- 3.3%</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$11.4</td>
<td>- 3.3%</td>
</tr>
</tbody>
</table>

* 1948 data cover 4 networks including their 10 owned and operated stations and 42 TV stations.

Open Mike

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

Convinced of Coverage

EDITOR, BROADCASTING: ... The recent story [Respects, BROADCASTING, Feb. 18] has convinced me, if I had not already been convinced, that everyone reads BROADCASTING. In all truthfulness, I can't see how anyone can make any pretense of being well informed in any phase of broadcasting without being an avid reader of your very excellent publica-

..."Nielsen's Audimeter"

... the one magazine that I personally read regularly and try to read from cover-to-cover.

George F. Issac
Commercial Manager
WCFL Chicago

Nielsen's Audimeter

EDITOR, BROADCASTING: We read with a great deal of interest... "Rating Armistice" which appeared in your March 6 edition.

You will be interested to know, I believe, that the word Audimeter, mentioned in your article, refers to A. C. Nielsen Co.'s device which measures radio and television audiences. Audimeter is our coined word and is a trademark. As such, it should always be printed with a capital "A."

Artificially... is simply to call this to your attention because our patent counsel has advised us that we must do this if we want to protect our trademark rights. We are informed that it is fairly easy to do so could easily result in having our trademark Audimeter transformed into a generic term....

A. C. Nielsen
President
A. C. Nielsen Co.
Chicago

April 24, 1950 • Page 59
HEAVY DISPLAYS in the Exhibition Hall at the NAB convention last week in Chicago attracted more interest than last year, with major exhibitors to the Broadcasting. Representatives of radio and television manufacturing firms, however, seemed to prefer the new look of seriousness at convention guest's faces even though the gate was cut down.

Many visitors came back four and five times, exhibitors reported. This was copied by Arthur Stringer, NAB assistant to the secretary-treasurer, who tabbed 2,964 visitors between 8:45 a.m. and 5 p.m. Sunday, April 18, the day before the Management Conference opened officially. Monday, from 9 until 4, there were 1,860 checked in through the doors by a guard. Mr. Stringer early last week predicted a larger attendance than last year, which was 1,706 over a three-day period (Sunday, Monday, Tuesday).

Lower Level Exhibitors

Nine income exhibitors and one non-income (Broadcast Measurement Bureau of NAB) occupied sections of the 30,000-square-foot hall on the lower level of the hotel.

RCA, with tons of AM-FM-TV equipment, rented 2,500 square feet. It was seconded in the amount of space it occupied by the Broadcast Music Inc., each with 2,000.

Television was the glamour attraction of the show again this year, with RCA, DuMont and General Electric introducing a variety of video equipment. RCA's Vidicon, small video camera with a tube 1-inch in diameter and 6 inches long, absorbed telecasters as it photographed live action directly and through a microscope, with both projected on amplifiers receivers. The portable camera, which weighed only 70 pounds complete with tripod, camera and control monitor, is a exhibitors told stage. Thus far its main application is industrial.

The company's new 16mm portable projector, designed for use by small stations for telecasting of commercials at remote sites, weighs 50 pounds and includes two units in addition to the speaker, purchase of which is optional. The equipment permits direct to a studio camera.

RCA also introduced its new super gain antenna with an exhibit of a tower section of each side by directional elements for variation of a coverage pattern. Addition of other such sections, up to 12, increases radiated power and gives a station regional coverage, a spokesman said. This antenna has been purchased by WCON-TV Atlanta, which will mount it on a 1,000-foot tower, one of the highest in the country.

Studio Monitor Shown

Among the other pieces of equipment were a new, inexpensive studio monitor, which costs about $3,900. Light and utilitarian, it can be mounted into a control rack if necessary. Alongside was a video effects devices, which enable picture combinations, insertions, fades and wipes to help the director. The RCA Genlock permits superimposition of film commercials over remotes with simultaneity of field and studio generators. DuMont's major innovation was an 8-by-10-foot translucent plastic screen, on which 16mm films were projected via a mirror from the rear, for use as moving backgrounds for video shows. DuMont has developed the DuMont-Holmes Super Speed Projector, claimed to be the first one which operates fast enough for projection of backgrounds in TV. The same projector can be used for studio work and operates directly into the picture tube. The projector can relay the film impression to a screen as large as 12-by-16.

Collins Radio Co. exhibited AM and FM transmitters, including its Model 75SA, a 10 w FM transmitter for educational broadcasting. It leased an elaborate four-color brochure on the equipment. Among units shown were the power supply box, dual pre-amplifier, program amplifier, monitor amplifier and the relay unit. Collins plugged its 122Z remote amplifier, which operates on AC or battery, self-contained, has an automatic switchover if the line fails and four input channels.

Raytheon Mfg. Co. introduced two new inter-city TV microwave link equipment pieces, one for fixed installations and another for the other portable for use on remote. The modern number is RTR-1C.

In addition, the company displayed its new console, RCE1, an audio unit designed for TV stations and AM-FM stations planning to go into video. The instrument features panel lighting for dark control rooms, a high gain, low noise level and an overall flexibility of operation. Equipment racks for video installations complement a cabinet for custom audio and custom AM-FM equipment installations. Supplementary is the other TV equipment is the new MTV-12, low-cost station picture monitor with a 12-inch tube.

Broadcast Music Inc., marking its 70th anniversary, exhibited large individual displays featuring hit songs of 27 music publishers. Publisher-members of BMI total 1,300. On display in the center corridor of the Exposition Hall was a "memory book," signed by hundreds of conventioners in honor of the BMI's 70th anniversary. A spring-like floral display centering the BMI exhibit were a violinist and accordionist, who entertained visitors throughout the day.

AMP Offerings Displayed

Adjacent to the BMI quarters along the entire east end of the hall were samples of equipment released by Associated Music Publishers, 22-year-old firm which has operated as a wholly-owned subsidiary since 1947. Merrill Shaw, the president, and the first general manager of BMI, was on hand to outline the extensive program. The list included reissues of classical and contemporary works. Composers represented include Villa-Lobos, Paul Hindemith, Igor Stravinsky and many classic European writers. Selections in the library represent more than 1,000 years of continuous music publishing.

Dr. Victor J. Andrew, chairman of the Board of the Andrew Institute and personally described the Multi-V FM and TV transmitter antennas. Placards scattered around the display area pointed out this sale of the AM-FM-TV transmitters. Mr. Shaw then released the entire transmission line for TV and UHF relay use and transmission line and tower lighting equipments. The antennas had been in use for many years.

Visitors were invited by SESAC to inspect its catalog of 1,200 bridges, moods and themes in 200 categories, and its script service. Among the hall was an antique radio with colorful balloons and cardboard cut-outs of rabbits holding real lollipops. Featured recordings were broadcast by remote control in the "Magical Fifth" floor, where smaller exhibitors displayed their products. Company also introduced what is said is the only reverse power law amplifier on the market. A gamma correcting TV mechanism sold separately from the video recorder although used with it.

Not exhibited, but discussed at length because of its speed factor, was the film processor, which developed, washes, hypo, washes again, air dries, infra red dyes and waxes the film in 40 seconds. It takes slightly less than a minute for the film to be processed from the camera to the projector to the theatre screen for television. A gamma correcting TV mechanism sold separately from the video recorder although used with it.

Deep Interest Shown

AT A SPECIAL table for BMI publishers at the NAB convention lunch Tuesday, Robert J. Burton (r), vice president of BMI in charge of publishers relations and general manager of BMI, entertained Dave Kringle of Republic Pictures Corp., who is general manager of Sammy Kaye Enterprises. Mr. Burton introduced more than a dozen of BMI publishers attending.
were made by the Trinity Choir of St. Paul's Chapel, New York; The New York Symphony Orchestra, Philharmonic Aeolian Glee Club and the Barbershop Quartet. The script service includes program aids.

Internal and external AM and TV equipment was exhibited by General Electric. One of the features was T7-10-A, a TV transmitter geared for low costs in installation, operation and maintenance. The air-cooled 5 kw low channel model has a low-cost tube complement and low operating costs, a spokesman said. GE also introduced its companion piece, a visual demodulator which provides pictures and wave forms from TV signals for continuous monitoring. The unit is rack-mounted and has crystal-controlled vestigial-sideband reception.

Studio Setup Shown

Studio setups, also shown, included a block-built console for programming and monitoring and re-designed studio and film camera channels with cables and plugs designed to eliminate interconnecting wiring. Other displays—TV monitors, amplifiers, sync locks, video mixers and control panels.

Broadcast Advertising Bureau as a division of NAB, occupied the only non-income section. Maurice Mitchell, director, and his staff distributed selling aids. Staffers met broadcasters in a booth to explain brochure and film material and to consult on selling problems. The entire exhibit was designed to increase general sales effectiveness among AM and TV broadcasters.

Gates Radio Co. explained and showed operation of its transcription turn-table and console. Flanking the entire section were the BCBD, an "entirely new" 5 kw transmitter which increases tube life at one-half tube cost, the 1 kw transmitter and equipment for the 250 w station.

PHILCO Corp. introduces two new radio receivers. One is portable featuring novel "Magnecor" long-distance aerial, the other, an AM-FM tabletop radio with new double-sensitive circuit.

Competitive Winds (Continued from page 81)

smoke, to stay out late and even starting to use naughty words."

He called upon broadcasters and telecasters to remember that their programs go into the homes of their listeners.

"Such open entree to the family fireside is enjoyed by no other medium," he declared. "It carries with it a high responsibility. Abuse that privilege, shirk your responsibility for supervising the program and the talent you take into these homes and you endanger a unique and trusting hospitality."

The FCC executive felt that examination of program practices is desirable for the broadcaster in "planning how he is going to weather the transition period ahead of us." He continued:

For example, has he made a recent survey to determine if he is truly serving local needs? Is he making an affirmative effort to find out what the community needs are and how can he best serve them? Judging from our renewal applications, some broadcasters are operating in a paradise where there are no problems of education, racial understanding, citizenship, health, housing, or recreation. But then if it were a paradise, they would never have seen local talent.

So it must be a desert they are operating in.

... has one applicant who inquires in his modest, nay, minute portion of local live programming his "sign-on" and his "sign-off."

Local Applications

Mr. Coy felt it is "praise-worthy" to carry an "elaborate network documentary on juvenile delinquency, or on housing, or on health."

"But," he wanted to know, "what about the broadcaster's own community. Is he indulging in escapism by ignoring conditions right in his own front yard?"

He called attention to a recent NAB report which held that good programming in itself will not continue to satisfy sponsors and that commercial radio "is founded upon programs which appeal to the listening public and which sell merchandise."

Mr. Coy said his answer was this:

"The American system of broadcasting—which is a commercial system, and I repeat that I hope it continues to be—and that I know of no one in the government who wants to change that—is not founded simply to appeal to listeners and sell merchandise. The concept completely brushes aside the valuable, the indispensable role in a station's total program structure of the program that may appeal only to listeners and not to sell one penny's worth of merchandise."

He cited religious programs and forum discussions of community issues as broadcasts which may not attract sponsors—or may be kept sustaining at the wish of the station—but which are among the "most appealing programs of the schedule" from the public's standpoint.

Such programs, he said, "play a stellar role in keeping listeners about the effect of his practices upon the community. Mr. Coy suggested he turn to, "of all people," his public.

On the handling of controversial issues, he pointed out that the licensor is "a trustee for all the people with many divergent viewpoints. So the standard must be fairness to all such viewpoints."

He emphasized what the Commission had pointed out in its letter to WLBI New York "interpreting" the Mayflower Decision— if a broadcaster editorializes he must do more than "sit in his office and wait for someone to show up and demand time to present the other side."

"It is up to him," he said, "to pick up the telephone or to put on his hat and coat and go out and make a conscientious effort to enlist some responsible representative of the other side." The broadcaster might, he added, use his broadcast facilities to invite the presentation of differing viewpoints.

Chairman Coy told his listeners that broadcasting "has a great role to play" in national security, where "our first line of defense is an informed people who will act instantly and unitedly in any crisis."

"The service that broadcasting can render has a high survival value in these troubled times. As we face the latter half of the Twentieth Century, no group in our society has greater power or potentialities for building and guarding America than you American broadcasters."

AFFILIATE duo at ABC Chicago meet-
ing (I to r): E. K. Hortenbower, KCIB Kansas City, and Henry P. Johnston, WSGN Birmingham.

in the habit of looking to their radio set for the most significant and most vital events of the day. Sponsored programs owe as much to them as they owe to sponsored programs. And that points up why a broadcaster cannot serve the public interest unless he has at his command a reasonable amount of sustaining time to allocate to such programs."

He reported "a growing revul-
sion against lapses of good taste and against excessive and indi-
criminating crime and horror pro-
gramming." If crime programs do not pay in terms of what they do to promote suppression of juvenile delinquency, he observed, "then they do not pay in terms of radio’s future as an institution for community betterment."

If a broadcaster is in doubt

April 24, 1950 * Page 61
FCC's alternative proposals on the Justice Dept. bill designed to curb broadcast, telecast and other interstate transmission of gambling information is expected to command top attention of a Senate subcommittee meeting this week as the second week of hearings on Capitol Hill.

Sessions are expected to resume early this week—either today (Monday) or tomorrow. FCC Chairman Wayne G. Capelhart and two other Justice Dept. officials will appear last week as scheduled. He may present the Commission's views to the Senate Interstate & Foreign Commerce communications subcommittee sometime this week, although no arrangements had been set late Wednesday.

In addition, it was believed that members of the radio and television industry also would offer their comments as the hearings progress, though again no schedule was revealed.

The subcommittee, headed by Senate Majority Leader Hubert H. Humphrey (D-Minn.) and the Commerce Committee, is planning to continue for the next two weeks.

The Justice Dept. bill will outlaw interstate transmission of gambling data on sports events; in addition, it would bar the broadcast of details at least an hour after races are run, and permit limit stations and networks to one horse race broadcast per day.

Generally, too, the Commission feels the Justice Dept. measure is too general, all-inclusive and complicated, and would increase FCC's administrative burden.

The FCC bill also would set up provisions similar to a lottery statute enforceable under the Criminal code incorporating criminal sanctions against stations who would transmit, receive or rebroadcast any of the proposed law, it was understood.

Legality Questionable

The FCC version is expected to elicit careful attention of legislators and the Justice Dept. itself, whose officials reportedly are not entirely happy with the legal basis of the bill as it stands now. Attorney General McGrath told the subcommittee:

"If there were a simple precise formula, resting upon a demonstrable factual basis as a solution for the illegal transmission problems, without undue interference with press and radio, I am more than willing to join in supporting it." He said his "mind is open" on the question of criminal penalties.

Senator McFarland, announced, at the opening of the Monday session, that "If we postpone hearings we will, in effect, kill the bill. The subcommittee is determined to hold hearings." Also heard were James M. McNerney, assistant attorney general, Criminal Div., Justice Dept., and Hazel Plaine, of the solicitor's office.

Sitting in on the Monday session, in addition to Senator McFarland, were Sens. Lester C. Hunt (D-Wyo.), Johnson, Capehart, and Kefauver.

In his statement to the subcommittee, the Attorney General asserted that "it is quite evident that the modern bookmaking operation is completely intertwined with communication systems of this country . . . and to deny the use of the facilities of interstate communication to the organized gambling fraternity would be a knockout blow to their operations."

Attorney General McGrath noted, however, that information on horse races and sports events could be essential to bookmakers and gamblers in "equally legitimate news to which the public is entitled by means of the usual press and radio dissemination."

The importance of maintaining the constitutional guarantee of press freedom must be fully taken into account in evolving any legislation, he cautioned. Such a "guard" is clearly provided in the bill, he felt.

With respect to the proposed time lag in broadcasts following conclusion of the race, the Justice Dept. official said it was peculiar only to horse races and is "necessary in order to frustrate its illegitimate use, but without destroying its value or currency as news to the general non-gambling public. We feel that only the gambling interests, or those who stand to gain from the relationship of such broadcasts to gambling, will be hurt or complain..."

"Let anyone raise the charge that the brief time lag proposed for the broadcast . . . is censorship of the radio or television," Attorney General McGrath observed, "may I hasten to point out that since 1934 Congress has flatly prohibited, not merely delayed for an hour, the radio broadcasting of information concerning lotteries, which is a form of gambling with some wider commercial implications than horse racing...."

"... There is no limitation whatsoever on broadcasting information concerning all other sporting events. In total, the safeguards for the press, for the press services, and for radio and television broadcasting, are specific, detailed and complete," he emphasized.

Expressing belief that the broadcast phase was the lesser "significant" in this problem, the Attorney General conceded that his Crime Conference, whose meetings last February yielded an idea the legislation, found difficulty in defining "gambling information." But he added: "... Ultimate use for printed news publication or radio or television broadcasting is regarded as good; any other use is presumed to be bad, unless it can be shown that such other use is not in circumvention of the purposes of the bill."

Sports news is transmitted by communications for either of two purposes—as legitimate news or for gambling—he noted.

