Everybody comes to the WLS NATIONAL BARN DANCE

FROM groups of all ages and walks of life everywhere in Chicago and the Midwest come orders for 10, 40, 100 tickets to the one and only WLS National Barn Dance.

One ordinary month brought paid orders for 35 tickets for employes of a Watseka, Ill., plant; 12 for Will Co. Farm Bureau; 23 for a parent-teacher-pupil group from a Decatur, Ill. school; 22 for Lewiston, Ill. Vocational Agriculture students; 65 for Michigan City, Ind., Scouts; 8 for a Chicago girl's birthday party; 30 for the Newton Co. Ind. Hobby Club; 70 for the Polish-American C. of C. of Chicago; 38 for Leslie, Mich. Future Farmers; 37 for Cub Scouts from a Chicago church; 100 for Kenosha Co. Wisconsin Rural Youth.

In 26 years of broadcasting—18 of them in the theater that is packed with paid admissions twice every Saturday night—this one show has endeared itself to every age group among the substantial family folk whose lasting loyalty to WLS means results for advertisers. Sooner or later—because so many listen and enjoy it—everybody comes to the
Kentuckiana leads the nation...

in crop production gains

The Kentuckiana farmer is making more... for the record shows steadily increasing yields from such diversified principal crops as corn, soy beans, wheat, oats, barley and potatoes.

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>KY.</th>
<th>IND.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAIN</td>
<td>3%</td>
<td>11%</td>
<td>46%</td>
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</table>


WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

The Kentuckiana farmers depend on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to depend on WHAS Farm Programming for sales results in Kentuckiana.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director  *  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. * ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
LOCAL ATTENTION
makes growing markets!

Use the whole network
of YANKEE Home-town Stations
for complete New England coverage

It's the local coverage that counts! In every key market approached directly through a Yankee home-town station you are bound to make a strong sales impression.

You can't go wrong. A Yankee home-town station gives you complete intensive coverage of its service area, both in town and suburban. It is an integral part of the local scene. It is used by merchants who can push your products. It has the local impact that derives from both dealer and consumer acceptance.

You can cover all New England with local thoroughness city by city, all at one time or in selected groups, with Yankee’s 27 home-town stations.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.

Closed Circuit

IT'S FOREGONE conclusion that 1951 annual convention of NAB won't be pitched on "Public Responsibility of Broadcasters" format as have been last two annual meetings. Top-level reaction to Chicago sessions fortnight ago is against that theme but new approach will await board action.

ITS ARDOR dampened by inordinate delays and CAA red tape, as well as expanded TV activities (WOR-TV and WO1C Washington), WOR New York has decided to dismiss its tall-tower application for AM, which would have entailed $250,000 investment. Present 450-foot towers at