Senator Capehart asked whether it is not true that the proposed bill puts the "burden of proof" on radio station licensees or communications carriers. Mr. McGrath agreed but said a licensee would be subject to FCC action only if, "after it has been called to the licensee's attention, he repeats the practices."

Bill's Provisions Explained

In the afternoon session, Messrs. McNerney and Plaine explained provisions of the bill and said it is based on the premise that gamblers need communications and that enforcement still would lie with state authorities.

Queried by Senator Capehart, Mr. McNerney said radio and television stations "would know whether they are violating the law from the very nature of the information as defined in the bill." In further reply, he felt that placing liability on both sender and receiver of such information would be "bad"—would throw the federal government into state domain "on both feet."

The Indiana Republican suggested that "might be better than imposing the responsibility on radio companies."

Mr. McNerney revealed to the congressional group that the Justice Dept. had considered an alternate provision defining gambling explicitly as data covering odds, wagers, etc. Such a provision, he added, would not prohibit radio-TV broadcasts.

For instance, he elaborated, winners could be announced on either media "without odds."

Mr. McNerney thought that "maybe the committee could satisfy itself" on this alternate suggestion.
Big Show Costs Blinding You to the Facts?

See Daylight with Du Mont Daytime Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates you can afford. In fact, D.D.T. (that's Du Mont Daytime Television) gives you so much sales power per penny, you can't afford to do without it. Make us prove it.

Network or local—time and talent are modest—results are big.

We thought it up. We can make it work. For You.

America's Window on the World

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
On The Air Three Weeks . . .
Average Rating - 27.1!

"Hollywood Playhouse", WPTZ's full length daily feature picture, had been on the air just three weeks when the first American Research Bureau survey was made. Preliminary reports from ARB show the program pulling down an average rating of 27.1. This means that better than one-quarter of the 435,000 television equipped homes in Philadelphia are tuned to "Hollywood Playhouse" every day!

What makes this terrific record even more eye-opening is the fact that WPTZ's entire afternoon schedule also is only three weeks old and breaking established competition.

"Hollywood Playhouse" is now sold out! However, the waiting list is forming at the right with a few availabilities scheduled to open up the middle of May.

If you're interested in participating in WPTZ's new 6-for-1 "Hollywood Playhouse" package, drop us a line here at WPTZ or see your NBC Spot Sales Representative. Don't delay; it's already later than anyone thought!

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building " Philadelphia 3, Penna.
Telephone: LOCust 4-2244
McCan-Erickson's Hope Urges Market Data

**TV MUST SELL**

ADVERTISERS no longer are using television “just to get their feet wet.” They pay off “only to get merchandising results.”

Marion Harper Jr., president of McCann-Erickson, voiced this opinion Wednesday at the closing session of the NAB convention. He declared:

“Just as any medium that is regarded as a major advertising medium, TV must pay off in—(1) proved ability to take its place as a major medium in consumer regard; (2) ability to provide sufficient coverage to support mass-produced and consumed package items and to be merchandisable, and (3) ability to accomplish specific advertising and marketing objectives.”

He urged stations and media owners to “pave adequate descriptive data on the medium in relation to the market and collect result data on successful local use of TV.”

_Cites Sales Increase_

Showing TV’s net gain in audience—on a series of slides—laid based on McCann-Erickson’s 23 TV-using and AM-using clients—Mr. Harper reported that sales of products in four TV markets, as compared to sales in non-TV markets, are up from 19 to 37%.

“But in spite of this increase, television did not pay off for these advertisers the first year due to costs,” he said. “It is to be expected that TV will pay off in its second year if it holds the business and continues getting new business at the same rate.”

The McCann-Erickson president disclosed that a recent contest for an agency-handled beer account had drawn 45,700 entries in six weeks, in a market with 52,000,000 receivers, at a cost of 1 cent per entry.

Jim Moran, head of Courtesy Motors, Chicago, and John M. Outler Jr., WSB-TV Atlanta, represented the advertiser and station, respectively, on the subject, “The profit motive in TV.”

Relating the story of how his Hudson dealership had risen from “2,000 to first place” in the nation in ’47, Mr. Moran asserted he entered the medium “to regain public confidence.”

“And since buying TV, I wouldn’t spend 10¢ on radio,” he added.

“The Courtesy Man” told how the offer of 50 toy Hudsons on one TV program brought 12 police squads to his establishment the next day to handle traffic. Street markers piled up for two miles, he recalled.

Mr. Moran recommended “being honest with the public—giving them everything you promise to give.” His total TV expenditure for the first year, 1965, will be $350,000, he said.

He is opposed to long commercials and looks forward to the day when TV will program without them, believing that “the public likes it better this way.”

Mr. Outler noted that it was an “interesting commentary on the system of free enterprise that the money paid for TV pioneering should have been spent deliberately and with measured intent.” He suggested telecasters begin with the “natural premise of profit to the customer—then the approach would be easier.”

“The advertiser is going to buy only so long as the price is right and he gets acceptable return for his dollar,” said WSB-TV’s manager. “There’s a lot of romance selling in the early days of a station’s life, but inevitably comes the day when the honeymoon fades and the man wants his money’s worth.”

_Video Must Hold_

He reminded the delegates that “the whole trick in profit is in circulation—and your audience won’t stay with you very long, after they’ve grown used to TV in the home, if your programs are mediocre.”

“The general experience has been that set population grows faster when there is a balanced program ratio which includes a network service—and locally produced shows,” he continued. “Locally produced shows, however, exact a heavy toll on personnel. So it’s a decision that must be made—and made now.”

Mr. Outler recommended that the fullest usage be made of the time and efforts of intelligent personnel—“or there’s waste and extravagance that keeps mounting with each additional hour or each additional program.”

Concluding the TV phase of the convention, a warning by Robert C. Tait, president of Stromberg-Carlson, licensee of WHAM-TV Rochester, N. Y., that programming standards of good taste, acceptance and decency must be developed quickly as a safeguard against criticism and possible future government regulation.

He noted that some criticism already is evident among “professional do-gooders.”

“This cannot be ignored,” he said, “since television enters the living room, without benefit of mass psychology. Television must become more and more intimate. There is an intimacy here that we must guard jealously.”

He noted that the trend of TV (Continued on Telecasting 18)

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**GRID TELECASTS**

**Big Ten Bans, PCC to Follow**

LIVE TELECASTS of Big Ten football games were banned for “at least one year” last week when athletic directors of the Intercollegiate Conference meeting in Chicago termed TV “adverse” to gate attendance. Such action by the directors, forecast periodically as coaches complained of declining attendance, may set a precedent for other college and university groups, also members of the National Collegiate Athletic Assn., and may be extended to include other sports.

Although official decision is not expected for many weeks, Pacific Coast Conference as a group or its member colleges as individuals, are expected to follow the Big Ten’s action in banning live telecasting of football games in the West.

“Almost unanimous agreement” for banning live telecasts of Saturday football games was reached by the Big Ten directors in a two-day conference April 15 and 16 at Chicago’s LaSalle Hotel. At that time, men from Michigan State, Ohio State, Illinois, Indiana, Iowa, Michigan, Minnesota, Northwestern, Purdue and Wisconsin discussed all angles of the telecasting of college athletics with non-Conference representatives from Pittsburgh, Notre Dame, South Carolina and Marquette. In addition, the NCAA sent its three-man TV study committee.

That group, headed by Tom Hamilton of Pittsburgh, is making a survey on the same subject for reference to the NCAA convention in Dallas next January. At its convention this year, NCAA members voted to limit contracts for live TV to one year.

_Film Approval_

Western Conference Schools next season, although refusing to permit simultaneous telecasts, will allow complete films of the games to be shown after 6 p.m. the following day (usually Sunday). Post-game highlights on film have also been approved.

Conferences agreed almost unanimously that:

(1) TV depth will have an adverse effect on attendance, affecting the contest being televised as well as other contests in the reception area.

(2) TV does have a positive public relations influence, including the live telecast, the post-game film and highlight films.

(3) The fee to be charged for TV rights, particularly for football, is variable and debatable. The so-called “meter” plan (Phonevision or some similar system) for set owners might, in the future, be a solution for determining the true value of these rights.

(4) Both Conference and non-Conference institutions conclude that live telecasting of football games will be more harmful than helpful to college athletics in general and college football in particular.

(5) Football coaches have an equity in TV, in considering scouting responsibilities, and visiting institutions have an equity in TV inasmuch as it is agreed TV will have an adverse effect on attendance.

(6) Institutions do have a definite obligation and responsibility to neighboring and sister institutions because, in the final analysis, institutions are completely dependent upon each other in the conduct of intercollegiate athletics.

Fritz Crisler of Michigan, chair (Continued on Telecasting 17)
JUST as Cincinnati's TV receiver circulation has risen from a scant 100 sets in mid-1947 to a reported 106,000, so has Crosley Broadcasting Corp.'s WLWT (TV) grown in stature as the city's pioneer television outlet.

Last week Crosley officials drew second breath and scanned its passing TV parade since April 18-23, 1948, when WLWT held a weekend open house to commemorate the grand opening of its studios.

Actually, the WLWT story has been 13 years in the making—years of painstaking experimentation and development which hark back to April 1937 when AM-grounded engineers, under R. J. Rockwell, began developing equipment necessary for getting a TV signal on the air.

The result of their collective labor was a transmitter, three cameras and miscellaneous equipment vital to getting experimental outlet W8XCT in working order. Two of the three iconoscope cameras built then are in use now for films and slides at Crosley's WLWD (TV) Dayton; the other was loaned to Dr. Allen B. DuMont for his early video work, according to Crosley engineers.

T-Day

T-Day officially came to the Queen City on Feb. 15, 1948. And when WLWT celebrated its second birthday anniversary two months ago, Crosley officials proudly cited it as another demonstration that, just as AM parent WLW had served as the "cradle of stars," so, too, could WLWT lay claim to some spectacular TV developments in the Buckeye State.

Behind this initial development and laying of the groundwork for WLWT's role in an all-Ohio TV network lay extensive and far-seeing planning by two of radio's most prominent personalities—James D. House, chairman of the board, and Robert E. Dunville, president of Crosley Broadcasting Corp.—and an original investment of approximately $700,000.

Under their deft supervision, the station has devised a programming balance designed to hold regional as well as local interest. Heading up that job is John T. Murphy, the company's director of television operations.

Others who devote their time and efforts to the day-to-day problems of putting WLWT on the air include Lin Mason, WLWT program director, and Bernard Barth, program coordinator for the three Crosley television operations.

In its two years plus of operation, WLWT has celebrated a number of milestones, starting with T-Day in February 1948 when the station featured a special video show and live excerpts from its current AM contemplated shows. A week earlier, call letters had been changed from W8XCT to WLWT.

STILL another occasion for rejoicing was a special network telecast, NBC Satellites WLW Television, which highlighted the inauguration of coaxial cable service to Crosley's three TV outlets—WLWD WLWT and WLWC (TV) Columbus—last Sept. 25.

Crosley's own three-station Ohio network involves a complex system of interconnection facilities enabling WLWT programs to be received and rebroadcast by the Dayton and Columbus outlets. Both microwave and coax transmissions are used.

In addition to network service, the Crosley outlet currently is programming approximately 40 hours of "live" studio features each week. Total weekly programming comes to 96 hours and 36 minutes.

A cross section of its originated programs reveals a schedule of weekly hour-long program under sponsorship of the Bavarian Brewing Co. The program, using rural talent, has achieved recognition, not only for its entertainment value, but for its enrichment of our home brew, barn dances, such a honey-coated manner that they become part of the amusement fare of the program. That will offend no televiewers, certainly, and it has worked out to the advertiser's advantage. Twenty months with the same sponsor—in view of TV's high costs—must be reckoned noteworthy.

OTHER shows include General Store, a comedy telecast which has attracted sponsors from its inception six months ago with ad-lib routines between two not-so-bright residents of a small backwoods town, and Melody Showcase, sponsored by Crosley distributors. There are a few new to recent WLWT logs, program has drawn acclaim for its production numbers and stage effects; and the telecast acts attract comfortably with similarly network telecasts.

Beck Show

Homemakers receive help from Catherine Beck on Magic Tele-Kitchen, the first daily feature originated in WLWT's Mt. Olympus studios. Its selling power has been demonstrated by prospect and, for example, a one-minute spot announcement for a Juengling meat recipe book flooded the station in calls within 20 minutes after the show signed off. Sponsor acknowledged receipt of 280 replies at his place of business.

Similarly, a local contractor found that showing prospective buyers the telecast in his office resulted in 95% specifying Kelvinaire equipment (that like used at the Kitchen Klub, former title for the Beck show) in little homes.

These results appear typical of shows on WLWT's entire after-noon schedule started last September when daily production of the Crosley Cincinnati-Dayton-Columbus circuit were first offered for sponsorship on a participation basis only. This policy enables smaller businesses to get "their feet wet" in video advertising at a price they can reasonably afford, station believes.

The policy is operated in conjunction with WLW's famous merchandising service, which is currently expanding to cover TV advertisers. It has paid off handsomely. The number of sponsors has jumped from 103 last January to 148 at present. The sales force that makes WLWT's whirl go 'round, sponsorship, is headed by William McCulley, who was named the first full-time salesman for the station last May. Today five men comprise the staff, which has evolved provisions for Class C time, as well as 20- and 40-minute time segments.

Rates have been increased since May 1948, three months after it began commercial operation, when WLWT's first year operation had set itself a profitable pattern with 36% of a 10-hour week sold.

Present rate card lists Class A time (every day but Sundays) at $250 per hour, $280 for 40 minutes, $210 for 30 minutes, $175 for 20 minutes, $140 for 10 minutes, $125 for 5 minutes, $90 for five seconds and $35 for one minute. Class B time ranges from $210 per hour and $130 per half hour to $70 for 15 minutes and $50 per minute spot. Class C time: One hour, $175; 40 minutes, $140; 30 minutes, $105; 20 minutes, $85; 15 minutes, $70; 10 minutes, $62.50; 5 minutes, $45; 1 minute (or less), $20.

VISITORS who converged on studies of the Queen City's first commercial television station two years ago glanced the finest equipment available in any studios, measuring 50 ft. x 75 ft. x 35 ft. and 30 ft. x 60 ft. x 15 ft. and located on the first floor of the four-story building; two RCA studio cameras; three field cameras for the mobile unit (two of which now supplement the studio equipment); six film facilities as two 16mm, two 35mm, four 16mm, two slide projectors, one slide projector, two film cameras, one Houston film processor and one aurion film camera.

The mobile unit is a converted, air-conditioned 32-passenger ACF-Brill Motor bus, carrying 1,500 feet of cable, two sets of portable microphones, equipment, sound equipment, sound equipment, sound equipment, and power supply—very much like a cinema on wheels.

Delivered in the fall of 1947, the financial programming needs of WLWT and figured prominently in several TV "firsts," including the telecast of a Cincinnati Symphony Orchestra concert with Jose Iturbi 1948—two months after the station
aired its first commercial program.

Other notable firsts include the TV debut of Boston Blackie in August 1948; one of the first paid political telecasts, with Alben Barkley and local Democratic leaders in November 1948; and a pickup from under the Big Top of the Cole Bros. circus, among others.

Commercially, WLWT premiered the Flash-O-Graph, now widely used for newscasts, in connection with a commercial for Dodge Dealers of Greater Cincinnati. Station also pioneered in the method of presenting a sponsor's message during a football or other sports program without interfering with the progress of the event.

Stress Sports

Cincinnatians like their sports about as well as 3:2, and the Crosley outlet probably has placed as much emphasis on sports as any other of the 103 TV stations on the air today. And sports figured in another first for the station when WLWT's telecast of the Carthage Fair Harness races played a part in a successful Stratovision transmission of a program to the East Coast.

Other sports telecast by WLWT have included horse racing, bowling, billiards, boxing, wrestling, basketball, baseball, table tennis, an ice show and midget auto racing. Under Vernon (Red) Thornburgh, who was named sports director by Mr. Shouse in September 1947, W8XCT telecast the first major league baseball game in Ohio involving the Cincinnati Reds. Station telecast Reds games during the 1948 season.

A telecast of the Golden Gloves boxing tournament in February 1948 seems to have indicated even at that early date, that box office proceeds do not necessarily suffer adversely from coverage by television.

Attendance totaled twice as many as the previous year when the matches were available only to sports fans at the actual scene of the event.

Today WLWT carries such sports events as wrestling from Dayton (through WLWD) and boxing from New York's Madison Square Garden (NBC-TV).

WHILE its application was pending before FCC in April 1948, Crosley Broadcasting Corp. leased the 48th floor of Carew Tower, Cincinnati's claim to skyscraper fame, and gave the first Ohio demonstration of television over a closed circuit—with equipment designed and constructed in Crosley's Broadcast Engineering Labs. Observers didn't think it too successful.

But two years later in April, after continued improvement of equipment was interrupted by the war, another demonstration proved good air transmission and reception. Then Crosley engineers were transferred to the company's manufacturing plant to work on war projects.

The government authorized test transmissions in May 1946 and 14 months later W8XCT embarked on a regular one-hour weekly program schedule. Its officials, with eyes on future acceptance of video, set forth to awaken public interest without overrating "things to come."

Public Service

Enthusiastically they focused cameras on every phase of public life—religious services, bridge games, swimming exhibitions, baseball, football and even programs based on popular parlor games. Fewer than 100 screens in the Cincinnati area received the five—but programming jumped from 5½ hours in August to a 20-hour week by the end of 1947.

The Crosley outlet was granted its commercial license in January 1948, but the first sponsored program was not telecast until February.

TYPICAL of WLWT production numbers winning widespread acclaim is this setup of lights, cameras and settings for station's weekly Melody Showcase featuring variety acts. Sponsored by Crosley distributors, the program is a relative newcomer on WLWT's schedule and illustrates use of stage effects in its local studio programming.

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SOLVING the daily problems involved in operation of WLWT as the key outlet in Crosley Broadcasting Corp.'s three-station TV network is a fulltime job requiring the combined efforts of these station officers. (L to r) Lin Matson, WLWT program director William McCluskey, sales manager, and Bernard Barth, program coordinator for four Crosley outlets (WLWT WLWC WLWD) confer with John T. Murphy (scouted), director of overall television operations.
**MUTUAL ENTERS TV NETWORKING**

PLANS ALONG AM LINE

**COAST-TO-COAST VIDEO**

Cowan Sees by '51

By means of radio relay in 1951 would be: One new channel from New York to Chicago; one additional channel southbound from Detroit to Toledo; one eastbound channel from Omaha to Chicago and one westbound between Des Moines and Omaha. The connection with Birmingham, N. Y., would be made by an extension from the present network either from Syracuse or New York City.

**Southern Link**

Extensions by means of coaxial cable to the Bell System television network would include the equiping for television purposes of a channel extending from Memphis to Birmingham, and eastward on to Atlanta. A second channel—in addition to the one to be equipped for television from Charlotte, N. C., to Jacksonville—would be similarly enganged in 1951. A single coaxial cable also would be equipped for television between Jacksonville and Miami, so that the latter city can be added to the network. An addition to the 12,500-mile coaxial channel would be equipped for television from Toledo to Dayton.

**INTERCITY network television facilities may interlock from coast-to-coast as soon as 1951. This report confirms earlier informal estimates of a probable completion date (TELECASTING, March 27).**

**OUTLINES Plan**

In the 1951 network program now under consideration, Mr. Cowan said, Bell System intercity network facilities would total about 22,000 miles of channels by the end of next year. At that time, Mr. Cowan roughly estimated that the network would comprise about 15,000 miles of radio relay and about 7,500 miles of coaxial cable. This would enlarge the total (which is expected to provide about 15,000 miles of facilities at

**CONTRACT for WJIM-TV affiliation with NBC-TV is set by (1 to r) Mr. Gross and Mr. Hickox.**

SIGNALLING Mutual's entry into the television network field, MBS President Frank White announced last week that Mutual will make its key TV stations available for network advertisers who wish to telescast their programs.

The announcement followed the annual meeting of Mutual stockholders, held April 15 amid growing reports that MBS authorities are looking to ultimate TV network operations along the lines of the Mutual AM network, when more TV stations become available.

Detailed plans for overall TV service will be announced shortly, the network said.

Mutual network advertisers, it was announced, will be able to telecast their programs on Mutual stockholders' key TV stations—

WOR-TV New York, WGN-TV Chicago, WNBC-TV Boston, WORC (TV) Washington and KTLV Los Angeles. More than half of all television sets now in use are concentrated in these market areas, it was pointed out.

Authorities said it was anticipated that the same telescasting service eventually will be extended to Mutual affiliates which operate television stations.

The network's stockholders meanwhile re-elected all officers and directors, and the directors in a subsequent session approved an increased budget to expand Mutual's programming and promotional activities. The network currently numbers 540 stations.

President White also announced that the directors "have authorized me to say that no offers for the purchase of the Mutual network are being either entertained or sought." There have been recent reports that Mutual might be sold.

Mutual would be the fifth television network, joining the ranks of NBC, CBS, ABC and DuMont.

A clue to Mutual's possible tack on television had been reported indirectly a week earlier in an FCC hearing on intercity television facilities (see story below).

William H. Watts, New York Mutual's vice president and manager of Western Union, testifying on interviews with networks on their possible use of Western Union facilities, asked J. R. Poppele, Mutual board member and WOR vice president and chief engineer, about the TV network plans of "WOR or Mutual." Mr. Watts testified.

He said Mr. Poppele thought improved service and more economical rates would result if Mutual entered the network facilities field as a competitor of AT&T. Western Union has a reversible channel between New York and Philadelphia but its use has been limited by AT&T's refusal to interconnect telephone company facilities with it. The FCC hearing is to determine whether AT&T should be required to interconnect with Western Union links, as it has been required to do in the case of privately owned facilities.

Western Union Order

Mr. Watts quoted the WOR executive as saying that if Western Union would eliminate the interconnection ban and should offer "microwave service on the basis of quality of service and price advantage," then Western Union "could be reasonably assured of an order from WOR for facilities, at least in the beginning, to such key television points as Washington, Boston, Pittsburgh and Chicago."

In the stockholders' voting, President White also announced the election of T. C. Streibel of WOR as board chairman and Thomas F. O'Neill of Yankee Network as vice chairman.

Other Mutual officers re-elected were:

A. N. Hult, vice president in charge of sales; William H. Fineshriber Jr., vice president in charge of programming; A. A. Schechter, vice president in charge of news, special events and publicity; Robert F. Conlon, vice president in charge of advertising, research and promotion; E. M. Johnson, vice president in charge of station relations and engineering; and O. W. B. Walling, treasurer, controller and assistant secretary, and Elbert M. Antrim, secretary.

**Other Mutual directors re-elected, in addition to Messrs. Streibel, O'Neill, White and Antrim, were: Mr. Poppele; Lincoln H. Murbank, vice president and assistant New York network, Bos- ton; Benedict Gimbel Jr., WIP Phila- delphia; Frank Schriever, WGN Chi- cago; David Belanger, WOR New York; Brown of Don Lee, Hollywood; J. E. Campeau, CKLW Detroit, and H. K. Carpenter, WHK Cleveland.**

**OPENING date of regular pro- gramming by WJIM-TV Lansing, Mich., is set for May 1, according to Harold F. Gross, president and general manager of WJIM (TELECASTING, April 10). WJIM-TV is owned and operated by WJIM Inc.**

Station has been on test pattern since March 17. Plans are to house the station in a modern NBC-TV plant and when possible WJIM-TV will add various local shows to its daily schedule of network and film programs. Network broadcasts are to be beamed by microwave from Detroit to transmitting equipment at Milford, Mich.

WJIM-TV also becomes the 30th interconnected affiliate of NBC-TV. Contract for the network affiliation was arranged by Sheldon B. Hickox of NBC station relations, and Mr. Gross. Station also is affiliated with CBS-TV and ABC-TV.

**INCIDENT network television facilities may interlock from coast-to-coast as soon as 1951. This report confirms earlier informal estimates of a probable completion date (TELECASTING, March 27).**

The hopeful but tentative timetable was charted last week by George H. Cowan, the vice president in charge of the Long Lines Dept. of American Telephone & Telegraph Co., in his detailed testimony etched before the FCC during hearings held in Washington on April 14. They resume on May 1.

During the sessions which probed the question of interconnecting the facilities of the Bell System and Western Union Telegraph Co., Mr. Cowan filled in spaces as to possible additions to the Bell System intercity TV network to be made in 1951. He also detailed tie-ins in the planning, provision and operation of such networks.

**OUTLINES Plan**

In the 1951 network program now under consideration, Mr. Cowan said, Bell System intercity network facilities would total about 22,000 miles of channels by the end of next year. At that time, Mr. Cowan roughly estimated that the network would comprise about 15,000 miles of radio relay and about 7,500 miles of coaxial cable. This would enlarge the total (which is expected to provide about 15,000 miles of facilities at the end of this year) by some 8,000 miles in 1951, about 5,500 miles of the additional channels being in radio relay and about 2,500 miles in coaxial cable.

The linking of the East and West Coasts by these network facilities may be included in the 1951 program, Mr. Cowan testified. He remarked that it is difficult to be absolutely precise this far in advance of a construction plan of such magnitude, and that AT&T's work might not be completed until 1952. However, even if the project were delayed, he conjectured that possibly the coast-to-coast link would be finished by the spring of that year.

Mr. Cowan said that Bell System plans contemplate extending the network by the construction of two radio relay channels between Omaha and San Francisco, one in each direction. At first these facilities would be equipped for telephone purposes, he said, but television channels would be made available if there were commercial demand for them.

The tentative 1951 Bell System television network program also includes an extension to Miami and the linking of Binghamton, N. Y., to Long Island and the latter city can be added to the network. An addition to the 12,500-mile coaxial channel would be equipped for television from Toledo to Dayton.

Earlier in the proceedings on the interconnection issue, which concluded last week after sessions resumed before the FCC on April 10, M. G. Wallace, eastern area commercial manager of the Long Lines Dept., presented the viewpoints of customers using Bell System interconnection.
COLOR HEARING SPEEDUP

REHASHING of old familiar controversies—plus introduction of some new conflicts between principal color TV proponent RCA and CBS—marked the third week of cross-examination in FCC's color hearing last week.

Concern that the now over-drawn proceeding could lapse into a mere battle of words was evidenced by the Commission's decision when it delayed start of the week's hearings while it met in special session to consider the color TV situation. Although no report was made concerning the brief meeting, it was understood hearing procedure and scheduling of witnesses topped the agenda in an effort to wind up the color phase as soon as possible without trimming off vital evidence.

FCC Chairman Wayne Coy delayed his departure to the NAB convention in New York until after the meeting and it was understood Comr. George E. Sterling cancelled entirely his plans to attend the convention because of the hearing situation.

Highlights of last week's hearing through Wednesday included:

- Efforts by RCA counsel in cross-examination of CBS witnesses that the color policy of CBS has been inconsistent and that its management policy has conflicted with the firm's own engineering policy and that of the industry.

- Observation by CBS President Frank Stanton that his stand for non-compilation in color set making and telecasting has been "somewhat shaken" by earlier testimony of certain manufacturing witnesses. But he indicated he believed conviction would force reluctant firms to cooperate in set production if the CBS system were adopted.

- Testimony by Dr. Stanton that if manufacturers, however, did refuse to make sets capable of receiving CBS color, the network might interest a group of businessmen to form a new firm for that purpose. CBS would not put money into it, he indicated.

- Re-affirmation by Dr. Peter C. Goldmark, inventor of the CBS color system, that he didn't believe RCA's color system could be further improved and hence could not be field tested. He believed RCA's picture quality had about reached its ultimate and was just "tolerable."

CBS Witnesses

Earlier it had been presumed that Brig. Gen. David Sarnoff, RCA board chairman, or RCA President Frank Folsom would appear last week to testify on RCA's plans to make CBS-type sets if that system were approved. But since Gen. Sarnoff was unable to appear last week, other commitments, CBS and other witnesses were called for cross-examination. Gen. Sarnoff now is slated to appear May 3.

His testimony was requested by FCC counsel, Harry Plotkin, when Dr. Elmer W. Engstrom, RCA Labs vice president, told FCC his firm hadn't decided whether or not it would make sets capable of receiving CBS signals [TELECASTING, April 17].

FCC has indicated it is very concerned over the issue of set makers' cooperation and possible need for compulsion should any non-compatible system such as CBS be adopted. The Commission has said it will "go down the line" of witnesses and question them on all aspects of this matter. Of the witnesses is expected to continue pursuit of its inquiry into patent matters with those witnesses where the patent issue is pertinent.

The color hearing continues Tuesday (April 25) in Washington and on Wednesday will move to New York for the record demonstration of CBS' new technique of dot interlacing. Further sessions then are scheduled May 1-5, when it’s hoped nearly all examination will be completed except for the Color Television Inc. demonstration of its system on the West Coast.

Cross-examination of Dr. Stanton was begun Monday morning by John T. Cahill, RCA counsel and board member, who is senior partner in the New York law firm of Cahill, Gordon, Zachry & Reineld.

Mr. Cahill observed Dr. Goldmark earlier had testified he felt the RCA system could not be improved and asked the witness if he agreed with this statement. Dr. Stanton replied Dr. Goldmark's statement was engineering testimony and that as a layman he couldn't disagree with it. Asked if he had noted improvement in RCA's picture at the Laurel demonstration in February, Dr. Stanton replied affirmatively but added the first RCA color pictures last fall "didn't qualify as pictures."

Mr. Cahill reviewed CBS management policy during the past 10 years. Dr. Stanton, who took active management in 1946, affirmed the company policy always had been based on engineering facts and advice and that the latter has never been made to accommodate policy. Mr. Cahill indicated CBS had proposed originally to FCC as CBS policy in 1946 by Paul Kesten, at that time executive vice president of CBS and now retained as a consultant at an annual retainal of $25,000.

Stanton Recommendation

Dr. Stanton told Mr. Cahill he was aware when he recommended the CBS system for adoption that it had 45% less horizontal and 23% less vertical resolution than existing monochrome, as admitted by Dr. Goldmark during the hearing. He indicated the public doesn't see just resolution when it looks at a picture, however.

The RCA counsel proceeded to observe Mr. Kesten in 1941 told FCC the 441 line, 60 field TV standards then proposed by the Radio Mfrs. Assn. were twice as good as "seem to be" because of development potentials, and that Adrian Murphy, now CBS vice president and general executive, the same year told FCC the 525-line pictures were "very satisfactory."

He contrasted this with a statement in 1944 by Joseph Ream, CBS executive vice president, that 525-line standards were not good enough for postwar TV.

Mr. Cahill also noted that while Robert Sorrell, then a CBS engineer, in early 1944 as a member of a Radio License Board committee voted in favor of 525-line, 6-mc standards, Mr. Ream in October of that year urged some 30 changes made, be provided in the UHF and that all VHF channels be withdrawn as soon as UHF service was sufficient.

Mr. Cahill stated the Ream proposal after another RFP group had declared the UHF unusable in the foreseeable future due to lack of laboratory and field tests.

About this same time, Mr. Cahill recalled to Dr. Stanton, Dr. Goldmark had gone on record as saying CBS would propose no change in TV standards after the war.

The RCA counsel reminded Dr. Stanton that in April 1944 CBS had indicated a booklet to "policy" people in several fields that asked if prewar TV would be good enough after the war and then proceeded to note technical advances and that, "I reckon twice the detail in postwar TV pictures, plus color. He indicated the booklet emphasized need for bigger pictures and greater detail—practical since twice the bandwidth would be possible—and pointed out limitations of prewar TV "squeezed" into standard TV.

Mr. Cahill contended the present CBS picture is not as good as the prewar CBS color picture cited in the booklet as an example of coarse detail, and that this "drop in the bucket" to what could be earned by the network in the long run with color TV.

Dr. Stanton said if the CBS system at first would have practically no circulation and this in part was why CBS planned mostly off-hour color programming at first. He indicated other factors also were involved, though. He acknowledged there would be no programming restrictions and adoption of a compatible system.

Asked if a compatible system would speed up public acceptance of color, Dr. Stanton replied, "That depends on what the manufacturer does." He indicated convertibility of a system also has importance comparable to compatibility and expressed doubt that the RCA or CTI systems have convertibility.

Dr. Stanton introduced an exhibit estimating the economic conversion and adaptation of TV sets following an obsolescence in the system. The report estimated that by June 1, 1950, 525,000 sets, only 3.3% (786,000) would be 525-line, 6-mc (7,828,500) would be dual standard 485 or 1394,000, and 257,500 thus rec-- lers expected to be sold. The report estimated 57.9% (14,385,500) would be

(Continued on Telecasting 8)

THIS is the principal TV studio of WDSU-Am-Fm-TV New Orleans which has just been completed. Dimensions of the studio are 100 x 55 ft. and it is one of four (two AM and one change to be used for AM and TV interchanging) which are included in the new studio building located directly behind Tulane University. The approximate $1,200,000 investment by WDSU in radio and TV services, well over one-half million is directly allocated to video, according to the station.

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Color Hearing
(Continued from Telecasting 2)

RCA made available.

They were made because of
the situation at the time. The
announcements were adopted and
the whole situation was
considered during the
year.

Dr. Stanton stated the announce-
ments and booklet advised the pub-
lic about the changes because
of the introduction of the
36 color system.

The CBS president asserted the
statements were full disclosures of
the situation at the time. He
explained the sets that were
made were because of possible
changes in standards in view of
CBS's "appearance before FCC
in 1944, to which new changes in
color frequencies into the UHF."...A

Mr. Cahill over the booklet's state-
ment in "bold face type" that "color
technology is monochrome or white." Dr.
Stanton asserted it's reasonable to believe color ulti-
mately will replace monochrome.

If this was not so, he indicated, the
party would not be involved in the
present proceeding.

While opposed to compulsion
generally, Dr. Stanton testified he
would not be opposed to some
measures by FCC or other regulatory
body to insure production of color
sets if the CBS system were
adopted. Such procedure, he said,
would be necessary only if all other
efforts were of no avail.

indicating this view was con-
versing with the RCA set
makers would cooperate, Dr.
Stanton said, "I can't see set manu-
facturers losing a competitive ad-
vantage to new manufacturing
firms if FCC adopts the sys-

To a query by Mr. Plotkin, Dr.
Stanton indicated FCC before con-
sidering compulsion of any kind
should think about how about a
set system which would favor CBS in order

to allow manufacturers to make up
their minds.

Dr. Stanton told Mr. Plotkin that
adoption of a compatible system
would pose a greater amount of
time to switch from monochrome to
color production since no need for
hurry would be imposed. He did not see the
same situation for CBS in view of the
automatic adaptor since such sets
would be convertible to color.

Questions Stanton

Comr. Robert F. Jones questioned
Dr. Stanton extensively on compa-
risons of FM's plight with that of
color. The witness admitted he
witness didn't think the situations
were comparable in most respects.

As he thought to be rea-
sions for FM's situation, Dr. Stan-
ton pointed out the lack of promotion
by manufacturers and broadcasters
alike, too high FCC operating
standards, FM's change in alloca-
tion, costs imposed, etc. The
witness indicated there would be
an FM duplication unless double fees were
paid, the average person's inability to
properly tune FM sets, and television.
He indicated the latter had the
greatest effect.

Dr. Stanton said CBS research
showed the public generally didn't like
FM sound and many preferred it out
even in areas that could take advantage
due to FM's proximity. He
explained, if FM radio were to
make headway, the FCC should
impose such an FM system on
areas where the number was a
third of the total. He indicated the
suggestion was not for the
increase. He suggested
FM should make this its number
one item of policy.

Dr. Goldmark, under cross-ex-
amination by Mr. Cahill on Tuesday
afternoon, reaffirmed his earlier
statement that FM was not an
improvement in the color
picture. He admitted there was no test
in the RCA color picture at the
Laurel demonstration but this picture
was "nothing to brag about" and the
sets were not unattended as supposed.
He termed the pictures just
"tolerable..."

Dr. Goldmark saw no system
improvement in the fact. RCA
achieved color stability after its
initial showing. He said RCA
previously had "heralded as perfect"
its system, which may have been
a premature announcement, but it
was assumed from the first the
system had color stability. He indi-

cated the fact it was "re-estab-
lished was not improved..."

indicating a picture can improve only up to the
capability limitation of the system, Dr. Goldmark
upon questioning thought the RCA pic-
ture now is "pretty darn close to the
system's capability."

Asked by Mr. Cahill if the pres-
cent CBS system doesn't have a
greater overall loss in resolution
than FM? He indicated that
CBS in view of the
capability of the system.

Dr. Goldmark stated only by
critically analysis is it possible
to discern differences between
CBS' present 6 mc color picture and the
early 16 mc picture.

The RCA counsel also questioned
Dr. Goldmark sharply on his
changes in philosophy over the
years regarding optimum viewing
distance. The witness indicated this
partly was due to improvements in
viewing tube quality.

Dr. Goldmark explained his ap-
parently conflicting positions on
TV during 1944, when acting on
RTBP committees, were due to
restricted technical information he
was familiar with but could not use
to motivate his position until the
last part of that year. Dr. Gold-
mark explained that the
suggestion to improve color
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restricted technical information he
was familiar with but could not use
to motivate his position until the
last part of that year. Dr. Gold-
mark explained that the
suggestion to improve color
system, but he didn't think
FM's situation was right for
all FM viewers.

Mr. Cahill's last question was
about color television. Mr. Cahill asked Dr.
Goldmark. He replied, "I did not think of it then and I do not think
of it now," indicating he didn't think the RCA color system was
capable of producing that
picture.

Cross-examination Wednesday
was led off by Charles H. Spark-
man, engineering vice president,
Billings, Montana. Mr. Sparkman,
who said his firm has made 18
color converters for CBS. He said
orders had been received recently
from Philco Corp., Crosley Corp.,
Paramount Radio Corp. and Teletone
Radio Corp. for one converter
each. He said his firm could produce a
minimum of 7,600 units per
month. "We would prefer a
75,000-plus rate to maintain large-
scale production.

John Schubert, Birzman vice
president in charge of plant oper-
ings, indicated his firm could
A

Air King Plans

He revealed Air King is "status
quo" in its plans for manufacturing
color sets until FCC decides the
color question. If RCA's color sys-
tem is adopted, he said, all plans
will be dropped but if CBS' color
system is accepted by FCC, the firm
will proceed. For sets internally
adapted to receive CBS color trans-
mission in black and white, he ex-
plained, the cost for the production
which would occur before full-scale pro-
duction could be reached. He said
a multiple standards decision would
delay things for the manufac-
turer.

If multiple standards should be
decided, he said, "we will build
two sets of types, although we
would not prefer to do so. Our ulti-
mate objective would be the build-
ing of sets which would receive
both types."

S. W. Gross, president of Tele-
one Radio Corp., New York, said
his firm was ready to produce a
10 in. CBS color-type converted set
to retail for $200, a reduction of
$290 from its last serial call.
Reduction was due to lower mon-
ochrome set costs, he indicated.

Mr. Gross said his firm would
not manufacture the conventional
cathode-ray tube CBS color
system, but he did not indicate
when the changeover would be

(Continued on Telecasting 13)
THE TV IMPACT

Hecht Head Reviews Retail Role

By SAMUEL M. HECHT
President, The Hecht Corp.

THIRTY YEARS ago when KDKA Pittsburgh ran its experimental work in broadcasting and made radio time available to American advertisers, the nation's foremost businessman set up, took notice, and wrote the following memo on the calendar:

"Someday this little giant in communication will grow up, and someday someone will find out how to use it."

It did not take the retailer very long to realize that "something new had been added" to the publicity and promotional picture, and we all stood by and watched the national advertisers step into the picture and take over, all the time wondering "what in the world are we going to do about it, and develop this lusty new infant."

From time to time we all dabbled timidly and cautiously with this intriguing new medium without knowing what we were attempting or how much it would cost to make it practical or profitable, even if we were lucky enough to discover a technique.

Of course, a technique never was developed completely for the retailer as a merchandising and promotional medium. Most of the money that went into the millions—was spent on blind faith with the hope that somehow, someway, and under some circumstances somebody might stumble upon the practical utility of radio advertising.

Cites 'Score'

The score-board shows that during all of these years, nobody got very far beyond first base, and while we couldn't exactly measure the effectiveness of what was done, we were still reluctant to give it up, principally because there was a general conviction of the hidden power in this vast and important transmission of ideas from one human mind to another.

All of this, of course, may seem a little bit pseudo-scientific, but I think the big point is that millions of dollars were spent by retailing in an honest and sincere effort to establish some form or format whereby radio could be made profitable and productive on a promotional merchandising basis.

And, then of course, after 25 years of experimentation, the inevitable came to pass:

TELEVISION!

Here, in the flash of an eye, we realize that an exciting new ingredient had been found.

But the other problem still remained: What are we going to do with it? How are we going to use it? Can we sell merchandise over the retail counter, in commercial quantities, and at a reasonable profit?

Neither an industry nor a nation can live unto itself alone. We found that out the hard way. And, therefore, the retail industry as a group began to recognize its responsibility in helping to develop this new technique in human expression.

We were almost in the same position as those who resisted the early inroads of air transportation on the railways and shipping lines. But during the war many of us learned that even a retailer could learn to fly a four-motored ship over the Burma hump, and do it with accuracy, consistency and dispatch.

The analogy may seem somewhat far-fetched to the casual reader, but there is little basic difference between our transition from ground to air travel as our transition from radio to television.

Many and outstanding men have expressed themselves to me in this vein and as one who has lived through both the transitions, I can say that it is the same. We may not escape the feeling of being on a lend-lease basis, not temporarily, but as an integral part of the science of business communication.

Technical Future

I would certainly not attempt, at this early date, to forecast the many and varied techniques which may be developed by wise, intelligent and imaginative merchants because the picture is but in its infancy. It leaves the technical aspects of television to those who have studied advertising, publicity and dramatics, and the relationship between good merchandising and good publicity.

I would only like to make the essential point, and that is: Television is essentially a medium of home decoration, and merchandise for the home, especially. It concerns need and demand for living room furniture and furnishings.

Effect on Home

More television at home, of course, will mean more family home-life. This, of course, will mean more people in the living room, more children, more relatives, more friends and neighbors.

The impact will extend far beyond an ordinary sale of an electric appliance, because, by its very nature, television will keep more people at home, and together, and if family life is an important part of our democratic system of living, then, I believe, we must confess that television will be a tremendous influence for good, in its relationship to family life.

Retail advertising has developed in the past few years a combination of newspaper-paper and printer's ink into a fantastic combination of motion, color, sight and sound. Newspapers and periodical publications gave us advertising by sight. Radio gave us sound.

Television gave us both of these and added a third ingredient: MOTION. So now in one medium we have at our disposal three of the important factors in modern publicity: Motion, sight and sound. All that remains is COLOR, and we are assured by the best research minds that we will have the color within the next few years.

Leaving the latest element (color) out of the picture for the moment, we still have, in one medium, a combination of the other three which has already adapted itself to the merchandising of many types of goods.

Certainly color will be an important future factor in the presentation of fashion merchandise, but in the meantime the fashion story has been told on television with great credibility, by virtue of presenting merchandise on living people, in authentic surroundings and in relationship to the customer's actual needs, wants and desires.

The analogy here, of course, is very general because the term "fashion" encompasses not only dresses, coats, suits and accessories, but even such things as bathing suits. And here again the motion or action would be most important because a bathing suit shown on a hanger is just another bathing suit, but on the properly modeled flying from a springboard, the picture becomes almost sufficiently complete for the customer to visualize herself in the identical environment and in the identical fashion and if the price-tag makes sense, then the whole story is wrapped-up.

Neither can we ignore the profound influence of television on child education, even in these early days of television development. It seems clear that retailers and other sponsors of television programs (Continued on Telecasting 16)
Howdy Doody's three-way network lead . . . top-rated of all children's shows,
all daytime shows, and all multi-weekly shows in television

The little guy means business.
Who else could make 240,000 sales with only 2 announcements?
And who else but this incredible "Milton Berle of the Lollypop Set" (Winchell) could get a quar-
ter of a million urchins to part with a dime each, plus a Three Musketeers candy wrapper . . . for
a cardboard cutout of himself?
For the record, that's $36,000 in returns from
two brief demonstrations on NBC Television.

Idolized by an audience of nearly 6,000,000 a
week in 24 important NBC Television markets,
HOWDY DOODY means business, fantastically
good business for his sponsors.
That's why he's No. 1 Sales Representative in
Lilliput for advertisers like Colgate, Mars Candy,
Ovaltine and Poll Parrot Shoes . . . on America's
No. 1 Television Network.
A few quarter-hour segments are imme-
diately available.

NBC TELEVISION America's No. 1 Network
A TOTAL of 2,842 advertisers used television as a medium during the first week of March, a gain of 444 or 18.5% over the February total of 2,598, according to the March Broadcast Report on Television Advertising.

Network TV advertisers in March numbered 80 companies sponsoring 98 programs, up from 78 advertising 85 shows at this time last week. The increase was also shown in network viewership figures, shows in February. March TV spot advertisers totaled 527, compared with 438 in February, while the number of local video clients rose from 1,890 in February to 2,235 in March. Figures are based on reports from all four TV networks covering the entire month from and March 9 to the 9th commercial on the air the first week in March.

**New Third Dimension TV Technique Developed by RCA**

THIRD dimension effect can be given television images created by the television industry system developed by RCA, according to techniques outlined in Boston a fortnight ago by Dr. V. K. Zwyzkin. vice president and consultant of RCA Labs. As announced in the Boston section of the Institute of Radio Engineers, Dr. Zwyzkin said that this extension of the system's usefulness would be valuable in specialized applications, and could be accomplished with a minimum of additional equipment.

Dr. Zwyzkin said the stereoscopic effect could be produced by mounting two cameras side-by-side to view the object from slightly different angles, in the same way that the spacing of human eyes produces the effect of depth. The TV signals, corresponding to the two offset scenes, would then be transmitted to two kinescopes, which would be combined by means of special filters to give the three-dimensional effect, Dr. Zwyzkin explained. Development of the industrial television system was first disclosed by RCA research scientists and engineers on March 7 at the IRE convention in New York.

**Federal Reserve Surveys Set Buying Plans**

"CONSIDERABLY MORE" than twice as many consumers intend buying television sets this year than planned such purchases last year, according to preliminary findings of a survey sponsored by the board of governors of the Federal Reserve System.

Tabulations were computed from about 5,000 interviews made during January and February in sampling areas throughout the country. They were compiled by the U. of Michigan's Survey Research Center. An additional 500 interviews will be available in June, the governors said.

Consumers were queried on their own financial positions and economic conditions in general at the beginning of 1950. Especially notable is the fact that, while over twice as many consumers have TV-buying plans this year, perceived income expectations for 1950 remained almost constant.

By contrast, house-buying plans were only slightly larger, while automobiles and selected durable goods (furniture, refrigerators and other appliances) remained about the same in point of intended buying.

There also was sharp divergence between consumer expectations for prices in general and for prices of durable goods. Although only a third of the spending units looked for a price decline, more than half thought reductions would take place in the TV and other hard goods lines.

**Weekly Television Summary**

 negócio a 1950 Telecasting Survey

**March Video Business**

(Report 108)

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**Totals**

1,890,628

**Local Market Television Networks on 103 Stations in Use 5,315,147**

**Hope Hooper 49.4**

THE Special Bob Hope television show sponsored by Frigidaire on NBC-TV East Sunday got a Hooperating of 49.4 in a special Hooper survey of four cities, the network announced last week. Mr. Hooper's rating in New York, Chicago, Cleveland and Washington was second only to the mark set by the Texaco Star Theatre, according to NBC.
continued operation of HiFam—a method of high frequency AM broadcasting—is assured at least for a time as a result of FCC approval of an application by Sarkes Tarzian for license renewal of his experimental station KS2XAP in Bloomington, Ind.

FCC's decision, rendered April 14, approved further renewal of the license until June 1, subject to condition the station not operate on its frequency of 87.75 mc during the time WFBM-TV Indianapolis is in operation. WFBM-TV, assigned Channel 6 (82-88 mc), is 46 miles from Bloomington.

While ordinarily such probable interference with an assigned frequency would be cause to bar a grant, the FCC said, the rules were waived because: "... the program of research, which the applicant proposes, is intended to develop a service to be operated on frequencies other than those allocated such service in the Table of Allocations."

HiFam is projected by Mr. Tarzian, a consulting engineer and radio manufacturer, as an economical and frequency-saving system. [Broadcasting, May 3, 1948]. Mr. Tarzian has been experimenting with his method of broadcasting for nearly four years since his station first went into operation in May 1948. In June 1949, Examiner J. Fred Johnson Jr. recommended in an initial decision a grant of Mr. Tarzian's application for renewal. [Broadcasting, June 27, 1949]. His license had been renewed or temporarily extended since 1945. Mr. Tarzian and his wife own and operate WTTW and WTTV (TV), both in Bloomington.

McCullister Will
Estate Is $237,000

Howard J. McCullister, Los Angeles TV-radio representative, and his wife Helen, killed with their two children in a plane crash on April 17. [Broadcasting, April 17], left an estate estimated at $237,000 according to statement filed in Los Angeles probate court last week.

Regional station representative business which Mr. McCullister operated with his brother Paul W. McCullister, will continue under direction of latter.

TV Westerns

Autry Forms Film Firm

Gene Autry, film and radio singing cowboy star, with Armand Schaefer, president-producer of Gene Autry Productions, and Mitchell J. Hamilburg, head of his own Hollywood talent agency, have organized Flying-A Pictures to produce a series of TV western films. Mr. Autry will be starred in the series.

Production is scheduled to start about May 10 on the first set of the half-hour shows. Wm. Wrigley Jr. Co., Chicago, sponsor of the CBS Gene Autry Show, will also sponsor the video series on TV stations of that network starting in July.

Mr. Schaefer will act as executive producer with Lou Gray, associate producer, on the series. Films will be made simultaneously on location, with full cast and production crew, according to Mr. Schaefer. New company is entirely separate from Gene Autry Productions, which makes pictures for theatrical release.

To clarify its position, Columbia Pictures Corp. announced that it was in no way associated with Mr. Autry in production of the television series. Its policy on television remains the same and the film company is not entering the TV field in any way. Studio officials stated that Columbia Pictures was not in partnership with Mr. Autry for the production of television films, and the proposed series will not be made on its Gower St. lot.

Mr. Autry also is principal owner of KOPO Tucson and KOOL Phoenix, and recently sold his stockholding in KOWL Santa Monica to Artfult H. Crapham, thus making the latter sole owner.

Selling Power
TV Moves Crosley Products

Convinced of TV's selling power are executives of J. N. Cezan Co., Los Angeles distributor of Crosley refrigerators and Crosley home freezers, and Electra City, cooperating Hollywood dealer, who sponsor weekly Music in the Morgan Manor on KECA-TV Los Angeles.

Within a few hours after program went off the air on March 29, Electra City sold 22 freezers at an average price of $250 each, and nine refrigerators at an average of $300 each, according to Jimmy Fritts, vice president of Ted H. Factor Agency, Los Angeles, servicing the distributor account. Buyers said purchases were made after seeing the merchandise on TV.

As a result of that telecast, 25 prospective customers also came to Electra City to inquire about further details of both units. More than 300 phone calls were also received at the store for additional information, thus giving the firm new leads.

There is a tremendous television interest in Memphis today, as reflected by the more than 25,000 sets now in use.

As the only television station in Memphis, WMCT has an audience in the Nation's twentieth largest wholesale market—an audience that represents the cream of this two billion market.

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

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO LOS ANGELES

as its national advertising representative,

EFFECTIVE APRIL 1, 1950
TO SAN FRANCISCO'S PIONEER STATION

KPIX

GOES SAN FRANCISCO'S

Top Award for Achievement in Television

the 1949 "Emmy" of the

Academy of Television Arts and Sciences

KPIX gratefully acknowledges its indebtedness to its contemporary stations and associates for the high honor bestowed upon it...and for five additional awards in as many program classifications.

Carrying on the traditional leadership of KSFO, one of San Francisco's outstanding radio stations.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President and General Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY

CBS and Dumont Television Networks
Coast-To-Coast Video
(Continued from Telecasting 6)

city television facilities on the proposal that these network channels be interconnected with those of Western Union Telegraph. From recent interviews with executives at the New York headquarters of ABC, CBS and NBC, Mr. Wallace summarized the following opinions as given by Long Line Dept. officials by these users of Bell System TV network services:

1. They expressed no special interest in the proposed interconnection of Bell System channels with those of Western Union.

2. They said that this would be their position as long as they receive adequate facilities from Bell System to meet their service requirements, and such facilities compare favorably with those of broadcasting organizations.

W.U.'s Position

Western Union further developed its position in the interconnection case through the testimony of its executives involved in the fields of research, sales, and plant engineering. After reaffirming the claim that Western Union is not in a position to lease its present video facilities or to proceed with its plans for expansion unless interconnection is permitted, witnesses added that a certain fear of their service including the possibility of reversing direction of transmission in a brief time and the termination of the channels on the customer's premises. They also reported favorable opinions of Western Union proposals had been voiced in talks with representatives of broadcasting organizations.

Both Bell and FCC questioning of Western Union witnesses was directed toward assessing how fast Western Union stood behind the completion of the various tentative network plans it had previously offered.

In his testimony, Mr. Cowan gave a detailed account of such factors in network operation as planning, design features, and day-by-day operation, by describing the layout and activities of the Bell System television operating center at Philadelphia, a focal station on the network.

Mr. Cowan stated that a well planned and smooth running network should permit ready rearrangement of all sections and satisfaction of transmission of both video and audio portions of the service. He said that each part of the network must be arranged to fit into the whole service operation and that transmission quality results from both basic characteristics of the equipment and the ability to readjust it daily. He added that precise adjustments required were more demanding as the network expanded.

TEST pattern schedule of WKY-TV Oklahoma City expanded to include 11 additional hours per week.

CBS-TV SPORTS

Buys Garden Series Rights

CBS has acquired exclusive television rights to a schedule of Saturday evening sports events at Carnegie Square Gardens beginning Oct. 7 for a 26-week period.

Some of the events to be telecast by CBS-TV will be the rodeo, professional and college basketball, National Horse Show and five top-track meets. Boxing bouts and hockey games, however, are excluded from coverage.

The TV Impact

(Continued from Telecasting 9)

have a magnificent opportunity to help mold the juvenile mind into proper channels for good citizenship and even though the emphasis has been placed on melodramatic material, I believe that more and more responsible advertisers, retail and otherwise, will devote serious thought and effort to the problems of overcoming juvenile influences and setting up the type of entertainment which will not only attract and interest the rising generation but help to pipeline the potential power of our youth into sound, constructive, educational areas.

This point must be considered in its broadest aspects, not merely for the immediate well-being of children's goods but for the eventual consumer goodwill which must accrue to the good advertiser of good things for good citizenship.

This is no less true in the presentation of household merchandise, and we already have seen evidence of television's ability to show and demonstrate kitchen gadgets and other household equipment before the camera with terrific force and vitality, and with selling appeal which could not possibly be accomplished in print, radio, or any other medium regardless of its beauty or merit.

Effects on Cooking

We have all noted the interest in home activities (and more especially in actual cooking classes) and the thought that this particular type of program will have on the nutritional and eating-habits of the nation. New scientific devices for cooking and meal preparation are constantly being forced into the public consciousness and I believe it must be stressed that the majority of this programming is helpful and beneficial to the development and well-being of the average American family. Television provides the medium and the implementation for a great advance in the national health program, and many of our great food distributors have already found this to be true. It is a safe prediction that other new and attractive means of developing this important side of television will be constantly sought and found.

I have cited only a few possibilities, which would occur to the average mind, but the implications are infinite.

"Merchandising in Action" will be the keystone of our new advertising and merchandising philosophy, and the advertising man of the future must be well grounded in the basic knowledge of showmanship as well as in the knowledge of merchandising and selling the product.

On the practical side, we must also note with some satisfaction that millions and millions of our families will feel the need for improvement of their living room quarters. This has already evidenced itself in the selling of furniture, studying arches, chairs, occasional furniture, carpeting, draperies and scores of other necessary items.

Another thought which may seem to be a projection too far into the future, but by no means beyond the realm of reason: That many homes will have more than one television set, just as many homes have two and three and four radio receivers, besides the one in the automobile down in the garage.

This new relationship with television should be carefully noted and carefully watched so that we will be in position to assure ourselves that the demand will not run away with the supply.

Rapid Charges

We should all realize that we're not living in the same world we lived in 20 years ago, or 10, or five, and it certainly won't be the same world tomorrow. Our living habits and human conduct inevitably change the flow and nature of merchandise, and the retail distributor must shoulder the responsibility of making available the needed merchandise, in ample quantity, at the right time, at the right place and at the right price.

He must do this, also, with a view to intelligent, businesslike and profitable operation. We may reasonably pride ourselves upon being a little bit altruistic in helping to develop a new medium, but it is only common sense to keep a weather-eye on the eternal question: "Who is going to be willing and glad to contribute that profitable dollar?"

I sincerely believe the world in general, and retailing in particular, will benefit in the further development and expansion of television and in helping to project a public service that will mean more and more to people everywhere.

KDYL-TV Studio

KDYL-TV Salt Lake City has announced the completion of its new studio comprising 1,800 square feet of floor space in the station's Television Playhouse. Studio makes possible the use of 10 different stage sets.
Grid Telecasts

(Continued from Telecasting 3)

man of the Big Ten directors, estimated the Conference may lose $500,000 in revenue as a result of its ban. He reported that a survey by Ted Payeur of N. Y. showed that video did not affect attendance last year, when all Big Ten schools except Michigan State, Iowa, Indiana and Purdue telecast games.

He added, however, that directors agreed unanimously that TV would have a deleterious effect on gate receipts this year. He referred to all college athletics, but gave special mention to football, which he termed "our family jewels" because it has to "carry all our athletic loads."

Cities Attendance Lag

Mr. Crisler, noting that attendance dropped an estimated 20% on the West Coast, asserted this was true also in the East. He pointed out that Mr. Payeur's study, though showing no adverse effect on Big Ten games, found that smaller schools "suffered." He said that football crowds at Otterbein, in Ohio, once averaged 2,500, and that this figure dropped drastically, one time to 172, after Ohio State sold telecast rights.

"We're trying to avoid killing the goose that lays the golden eggs. All our athletic departments have to be self-sustaining, and football must carry the load for all sports. If our crowds decline, we might have to cut down our athletic programs."

Because directors realize TV is "a new, complex and puzzling medium," they know also that its effect today may change, Mr. Crisler said. "Possibly the 10 members are unduly alarmed, but we feel we have a definite obligation to maintain our existing programs, which at the present time provide for more than 46,000 students at our 10 schools."

An official statement issued after the two-day session conceded that the "conference has an obligation to the public and alumni to make available via TV athletic contests, of which apparently football is the most interesting to the most people."

Action was taken against live showings only because "conclusive evidence" shows that video "has an adverse effect on attendance at football games and that telecasting of major football games will have a drastic adverse effect on attendance at small college and high school football games."

PCC to Analyze

The West Coast situation will be gone into very thoroughly prior to and at the PCC annual meeting in Vancouver, B. C., June 12, according to Commissioner Victor O. Schmidt. He refused to say or predict what stand PCC would take. Athletic officials of member schools either oppose strongly or are lukewarm toward continuing telecasting.

Wilbur Johns, UCLA director of athletics and chairman of the PCC television committee, believes it a question for each school to decide. He reminded that the TV committee has already held one meeting on the subject without coming to a definite conclusion and said that another is scheduled for just prior to the Vancouver conference. Material gathered by the Big Ten, and several other surveys, including one currently being made by the Los Angeles Chamber of Commerce, will be utilized by the TV committee in helping to make final decisions, he revealed.

Football's Support

"We want and need spectators at our football games," Mr. Johns said. "Under the present TV setup, we aren't getting them. While we would like to see the television program worked out to everybody's satisfaction, it must be remembered that football supports our entire athletic program. We can't afford to jeopardize it."

It was pointed out that gate receipts at UCLA and USC games fell off markedly last year and the $77,000 reportedly received from ABC for TV rights was far less than revenue lost in ticket sales.

Al Masters, athletic director of Stanford U. at Palo Alto, Calif. let it be known that his college would oppose continuation of telecasting of its games. He declared that television kills gate receipts unless the game is a sellout.

Brutus Hamilton, U. of California athletic director, has no firm opinion about advisability of allowing telecasting of UC games. He expressed belief that there has been no real test of the effects of TV on gate receipts at his college. He pointed out that when two UC games were telecast last year there were only an estimated 12,000 receivers in the San Francisco bay area.

Besides Mr. Johns and Mr. Masters, on the TV committee are Harvey Cassill of Washington.

Floating Action!

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built in spirit level. Telescoping extension pan handle.

Write for further particulars

Why Hair Turns Gray

CLIFTON UTLEY inadvertently has shown on TV why agency men grow harried in a hurry. Mr. Utley, who presents the news graphically nightly from 10:15 to 10:30 on WNBQ Chicago, was commenting on the Federal Trade Commission complaint against cigarette advertising [Broadcasting, April 10]. At the close of the show, he picked up cigarette packages from a desk. Displaying Lucky Strikes, Camel and Pall Malls, he pointed out the "no throat scratch" advertising which FTC criticized. After a brief station identification, a film commercial popped up showing an enthusiastic smoker puffing away on a Pall Mall. Ad pointed up the non-scratch features
TV Must Sell
(Continued from Telecasting 3)
toward “nothing but entertainment” already is “beginning to fall.”

“It is high time we gave some serious thought to the development of other kinds of programs, not mere entertainment, although educational programs can be entertaining, too,” he added.

Mentioning recent critical comments on surveys showing that school work suffers from television viewing, Mr. Tait observed that “this is not a broad sociological problem, but a parental problem.”

One of the largest turnouts of the convention was on hand for the Television Session Wednesday morning, which opened with a closed circuit showing of the Garroway At Large program, originated as WNBQ Chicago, and an on-stage performance by “Kukla, Fran and Ollie” of Kukla, Fran and Ollie. Dave Garroway presided over the sessions.

Appearing as a late addition to the program, Motion Picture Producer Hal Roach speculated that motion picture producers in general will offer little aid to television “for some time to come.” But, he said, special movies for television can be had “at prices advertisers can afford to pay,” and “they can be made now.”

Mr. Roach urged telecasters to develop local talent, use imagination in building local shows, and profit from the early experiences of the motion-picture industry. He also cautioned TV stations to “keep it clean” in their programming, warning that censorship could be rigorous.

Producer-director of Kukla, Fran and Ollie outlined his staff’s approach to the problem of “a show a day.” He said that “in a sense I once had a service that had held off a little longer,” pointing out that thus there would have been greater opportunity for the development of individualized programs.

Eugene Thomas, manager of WOIC(TV) Washington and an NAB director-at-large for television stations, also was a NAB director-at-large, stressed “the essential importance of doing a sound and fairly extensive live local programming job.”

“Local live programs designed specifically to meet the particular needs and interests of the community are musts, in any TV operation worthy of the name,” he declared.

He felt that talent and material for good local programming can be found in any present TV market and in “almost any community in the U. S.” Local programming, he asserted, should be done with “elbow grease and imagination.”

Local Clients
Mr. Swesey told his listeners that “local advertisers will support TV programming,” pointing out that in a year WDSU-TV has sold “some 40 different local program formats covering a wide range of subject matter,” in addition to building some 30 other formats, some of which are potential commercial material.

Mr. Swesey talked of TV station operators that they “must resist the natural inclination to restrict their thinking and their efforts this month’s profit-and-loss statement.”

These TV fare heberettes, he emphasized entertainment and amusement, he said, “will be no time at all before increasing demands will be made upon the new industry to bring to its audience constructive programming.”

The importance of good taste and constructive programming also was stressed by Jack Mabley, radio and television editor of The Chicago Daily News. Television, he said, is a “tremendous” influence which should “do something to save the mind and the morals” of the nation.

He advised telecasters to approach their program questions by considering TV’s influence and asking themselves—“would you like your child to grow up like Milton Berle?”

Network Standpoint
Approaching the program question from the standpoint of a network producer, NBC Producer Ernest Walling characterized television as “a cooperative form of expression.” Production, he said, requires advance planning and “split-second teamwork.”

Mr. Walling reviewed the steps taken by NBC in production of the Lights Out drama series, pointing out that in one week the staff has seven shows in various stages of production. Camera rehearsal, he said, generally consumes eight to 10 hours for each half hour Lights Out broadcast.

CBS CONTRACT Buys GTE Film Series
CBS in contracts signed last week with Gordon Levoy, head of General Television Enterprises, Los Angeles, purchased exclusive rights to telescan GTE’s 82 quarter-hour long adventure film series. Network paid $225,000 in cash for rights.

After CBS has earned back this sum from telecasting series, both parties will share future revenue from it. Contract covers four years period with 10 years options following. GTE anticipates films will gross $600,000 for first two productions; $400,000 for next two; and minimum of $100,000 a year for next 10 years.

Contract carries proviso that if GTE fails to make $50,000 per year on deal, they may cancel out.

Series was originally made by GTE for Frocier & Gamble last year, running as firebase on 24 NBC-TV stations. Since then GTE has sold series on city to city basis for both first and second half hour programming to 20 TV stations throughout the country.

With this new deal Mr. Levoy, who originally put out approximately $200,000 for producing the series, has recovered its total production cost within a year.

LANDSBERG NAMED Is Paramount TV V. P.
KLAUS LANDSBERG, West Coast director of Paramount Television Productions and general manager of KTFA (TV) Hollywood, has been named vice president of Paramount Television. He is now announcing his resignation to the entertainment industry, and will be moving to Los Angeles to take up his new position.

Mr. Landsberg, who has been active in radio since 1926 and has been in television since 1928, has spent 20 years in the entertainment industry, and has been associated with Radio-Television in Philadelphia, NBC television in New York, and DuMont, also New York.

Since 1941 Mr. Landsberg has served as managing director of Paramount Television on the West Coast, first putting KUKLA (TV), then known as KTVX (TV) in September 1942. In 1944, the Television Broadcasters A. S. N. award went to Mr. Landsberg, for the adaptation of motion picture technique to television. He has won other awards including the 1945 American Television Society citation for “continued excellence in television production” and the 1946 Television Broadcasters A. S. N. award for public service.

Fox Takes Baseball
PETER FOX BREWING Co. Chicago, for Fox De Luxe beer, is sponsoring 85 daytime home games of the Chicago White Sox (American League) baseball team on WGN-TV Chicago through Schwimmer & Scott, same city. WGN-TV, which started telecasting Sox games April 18 for the first year on an exclusive basis, also is handling the 77 home-game schedule of the Chicago Cubs in the National League. Jack Brickhouse handles commentary on both.

NABET SLOWDOWN
Montgomery Show Cancelled
A SLOWDOWN by NABET technicians arising from a dispute over who should take orders from whom in a television production April 10 forced the cancellation of the Robert Montgomery dramatic show for American Tobacco Co. on NBC-TV.

The dispute was resolved late the same day, but only after cancelation of the program. Basic cause of the incident was an unsettled question of procedure in which NABET technicians had insisted on following orders landing from the technical director on the show, also a NABET member, it was reported.
NEW RCA TUNER

"Printed-Circuit" Developed

DEVELOPMENT of the television industry's first "printed-circuit" tuner, designed for home-receivers, has been announced by the RCA Tube Department.

RCA said the tuner provides greatly improved performance, including superior reception in fringe areas as well as in receivers operated with built-in antennas. As a departure from conventional wound coils, the tuner utilizes a photo-etch process to reproduce the critical circuits, it was explained.

The process, RCA pointed out, eliminates the complicated method of mechanically winding coils, and at the same time produces precision circuits of superior performance. The new tuner, already subjected to extensive field tests, is now available to manufacturers of TV receivers and will be available for replacement purposes through RCA parts distributors, RCA said.

ALEXANDER FILM CO.

5000 Top Quality Commercials
FOR 50 LINES OF BUSINESS
A Low-Cost Rental Service
WRITE
COLORADO SPRINGS

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
INCLUDING CARTOONS AVAILABLE FOR TELEVISION
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

FILM COMMERCIALS
"First in Film Since 1927"
LABORATORY
FIFTY 72 HR. SERVICE
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. SCHONTS AVE., DAYTON 9, OHIO

GRAY—OREILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 5-1551

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO
PROGRAM SERVICE
NEW SHOWS READY BOOK
CONTACT W. W. BLACK
25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 3-2600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK—CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR TV SPOTS—PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.,
HOLLYWOOD 28, CALIF.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION FILM SPOTS
20-SECONDS AND 1 MINUTE
623 VICTOR BUILDING
WASHINGTON, D. C.

STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
1025 W. 7TH STREET, N. O.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL B-1162

BROADCASTING—TELECASTING
FILM & PRODUCTION SERVICES
DIRECTORY IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

Page 81 • BROADCASTING
April 24, 1950
HERE'S WHY. Type TA-SC removes 60-cycle hum and other low-frequency disturbances from the video signal—and suppresses switching transients. It reduces high-frequency noise components substantially—and cleans up the blanking pulses. It will restore the sync—or reduce it as required. It will maintain constant sync level—or amplify this level to any value up to 50 per cent. It makes it easy to extract a pure video signal from the composite signal—and provides video gains as high as 25 db.

With this stabilizing amplifier you can switch between remote (composite) signal and local video signals. You can adjust video gain control without disturbing the sync. You can control gain, sync level, and sync clipping remotely—by means of external controls provided for the purpose. And with the TA-5C, separate output monitoring is independent of line characteristics.

For highest fidelity of video signal, cleanest output, and highest sync gain, nothing beats the TA-5C. Call your RCA Broadcast Sales Engineer for details. Or write Dept. 19-50, RCA Engineering Products, Camden, N. J.

Check the performance of the TA-5C . . . and compare!

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<tr>
<td>No. of Controls</td>
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</table>

Highest signal fidelity

Cleanest output signal
FINAL entries totaling 403 have been received for judging in the spring 1950 annual radio script contest of the Assn. for Education by Radio, it was announced last week. The final entries were select-ed from more than 1,000 original scripts by students from colleges in 26 states, officials said. Winners, who will be announced in May, will receive cash prizes.

Sponsors of the contest, who have contributed toward expenses and who have supplied awards for the winners, are: Audio Devices Inc., Protestant Radio Commission, School Broadcast Conference, Webster Electric Co., World Book Encyclopedia, WJD Chicago, and Freed-Eisemann Radio Corp. The 1950 spring contest has been under the direction of Sherman P. Lawton, U. of Oklahoma, who also supervised the contest for the Assn. for Education by Radio in the two previous years.

SCBA Home Survey

TWENTY per cent increase of radio homes in Los Angeles County and 18% in 11 Southern California counties has been shown since the war, according to recent statistics of Southern California Broadcasters Assn. Percentages are based on BMB 1949 percentages and 1950 statistics of Regional Planning Commission on number of occupied dwelling units. Number of county radio homes is 1,320,060 or 98.7% of total. Figure for Southern California is 1,799,266 or 98.4% of total. Total estimated sets in Los Angeles County, including extra radios in homes, auto sets, portables, and receivers in offices, is 3,292,573. These figures are based on BMB percentages and recent Pulse car-listening survey.

Tornado Warnings

SYSTEM of warning listeners of approaching tornadoes set up by WKY Oklahoma City in cooperation with U. S. Weather Bureau. Direct telephone line to weather bureau at city's municipal airport from WKY control room in downtown section has been set up. System of warning bells can be utilized to put weather bureau forecaster on the air in matter of seconds, in case of emergency.

Band Talent Search

QUEST for talented young musicians for Band of Tomorrow will be launched via television on KTTV (TV) Hollywood late this month or early in May by Freddie Martin, orchestra leader. Open to non-professional musicians and soloists who possess not only musical ability but versatility. Auditions now being conducted at schools and colleges in Los Angeles area by Martin talent scouts. Those selected will compete for seats on the Band of Tomorrow program which will run for 13 weeks on KTTV. Selected Band at end of that time would continue playing in area, with Mr. Martin then going to other areas of the country to select other orchestral groups for final competition for national Band of Tomorrow to be telecast from as yet undetermined city. Band, Mr. Martin is now making arrangements for other TV stations to engage in program. Future plans also include possibility of kinescoping KTTV program to be run as trailer in other areas so as to spread interest in venture.

Historic Dedication

REBUILT and restored McLean House at Old Appomattox Court House was dedicated amid great fanfare April 16. Highlights of event was presence of Gen. Ulysses S. Grant III and Robert E. Lee IV in reenactment of Civil War surrender. Event was carried by WWOD and WLVA Lynchburg, WRNL Richmond, WYTV Staunton, WHLP South Boston, WSVS Crewe and WFLO Farmville, Va.

Double Deal

"ECHO CHAMBER" effect being used by Fred Haseltine, m.c. of The Alarm Clock Club on WRNL Richmond, Va., with great effectiveness in new reports. Two copies of same record are played not quite simultaneously, giving tune home, echo-like effect. Ballads are best adapted to this new twist for disc show, Mr. Haseltine reports.

Sponsor Tie-In

NEW show on WBAL-AM Baltimore has both audience participation appeal and sponsor tie-in. Weekly program, Prosperity Parade, is sponsored by Ed dre's Super Markets, food in Baltimore area. Questions in Quiz format are connected with food. Show is set against back-ground of super market stage settings. M. G. Jay's T.V.ähl is attired in garb of salesman, and winners collect their prizes in basket pushcarts. Prizes are food products. Highlight of show is "Mystery Pantry." Cupboard stacked with name food products is shown on screen for few seconds. First 18 home-viewers writing in on blanks obtained at Edie's store identifying products, receive food baskets. Idea is copyrighted by George Roman of Roman Advertising Agency, Baltimore.

Two In One

LISTENERS to WLIZ Bridgeport, Conn., will receive both music and late baseball developments during coming baseball season, station reports. Station is carrying no direct broadcast or re-creations, but will build its usual musical format around "base-ball scoreboard." Scoreboard will take the air at 1:45 p.m. and continue until 5:30. When news of scores, pitcher changes or home runs are received via Western Union ticker at WLIZ, they will be flashed on air without interrupting music.

When you can get RCA "Know-How"...why take anything less?

You get the kind of service you want and the quality you need at RCA! Records and transcriptions of every description...slide film and promotion recording facilities. Careful handling and prompt delivery. Contact RCA Victor Custom Record Sales Studio, Dept. 4-B:

120 East 23rd Street New York 10, New York MU 9-0500
445 North Lake Shore Drive Chicago 11, Illinois Whitehall 4-3215
1016 North Sycamore Avenue Hollywood 38, California Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today! 

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You'll find useful facts in our Custom Record Brochure. Send for it today!
ACTION OF THE FCC

AUGUST 11 to AUGUST 18

CP-construction permit
DA-antenna
D-day
antenna
STA-special temporary authorization
D-day
LS-local sunet
mod-modification
N-night
trans-transmit
vis-visual

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.

CP-construction permit
DAC-automatic antenna
D-day
antenna
STA-special temporary authorization

ANTENNA CONSTRUCTION PERMIT

antenna
cond-conditional
LS-local sunset
mod-modification
N-night
trans-transmit
vis-visual

AUGUST 11 to A U G U S T 18

April 11 Applications

(ACont'd.)

WBCA (FM) Schenectady, N. Y. — Mod. CP authorizing changes to change antenna from 1340 to 1350 kHz, and to make changes in nighttime radiation pattern of WBCA.(FM) Schenectady, N.Y. — Mod.

KXOA-FM Sacramento, Calif. — License to cover CP reinstated new FM station.

EXP. TV Relay


April 12 Decisions

ACTIONS ON MOTIONS

By Examiner H. B. Hatchison

WKA (AM) Wilkes-Barre, Pa. — Granted Joel Stern of Scranton, Pa. — Granted joint petition in in connection with proposed modification of Dockets 2133 and 2134, reopened for further consideration. Petitioner determined for purpose of avoiding petition. Petition determined that said evidence be filed with said petition, but subsidiary to condition that said petitioners will also present additional engineering student based upon measurements taken in accordance with Commission's Standing Rules and Practice, showing estimated daytime and nighttime radiation patterns of WSR, operating as proposed herein, as well as proposed changes in Commission's counsel's full opportunity to be heard on the evidence for persons on evidence on proposed to prevent independent evidence on behalf of Commission under any or all of engineering issues involved in this hearing.

Saraga Bess, Co. and Spa Beet, Inc. — Rep. petition requesting Commission accept and file Docket S575, and that of Spa Beet, Inc.

April 12 Applications

ACCEPTED FOR FILING

WMID Peoria, Ill. — Mod. CP AM station to increase power, install DA-DN on completion of extension date.

WGTR Paxton, Mass. — Mod. CP to make changes in FM station for extension of completion date.

KZMP Mod. CP new FM station for extension of completion date.


WAIJ Morgantown, Va. — Request for license to operate FM station.

KXOA Modification of CP

KXOA New License — Mod. CP new commercial TV station for extension of completion date.

April 13 Decisions

BY COMMISSION EN BANC

Hearing Designated

KSWEP El Paso, Tex. — Granted for consolidated hearing at El Paso on May 17 application for new station and consent to assignment of license to Heineman Tel. Co., Inc., in accordance with proposed modified assignment KSWEP presently operating at El Paso on 88 kHz, 400 watt, and to operate on 1340 kHz, 250 watt and two related petitions.

Action Vacated

KWRZ Flagstaff, Ariz., Flagstaff, Ariz. — Vacated June 4, 1949 in denying license to operate CP in accordance with modified assignment KWRZ presently operating at Flagstaff on 1500 kHz, 250 watt and two related petitions.

CUSTOM-BUILT EQUIPMENT

U. S. RECORDING CO.

1219 Vernon Ave., Wash, D. C.

STERLING 6282

COMMERCIAL RADIO Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineering in Daily All Media

PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Specialization</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N.W. Washington, D.C.</td>
<td>Executive Offices National Press Building Offices and Laboratories</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>906 Natl. Press Bldg. 1407 Pacific Ave.</td>
<td>Radio Engineers</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501 S.14 Munsey Bldg.—Sterling 9111</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1449 Church St., N.W. De. 1232</td>
<td>MUNSEY BLDG. REPUBLIC 2347</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D.C. Notional 5513</td>
<td>Craven, Lohnes &amp; Culver</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D.C. Republic 3904</td>
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<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON, D.C.</td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Culton &amp; Foss, Inc. 927 15th St., N.W. Republic 3883 WASHINGTON, D.C.</td>
<td>1519 Connecticut Avenue WASHINGTON, D.C. MICHIGAN 2361 Member APCCB*</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2151 WASHINGTON, D.C. Member APCCB*</td>
<td></td>
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<tr>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS 4125 Monroe Street TOLEDO 6, OHIO</td>
<td></td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Road—Riverside 7-2133 Riverside, Ill. (A Chicago suburb)</td>
<td>AM-Telecasting</td>
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<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION</td>
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<td>KENNEDY &amp; TURNER</td>
<td>Wats Turner</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. AR 4-8721</td>
<td>Broadcast Engineering Consultant</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS, TEXAS JUSTIN 8-6188</td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant Executive 3851 1833 M STREET, N.W. Executive 1230 WASHINGTON 4, D.C.</td>
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**CONSULTING RADIO ENGINEERS**

* April 24, 1950 * Page 85
ALL-AMERICAN RETAIL ROUNDPUP
Sattler's of Buffalo Plans All-Out Drive

SAITTLER'S Inc., Buffalo, N. Y., dry goods store which last year won the National Retail Dry Goods Award of Merit for the best coordinated retail promotion of the year, has come up with a 1956 promotion predicted by the firm to top anything it has done previously.

It's called Sattler's All-American Retail Roundup, planned for a two-week period in May. The roundup is designed to follow the Sattler custom of sharing the impact of its promotional effort with a public service cause. Devoted to the country-wide promotion will be radio and television time, newspaper advertisements, window and interior displays and the store's public address system.

The hundreds of radio spots planned will feature congratulatory messages from governors and state and civic leaders. Sattler's also has arranged special radio and video programs during which celebrities and public figures will be interviewed. During the entire nine days of the All-American Roundup, the firm will keep up a continuous barrage of promotional advertising in all three Buffalo daily papers.

In addition, the story will be told by 24-sheet billboards and each of Sattler's 25 show windows will carry a story and items behind the merchandise. Maps of the United States, picturing the products of different sections, will be shown in the interior store displays together with regular exhibits and travel posters depicting famous American resorts and natural beauties.

Sattler's has reported that governors and state and civic leaders throughout the country have pledged their support and many states are planning to send exhibits and personnel.

Last year's promotion for May was the Bargain Air-Lift which won for Sattler's the NRDA Award of Merit. This event drew the support of six major air lines, Army and Navy Air Forces, the Royal Canadian Air Force, the New York State Dept. of Commerce, city officials and air-minded organizations.

This promotion, Sattler's stated, resulted in not only the biggest air show ever seen by Buffalo, but a 29% increase in sales for the store. Commenting on this year's promotion, Robert Cornelius, vice-president of Sattler's, said: "...the commodity which will co-star with Sattler's famous bargains is far greater than transportation. It is the United States of America itself—a reassuring chunk of substance in today's shaky world of hydrogen bombs and flying saucers."

CANADA RATINGS
American Programs Lead

AMERICAN network programs lead in the national Canadian ratings for March issued by Elliott-Haynes Ltd., Toronto. Of 40 evening network programs, first 10 were: Charlie McCarthy with 35.1, Radio Theatre 33.5, Fibber McGee & Molly 33.1, Amos 'n Andy 32, Our Miss Brooks 29.2, Doc Hoyle 26.1, Twenty Questions 26.8, My Friend Irma 25.8, Aldrich Family 22.6, and Mystery Theatre 21.3.

Daytime programs were led by Big Sister 13, Road of Life 15.1, Happy Gang (Canadian program) 15, Ma Perkins 14.4, and Pepper Young's Family 14.2. French-language programs, all of Canadian origination, were led evenings by Un Homme et Son Peche 40, Radio Carabin 35.2, Metropole 31.1, Roullement du Rire 28.3, and Ceux qui le savent 26.1. Daytime programs were led by Jeunesse Doree 28.9, Rue Principale 28.9, Maman Jeanne 23.5, Grande Soeur 23.3, and Tante Lucie 23.1.

FCC Rules Change

AMENDMENT to Sec. 1.954 of FCC's rules has been announced by the Commission to specify procedure for correcting transcripts of oral arguments. No such rule existed before. Now all 10 days after transcript filing for the entering of motions for correction and an additional five days for any reply.

Radio at Sea

PASSENGERS on new luxury liners of two U. S. lines now will be able to plug portable radios into built-in antenna outlets and obtain clear AM and shortwave radio reception for the first time in cabins and staterooms at sea, RCA has announced. The two ship lines are American President Lines and the American Export Lines. To by-pass signal-shielding effects of steel hulls and bulkheads, new marine RCA antenaplex systems will be installed, feeding more than 200 individual outlets from a single whip antenna mounted above-decks.

WBUD SPONSORSHIP

School Board Approves

PERMISSION for WBUD Trenton, N. J., to broadcast commercially sponsored sporting events from the Trenton public schools has been granted by the school board of education, according to officials of WBUD.

This action, it was stated, reversed the board of education's previous decision that commercially sponsored programs should not be permitted to originate in the schools. In making the request, Dr. Paul Loser, superintendent of schools, was asked to contact other boards of education and WBUD contacted other radio stations. At the April meeting, Dr. Loser made his report regarding other school boards all of which were favorable, WBUD stated.

Radio Workshops Set

FIVE special radio workshops and clinics will occupy the faculty of the U. of Denver department of radio management this summer, it was announced at the school last week. From June 21 to July 22, workshops will be conducted in the fields of TV, radio arts and radio education, and from July 24 to Aug. 23, the annual professional radio clinic will consider commercial broadcasting.

In addition, groups of high school pupils from all parts of the country will take part in the high school radio clinic in the studios and on the sound stages at Denver U. Faculty for the workshops and clinics will include Albert N. Williams, former network producer and radio editor for the Saturday Review of Literature; Miss Betty Girling, director of Minnesota U.'s School of the Air; Noel Jordan, former director of mobile services for NBC television.
ASSN.'S VIGILANCE Aids Radio's Pocketbook

VIGILANT eye of the Washington State Assn. of Broadcasters has paid off to a total of $2,000 annual saving in industrial insurance fees for the industry, according to the WSAB.

After receiving word from the Dept. of Labor and Industries that the industry would pay a 2% base rate during 1965 instead of the 1 2/10th base rate paid last year, R. O. Dunning, association's president, and other officers asked the agency to restudy radio's experience in the past nine years.

When the study was completed, the agency found that radio not only deserved a much lower rate, but also an entirely new classification (from 13-3 where it shared category with phone companies to 45-1 also occupied by the theatrical industry). This transfer automatically lowered radio's base rate from 2% to 4 mills, retroactive to January 1960. The agency's director has reported most stations which had no accidents in recent years in the state automatically received an earned rate, that is 40% of the base rate—substantial savings to stations.

KSLH (FM) On Air

FORMAL opening of a $98,000 St. Louis Board of Education station, KSLH (FM), was marked April 11 by tribute of civic and school leaders. The station will supplement classroom activities in St. Louis public schools. Studios include a main broadcast, observation, three smaller broadcast rooms, a library, office and repair, and reception rooms. A 360 ft. antenna-transmitter sends a 3 kw signal (12.5 kw effective radiated power) on 91.5 mc. Margarette Fleming is in charge of the station; Catherine Dillon, advisor for elementary programs; Mrs. Gertrude Hoffsten, advisor for high school programs; Ernest Vogel, engineer.

NOW Mr. and Mrs. are Walton Foster (3d l), news editor and disc jockey, KTXX San Angelo, Tex., and Arlo Bishop, Sturgess department store (San Angelo) executive. Best man at the double ring ceremony on Feb. 17 was Bob Mcelahan (2d l), KTXX manager. Joe Yowell (l), KTXX salesman, was an usher. Bride's father, Baird Bishop, owns and operates KXXT Dalhart, Tex. Her brother, Ken Bishop, is KXXT manager. Rev. Ray Johnson, who married them, is brother of Len Johnson, KWKC Abilene, Tex., program manager.

REPRODUCTION NAB Group Approves Two Sets of Standards

NEW STANDARDS covering magnetic tape reels, designed to permit operation of any reel on any magnetic recorder, were approved April 15 by the NAB Recording & Reproducing Standards Committee, meeting at the Stevens Hotel, Chicago. The standards require ratification by the NAB board, normally a routine procedure.

Neal McNaughten, NAB engineering director, presided at the committee's meeting with discussion led by Robert M. Morris, of ABC, committee chairman. The standards become a part of previous standards adopted at the 1949 convention. They represent the work of subcommittees over a long period.

In addition, the committee approved mechanical standards covering wow factor (reproducing), turntable platen (reproducing) and concentricity of center hole. Text of the standards follows:

MAGNETIC

Magnetic Tape Reel

2.45 It shall be standard that the *hob carrying magnetic tape shall be in accordance with Figure 4.

2.50 Primary Standard: It shall be standard where flanges are used that the primary standard flange shall be in accordance with Figure 5.

2.5001 The primary standard flange provides for the accommodation of sufficient magnetic tape of standard thickness for a nominal 30 minutes of recording.

MECHANICAL

wow Factor (Reproducing) 1.11 It shall be standard that the instantaneous peak deviation from the mean speed of the reproducing turntable when reproducing shall not exceed ±0.5% of the mean speed.

Turntable Platen (Reproducing) 1.21 It shall be good engineering practice that the diameter of the transcription reproducing turntable platen be substantially the same as that of the largest diameter record for which the turntable is intended.

Concentricity of Center Hole 1.36 It shall be good engineering practice that the record center hole be concentric with the recorded groove spiral within 0.002 inches.

Nebraska Meeting

EIGHTEENTH annual meeting of the Nebraska Broadcasters Assn. will be held May 6 at McCook, Neb., according to John Alexander, general manager of KODY North Platte and president of the association. Representatives from the state's 21 AM and TV stations are expected to attend the meeting, Mr. Alexander said. Host station for the meeting is KBRU McCook.

PORCELAIN white clock-radio, designed especially for kitchen, added to General Electric line of receivers.

REACH MAIN STREET BUYERS Where TV does not Compete for YOUR AUDIENCE!

Keystone Broadcasting System Gives It to You in One Low-Cost Package.

The 385 KBS outlets reach 40,000,000 radio listeners in small-town America where TV does not compete. According to latest Nielsen report, radio listening in Keystone areas has NOT decreased due to the audience competition of TV. KBS offers you radio advertising "At The Local Level" at an economical NETWORK package rate. Let us give you the complete KBS story.

The KBM Outlets reach 40,000,000 radio listeners in small-town America where TV does NOT compete. According to latest Nielsen report, radio listening in Keystone areas has NOT decreased due to the audience competition of TV. KBS offers you radio advertising "At The Local Level" at an economical NETWORK package rate. Let us give you the complete KBS story.

Available! Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available! Here’s a “red-hot” natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM for Rural Kansas Programmed By Kansas City
Help Wanted

Manager—$50 w station one year old. Thriving, good opportunity for em- ployee to grow. Address resume to Gregory, Box 1088, Alliance, Nebraska.

Salesmen

Salesmen wanted. Up and coming day-time stations in southern states contemplating fulltime will need by August. All offers if permanent. Mail resume to Box 831E, BROADCASTING.

Network station with both AM and TV operation has opening for sportscaster. All offers. Address resume to Box 832E, BROADCASTING.

Salesman—40% gross on sales. Must have sales experience. Address resume to Box 833E, BROADCASTING.

Salesman for radio station. We have a large format plus sales requirement. Address resume to Box 834E, BROADCASTING.

Salesman—Excellent opportunity. Has opening for manager. Address resume to Box 835E, BROADCASTING.

Situations Wanted (Cont'd)

Help Wanted

Manager—$50 w station one year old. Thriving, good opportunity for employee to grow. Address resume to Gregory, Box 1088, Alliance, Nebraska.

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Situations Wanted (Cont'd)
Chief engineer with extensive and above average experience in AM and FM transmission, directional antenna and studio construction, maintenance and operation. Seeking position with progressive established employer. Excellent record with personnel. Recommended by present employers for position to past and present employers. Box 895E, BROADCASTING.

1st phone, experienced transmitters, remote, maintenance, 3 kw directional AM 26 kw FM, Young, married, East coast. Available immediately. Box 906E, BROADCASTING.

Engineer—1 year broadcast with 1 kw, dir. and 3 kw FM, 3 years radio service. Send resume and phone number. Box 526E.

Engineer, permanent position in metro area. Present employer prefers a minimum of 10 years experience all phases. Now chief engineer and assistant director. Box 909E, BROADCASTING.

Engineer, 1st phone, veteran, 27: 18 months transmitter, remote experience Technical school, grade C, AM, FM, TV, interested AM station. Travel. Box 908E, BROADCASTING.

Engineer, 29, first phone license, 6 months experience; graduate leading radio school; prefers southwest; available immediately; best references. Box 907E, BROADCASTING.

Engineer, first—experienced, married, car available immediately. Earl Davis, 20 E. York, Olney, Illinois.

Engineer—First class license, 13 years residence school. 1 year college level correspondence course, 16 months experience in 250 w AM, 1000 w FM, Veteran, married, full-time permanent position. Can furnish best technical and character references. Appreciate any offer. Charles Donaldson, 114 Dewey, Washington, Indiana.

Married veteran, 25 years old with first phone wants position as assistant engineer, preferably in Minnesota. Have experience in maintenance. Kenneth Olson 812 2nd Ave., S., Moorhead, Minnesota.

Engineer, 1st phone, class A ham, do not drive. Single, Richard Roeder, 424 Marlin Avenue, Highland Park, N. J.

Engineer, 1st phone, single, RCA graduate, 1 year college, 2 years Navy. Some experience on remote. Can do announcing. Tom Sparkman, R.F.D. 1, Carlers Creek, Tennessee.

Experience engineer, studio and transmitter, electrical background, age 40 years, single, sober. Claude Thomas, Vandalia, Illinois.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school, and National Radar Institute. First phone. Seek engineering position with a youth or school. Robert B. Wilson, Lake C ornorat, Miss.

RCA graduate, 1st class, graduate school, now airmen pilot. Only technical operating capacity, wishes permanent radio operating position. Box 912E, BROADCASTING.

Woman commentator. Director. Versatile. Experienced in all phases of radio. Seeks connection offering bona fide opportunity with progressive personnel. Personality, record, background just right for your station. Open to strong public service line. Box 717E, BROADCASTING.

Excellent program director program, announce—experience and knowledge all phases of station operation. 250 w to 5 kw, air a must. MC and special voice work. Also, extensive stage, looking for progressive station. married, presently employed. Box 914E, BROADCASTING.

Male copywriter, fast producer of clear, clean copy for all phases of news, advertising. 35 years experience. Has fifty accounts wants new position with salary starting at $2,000 Dollars. Box 845E, BROADCASTING.

TV and radio news personality wants greater opportunity and advancement. Experienced in all phases of television, newspaper, radio, and television news. Three years radio news, including newspaper. Has done television newssheet work. Journalism grad, 28, married. Want another step up. Box 851E, BROADCASTING.
RADIO EDUCATION

Teachers Hold Meeting

DONLEY FEDDERSON, director of radio and television at Northwestern U. and co-director of the NBC-N. U. Summer Radio Institute, was elected president of the U. Assn. for Professional Radio Education at the group’s second annual meeting last week.

The association, comprised of 15 universities, radio and television directors, met April 15 and 16 at Chicago’s Stevens Hotel in conjunction with the NAB convention. Other officers who will serve with Mr. Pederson during the next year are Thomas Rishworth, Texas U., vice president; Leo Martin, Alabama U., secretary, and S. B. Gould, Boston U.

Ralph Hardy, government relations director for the NAB, gave the opening luncheon address, discussing general directions in the radio industry in terms of professional education.

Techniques of graduate study were stressed at a panel session featuring Messrs. Martin, Gould, and Chapman. Projected studies concerned audience and impact research and pilot and national surveys which could be conducted in colleges. The closing session was conducted by G. Emerson Markham, TV director for the NAB, who outlined the pattern for professional TV training.

KPOA, KOLU Join MBS

KPOA Honolulu and KOLU Hilo, now under construction and both owned and operated by Island Broadcasting Co., effective July 4 become affiliates of MBS-Don Lee Broadcasting System, according to Patrick W. Campbell, vice president of the latter network. Simultaneously Mr. Campbell revealed severance of affiliation between MBS-Don Lee and the Aloha Network (KION Honolulu, KFPA Hilo, KTOH Lihue, KVMJ Walla Walla) as of July 3.

NCCM SESSION

Pass Radio-TV Resolutions

RESOLUTION calling on the FCC not to use, as its basic criterion for determination, the first clause of the first Amendment to the Constitution in considering pending applications for the assignment of a part of the FM spectrum for the use of religious and other non-profit organizations, has been passed by the National Council of Catholic Men.

This and several other resolutions relating to the radio-television industry were passed at the final session of the 30th annual NCCM meeting in Washington April 16.

The council also called on the television industry to form and adopt a set of standards and practices which will bind the entire industry to produce no programs which will be detrimental to the best moral interests, especially the family and children of the family. The council urged the adoption of a code of standards and practice by the industry itself before such a code is imposed from without. NCCM also favored NBC, ABC, MBS, and their affiliated stations for grand free time for the presentation of the Catholic Hour, 'Our Faith In Our Time.'

Cost Analysis

NAB Group Plans 2d Study

PLANS to obtain complete station returns for the second annual NAB cost analysis study of U. S. stations were discussed at an April 16 meeting of NAB district employee-employer relations chairmen. The session was held at the Stevens Hotel, Chicago.

Richard P. Doherty, NAB employee-employer relations director, explained that stations are given absolute secrecy in filling out questionnaires covering details of operating cost. District chairmen are urged to contact personally the managers of stations failing to send in questionnaires.

World Library to 27

WORLD Broadcast System has announced renewals and extensions of contracts with 27 stations for continued use of World’s transcribed library service. Stations are: WBEX Chillicothe, WKRC Cincinnati, both Ohio; WASH Havre de Grace, Md.; KMCA Des Moines, KICM Mason City, both Iowa; KWIL Albany, Ore.; WMCA New York, WWSC Greens Falls, WCSS Amsterdam, WKPX Binghamton, WHJP Hempstead, L.I.; WDOS Oneonta, all New York; WKOZ Kosciusko, WCJU Columbia, WQBQ Vicksburg, all Mississipi; WBME North Adams, Mass.; KNEW Spokane; KIEM Eureka, Calif.; WBDY Orlando, Fla., WTTA Thompson, Ga.; WABJ Adrian, Mich.; KMBC Kansas City, Mo.; WLTE Bloomington, Pa.; WSVP Crestview, VRVA Richmond, both Virginia; KODI Cody, Wyo.; CNB North Battleford, Sask.

One Station Market

Isolated midwest farm station—money maker—TV-proof for years ahead—stable farm income earning fair profit under absentee ownership—can be extremely profitable with owner-manager combination. Price $54,500.00. Terms easily arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn, 335 Mockingbird Ln., Sterling 3411-2

CHICAGO
Harold B. Murphy, 335 Michigan St., Randolph 3-4556

SAN FRANCISCO
Ray V. Hamilton, 335 Montgomery St., Exbrowk 2-5672

Copyright 1950 by A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 4,657,000—the 1949 estimates of total radio homes in the Pacific Time Zone.

(*) Households during all or any part of the program, except for homes listening only 1 to 5 minutes.

McCONNELL TALK

Will Keynote NNPA Meet

JOSEPH H. McCONNELL, president of NBC, will give an analytical talk on "Television Today—Its Past, Present and Future" to open the 22nd annual convention of the National Newspaper Promotion Assn. to be held May 14-17 at the Schroeder Hotel, Milwaukee.

Mr. McConnell’s address will highlight the opening morning session which will be devoted to a discussion of newspapers’ relation to television activities “because of the growing number of newspapers identified with television activities.”

A two-year study of television’s effect on sports attendance, said to be the first released publicly, will be given by Jerry N. Jordan of the U. of Pennsylvania. Other discussions will include an analysis of TV’s effect on newspaper circulation by Belden Morgan, promotion manager of Cosmopolitan, effect of TV on newspaper advertising by Jerome Stoloff, vice president and director of TV operations for the Crainer-Kraeisel Agency, Milwaukee; methods of launching and promoting a new TV station by Fred Lowe, promotion director of the Norfolk (Va.) Newspaper and NNPA president; and using TV to promote newspaper circulation by George Morris, promotion director of the New York Daily News.

Ray Reeve Located

RAY REEVE, sports director of the Tobacco Network who had been reported missing [BROADCASTING, April 3], has been located in Flor- ida. He is expected back at work within a few weeks, according to a spokesman for the network, which serves Florida, South Carolina, Georgia and Virginia. Mr. Reeve, reported missing since March 16, is now under the care of a physi- cian, network officials said.

Page 90 • April 24, 1950
April 14 Applications

KUNO Corpus Christi, Tex.—SSA on 1460 kHz for 250 w, unlimited for period of 120 days, beginning April 20.

AM—1450 kc

Kettle-Moriah, Atlantic Boro., Hartf., Wis.—CW new AM station 1590 kc 500 w day and 150 w night to request 1940 kc to retransmit CP. [No CP listed]

KWX-FM McPherson, Kan.—To retransmit CP for new FM station.

License for CP

License to cover new FM station: WDXX, Louisville, Ky.; WGPS Greensboro, N.C.

Medication of CP

KB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

April 17 Decisions

Actions on Motions

By Commissioner E. M. Webster

David M. Segal, Idabel, Okla.—Petition for dismissal was granted because application denied without prejudice to petitioner's filing within 30 days from date of decision, petition denying dismissal of application with prejudice.

WWL-FM New Orleans was granted extension to April 17 to file petition for reconsideration of approval and granted extension 10 days of rules.

WWQK New York—New York granted extension of time to April 24 to file exceptions to initial decision in proceeding upon applications of Mid-Island Radio Inc. and Cable TV Co. Patognev, N. Y.

KPPC Long Beach, Calif. and KOFI Los Angeles—Granted petitions of KPPC and KOFI for extension of time to April 21 to file replies to exceptions to initial decision issued in proceeding re application of Pasadena Presbyterian Church.

By Examiner J. D. Bond

K.WOC Poplar Bluff, Mo.— Granted continuation of hearing re application from April 22 to May 20 and granted petition to accept late appearance in proceeding re application. Statement of appearance of applicant is accepted.

By Examiner R. P. Cooper

FCC General Counsel—Granted extension of time to file proposed findings of fact in proceeding re application Lubbock County Bstc., Co., KWVU and KVLU to May 13 and time extended from April 14 to May 5.

By Examiner J. D. Cunningham

CC General Counsel—Granted petition requesting final date for filing of applications for dual assignment of control and for renewal of license to Florida, Inc., Cornelia, Ga., New York, N.Y. to be extended May 11, 1956.

By Examiner Fannoy N. Litvin

RCA Communications—Granted continued of further hearing April 18 in Los Angeles, Calif.

WHDH Boston, Mass. and KAO Denver, Co.—Granted additional time to file memoranda in support of joint petition filed for review of examiner's order of March 28 granting petition of WRPJ, Pittsburgh, Pa., to be granted until close of business April 13 to file such memoranda; no action is taken on joint petition for review, which is addressed to the Commission en banc.

By Examiner Elizabeth C. Smith

KMMO Marshall, Mo.—Granted continuation of hearing re application from April 21, 1956 to June 26 in Washington, D. C.

J. M. Poole, Pasadena, Cal. —Granted request that official notice be taken of change in license and call letters of intervenor Poole in proceeding to be granted May 2 at al—J. from KKKW (Southern California Bstc. Co.) to KALI (John F. Poole).

By Examiner J. P. Blume

Brazoria County Bstc., Co., Freeport, Tex. —Granted continuation of hearing re application from April 14 to May 11.

Ex Examiner Elizabeth C. Smith

KJAN Bstc. Co., Baton Rouge, La.— Granted leave to amend application to make changes in engineering data; amendment accepted.

WLCX Baton Rouge, La.—Granted leave to amend application to make changes in engineering data; amendment accepted.

April 17 Applications

ACCEP TED FOR FILING

Modification of CP

WWNA-FM Charleston, W. Va.— Mod. CP new FM station for extension of completion date.

KQMX-FM Houston—Mod. CP new non-commercial educational FM station for extension of completion date.

License Renewal

KCRW Santa Monica, Cal. —Request for license renewal.

April 18 Decisions

By the Secretary


Marti, Inc., Cleburne, Texas—Granted licenses new remote pickups KA-3071, KA-2654.

F. L. McDonald, Reedsport, Oreg.—Granted licenses new remote pickups KBR-3948, KA-2961.

Baptist General Convention of Texas, Dallas, Texas—Granted licenses new remote pickups KBR-3948, KA-2961.

KWWC Galveston, Texas—Granted license new remote pickup KNB-824.

Herman Anderson, Tulare, Calif.—Granted license new remote pickup KA-5794.


WRIGHT WacoTv., W. Va.—Granted request for voluntary assignment of license from KM.C. Bstc. Co. (a)

WKPM Bstc., Co., Cleveland—Granted CP and license new remote pickup KA-5794.


P. F. Bramer Inc., Newark, N. J.—Granted license new remote pickups KGB-4570, 4570, 4580, 4590, 4591, 4592 and 4593 mc.

KWAF Bstc. Co., Omaha, Neb.—Granted license new remote pickup KBR-3454, KA-4922.

K-3948, KA-2961.

The FMPS Bstc. Co., Youngstown, Ohio—Granted license for new remote pickup KAA-2361.


O'Connell, Inc., Baton Rouge, La.—Granted CP and license new remote KBR-3454, KA-4922.

单一, Ten., Knoxville, Tenn.—Granted license new remote pickup KKA-4343, 4344.


Texas Trade School, Dallas, Tex.—Granted CP new remote pickup KA-6936.

KFMA Davenport, Iowa—Granted license new remote CP to change tower location and general system.

Fairmont Bstc. Co., Fairmont, Minn.—Granted license new remote CP for educational FM station in St. Paul, Minn. and area.

Univ. of Tenn., Knoxville, Tenn.—Granted license new remote CP for educational FM station in Knoxville, Tenn. and area.

KMPL Missoula, Mont.—Granted license new remote CP for educational FM station.

KWEA Two Years, 1956—1958.

KXUL Boro. Boco., Noblesville, Ind.—Granted license new remote CP for educational FM station.

KCTB Two Years, 1956—1958.

KXUL Boro. Boco., Noblesville, Ind.—Granted license new remote CP for educational FM station.
**FCC ROUNDUP**

**Box Score**

**SUMMARY TO APRIL 18**

| Summary of Authorisations, Stations On The Air, Applications |
|------------------|------------------|
| Class           | On Air Licensed |
| AM Stations     | 2,119            |
| FM Stations     | 561              |
| TV Stations     | 103              |

**Applications In**

<table>
<thead>
<tr>
<th>Class</th>
<th>Cond/L</th>
<th>Cps</th>
<th>Grants Pending Hearing</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>4</td>
<td>700</td>
<td>368</td>
</tr>
<tr>
<td>FM</td>
<td>13</td>
<td>489</td>
<td>307</td>
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<td>TV</td>
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**Two on the air.**

**CALL ASSIGNMENTS:** KIHR Hood River, Ore., (Oregon-Washington Broadcasters, 1340 kHz, 250 w unlimited); KJHC Midland, Tex. (Jack Cecil, 1150 kHz, 1 w unlimited); KJIT Mayaguez, P.R. (United Electronics Corp., 1190 kHz, 250 w unlimited); WLAB Alton, Ill., licensed by WAB, 1340 kHz, 250 w unlimited); KFBS Portland, Ore. — Announced decision to grant extension of WLBR-FM to increase power from 1 kw to 5 kw unlimited on condition that licensee installation new transmitter and move studio and transmission equipment.

**INITIAL DECISIONS**

Belvedere Bestg. Corp., Baltimore, Md. — Initial decision to deny application of Belvedere Bestg. Corp., for new station Baltimore on 1400 kHz, 250 w unlimited [BROADCASTING, April 17], Decision April 17.

Cameron and Kenyon Brown, Tulsa, Okla. — Examiner J. D. Higginbotham, initial decision to deny application of George E. Cameron for new station on 1560 kHz; and to deny application of Kenyon Brown for same facilities at Tulsa [BROADCASTING, April 17].

**APPLICATIONS DISMISSED**

Ernie Winkleley, West Burbank, Calif., D. C. — DISMISSED April 1, application for new AM station 1450 kHz in

**FCC ROUNDUP**

**New Grants, Transfers, Changes, Applications**

**AM GRANTS**

Reno Nev. — Chet L. Gance granted new AM station 1230 kHz, 250 w fulltime; estimated construction cost: $44,800. Gance originally owned KXXL Reno, Nevada, which was granted licence in 1941 for operation at 1230 kHz.

**FM GRANTS**

Palatka, Fla. — Jack J. Judge, Co., granted new Class A FM station, Ch. 129, 100 mhz, and ran 400 w. Palatka, Fla., is licensee AM outlet of same name and will operate under WJAC, Class A FM station, Ch. 129, 100 mhz, and ran 400 w. license to same owner.

Richland, Wash. — Yakima Bestg. Co., granted new FM station Ch. 125, 100 mhz, and ran 400 w. as a fulltime outlet.

Richmond, Ill. — Redwood Bestg. Co., granted increase in power for new station 940 kHz in Chicago.

**FM GRANTS**

Baltimore, Md. — Hearst Radio Inc., granted new FM station, Ch. 103, 100 mhz, and ran 400 w. Baltimore, Md., is licensee AM outlet.

Inglewood—Centinela Valley Bestg., Co., granted new FM station, Ch. 130, 100 mhz, and ran 400 w. as a fulltime outlet.

San Diego— pacific Broadcasters, Inc., granted new class B FM station Ch. 128, 100 mhz, and ran 250 w. on condition that the station will operate as a fulltime outlet.

**FM GRANTS**

Baltimore—Radio-Television of Baltimore Inc., granted new class B FM station Ch. 129, 100 mhz, and ran 250 w. on condition that the station will operate as a fulltime outlet.

Inglewood—William H. Hapgood, 228 (103.3) kHz, 500 w. and ran 250 w. as a fulltime outlet.

Inglewood—Temple City — Angeles Bestg. Co., granted new FM station Ch. 135, 100 mhz, and ran 250 w. on condition that the station will operate as a fulltime outlet.

San Diego—San Diego Union-Tribune Bestg., Co. Ch. 131, 100 mhz, and ran 250 w. on condition that the station will operate as a fulltime outlet.

**FM GRANTS**

Los Angeles—Manzana Bestg. Co., granted new AM station Ch. 107, 500 w. on condition that the station will operate as a fulltime outlet.

**FM GRANTS**

Biggert, San Diego— Ralph Adams, granted new class B FM station Ch. 128, 100 mhz, and ran 250 w. on condition that the station will operate as a fulltime outlet.

**FM GRANTS**

WPAM, Rottville, Pa. — Granted acquisition of WPAM, Rottville, Pa., a fulltime outlet, to S. J. C. Broadcasting Inc., by license, by Joseph J. and John M. C. C. for $7,300. The stock owned by P. J. McCall, Evan George, and Robert A. McCall, owners of WPAM, has been purchased. License is $10,000 for 459 3/7,2 w. The Magazines are original owner's stockholders in WPAM. WPAM is actually a fulltime outlet.

Coeinan, Tenn.— Granted license Class B and Class C of G. E. C., for AM station 1290 kHz and ran 250 w. on condition that the station will operate as a fulltime outlet.

Colution, Colo.— Granted license Class B and Class C of G. E. C., for AM station 1290 kHz and ran 250 w. on condition that the station will operate as a fulltime outlet.

Uniontown, Pa.— Uniontown Newspapers Inc., granted new AM station 1290 kHz, 1 kw, 1 day time. Estimated construction cost: $40,000. Uniontown Newspapers Inc., is licensee WING, Uniontown, Pa., for AM station 1290 kHz, 1 kw, 1 day time.

**FM GRANTS**

**When Its Bmi Its Yours**

_Published by Mellin_
Asbury Park Press Inc., for stated, explaining Bcstrs., licensee, Granted assignment wishes Broadcasting Telec 1050

1490 WKNY is assigned April Granted April from each Charles

Watsonville, Publications, 35 W.

Petaluma, Calif.

Petaluma, No

of Francisco

Ostrander

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CBS TEST POSSIBLE ON RCA TRI-COLOR TUBE

POSSIBILITY that RCA's new single-tri-color kinescope may be tested soon in CBS' field sequential color TV system appeared Thursday during a further pre-examination of Dr. Peter Goldmark by FCC Comr. Robert F. Jones in Commission's color TV hearing. (See early story page 69). The CBS system inventor told the FCC: "I want to take about two weeks" to arrange for showing of RCA's tube with his system, if such tube were made available.

Dr. Dean B. Judd, Bureau of Standards color expert, told FCC he had seen picture on an RCA color set, being tested for Senate Interstate and Foreign Commerce Committee's Condon Committee on color TV, and that it was "drawn in green, visual, white, such as these guilds are members...

FCC BEGINS HEARINGS ON 'UNIFORM POLICY' TODAY

SIXTEEN licensees, applicants, and other radio groups to participate in FCC's "uniform policy" hearing scheduled today (Monday), concerning license schedule showed Thursday. Question involves establishment of uniform FCC policy with respect to non-radio law violations by broadcast applicants, with participants expected to present "an effective and meaningful approach to anti-trust violations. Most feel case-to-case approach is better than any "uniform policy." [Broadcasting, April 17].

Myers' request for Such specialized action would be heard in following order, each attorney to have 20 minutes maximum (attorneys listed in parentheses):

Allen B. DuMont Labs (Robert & McNitt);
J. B. Neumann: WNEW New York and KMGM Los Angeles; (Bligham, Porter & Booth);
NAB, Westinghouse and Ferris; Paramount Pictures Corp.
and Paramount Television Productions (Arnold, Fertel & Pearce), (Leonard H. Marks);
20th Century-Fox Film Corp. (Welch, Mott & Morel);
KFWB Los Angeles (Fisher, Wayland, Duvall & Southmay); Westinghouse Radio Stations (John W. Steen); Yankee Network, WXY, Oklahoma City, KOMO, Seattle, KTVU, Oakland, KSEE, San Jose, KPOK, Dallas, KOBE, Los Angeles, WTAD Quincy, Ill. (Pierson & Ball).

TV NEEDS EDUCATORS, HENNOCk Tells SCHOOLMEM

EDUCATORS "must get in television at the beginning and... stay in it," FCC Comr. Frieda Henneck asserted in special "The Press presentation Thursday at 37th annual Schoolmen's Week observance at U. of Pennsylvania, Philadelphia.atalog was "old in its broadcasting birthright" of a mess of potottage," she said. "You can't let that happen again!"

Warning that proposed UHF band may be television's last space in spectrum, she said "education must make itself heard now or risk forever having to hold its peace... Education has the choice of now sitting down to the first course of a sumptuous repast, or later coming in as a beggar for its crumbs."

GRANT FOR NEW STATION PROPOSED

INITIAL DECISION recommending grant of new license for 1010 kc by KWBW Houston in effect most since KBWU is now operating on 1030 kc under special service authorization and sees permanent assignment on latter frequency. KBWU earlier had been granted permit for 1010 kc at Corpus Christi. Examiner said even if 1010 kc were used by KBWU, minor resulting mutual interference should not preclude grant of first local service to Marlin.

FTC STRIKES STATEMENTS

STATEMENT of Bristol-Myers Co. that Federal Trade Commission's order to issue cease-and-desist order against anti-nature products "because it feels that failure... to do so will result in severe criticism... it and possible adverse action against it by FTC and legal, administrative and judicial groups" was ordered stricken from record by commission last Thursday. Statement was contained in answer to FTC complaint against Bristol-

Closed Circuit

(Continued from page 4)

rights, though officially "suspended" when based one of 40 retransmissions, Annual complaints have been quietly resumed, on basis of recent complaints. One complaint deals with differential some major league clubs have established in their charges. Example: Chicago Cubs reported, manager legality to broadcast their games on stations more than 50 miles from minor league club, but $750 per game if station was within 50-mile radius.

ANNUAL radio-television festival based on all-night all-broadcast at Los Angeles, has been NAB board on Bob Richards, public affairs director. Extravaganza would include community-level observances as feature of Radio Week, and designed to show people benefits of American radio system.

TEXAS is buzzing with reports that former Sen. W. Lee O'Daniel will run again this summer for governor following withdrawal of major candidate. "Pappy" O'Daniel's comments had folks guessing. If he runs, he's expected to revert to hillbilly musical campaign which first carried him from radio into politics.

STANDARD OIL of New Jersey, New York, through Marshall & Pratt, sponsoring Voice and Events, NBC sustaining network show in Elmira, N.Y., on 18 week test.

FCC STAFF study of transistor radio, once "completed" and submitted to top staff officials, reportedly is now back in FM law section for further work, including incorporation of data requested from FM broadcasters on 1 frequency, structure, and pertinent brochures and press releases. As originally submitted, report is understood to have questioned whether, and if so, factory-cuts, etc., are strictly "broadcasting, etc." and whether ours'll programming is in public interest.

INCREASED interest of Charles R. Denny, NBC executive vice president, in supervision of radio program department suggests network may not be able to accommodate chief program job vacant since transfer of Thomas McCray from East Coast to West Coast. Mr. Denny has taken charge of program, in addition to acting as pro-tem chief of radio network.

EXHAUSTIVE study of buying habits in some 1,100 homes, showing sales impact of television, is to be released in six weeks by NBC-TV. Study will be basis of full-dress sales presentation.

AUTOPHGRAPH Souvenir Baseballs, New York, through Huber Hoge & Sons, New York, looking for availabilities of five minutes before and after baseball broadcasts and 15-minute spot shows in as many markets as obtainable. Campaign will start April 24 in some market.

ANDERSON JUINS SSEB

G. WILLIAMS ANDERSON, Jr., formerly account executive with WGN, New York, joins Sullivan, Stauffer, Colwell & Bayles in similar capacity. Mr. Anderson previously served with Foote, Cone & Belding on Luciano, Cotter & Co., and National Home Permanent accounts, and with CBS.

Fritz Joins Agency

EDWARD C. FRITZ Jr., former account executive-salesman at WGN, Chicago, joins W. E. Long Co., Chicago agency and management consulting firm, as radio-television director. He will develop radio-TV business for agency's wholesale bakery clients, six of which currently use radio or television.
Why **WCAO** is a better buy in Baltimore---

- The greatest audience in WCAO history.
- All programs transmitted simultaneously by WCAO-FM... extra coverage at no extra cost.
- Full Basic CBS network programming.
- No rate increase since 1946.
- 28 years of broadcasting service to Maryland.
- Local promotion of your show.

**WCAO**

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
...you can't cover California's Bonanza Beeline without on-the-spot radio

Are you getting the results you're after in the Bonanza Beeline? It's a 3-billion-dollar market, you know... with more food sales than Philadelphia... with twice the retail sales of Boston.

But don't count on reaching this inland market on outside stations. That's an on-the-spot job... for the five BEELINE stations located right in inland California and western Nevada.

Because Beeliners—well removed from coastal influence—naturally prefer their own stations to outside stations.

Here's what you should know about KWG and STOCKTON

Oldest and Best-known station in Stockton— the trading center for nation's 4th wealthiest farm county. 250 watts, 1230 kc, ABC.

Serves 68,992 radio families in 2-county radius—an area with nearly 1.4 billion in annual retail sales.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC) 50,000 watts 1530 kc

KOH
Reno (NBC) 600 watts 1230 kc

KERN
Bakersfield (ABC) 10,000 watts 1430 kc

KWG
Stockton (ABC) 1250 watts 1230 kc

KMJ
Fresno (NBC) 5000 watts 1290 kc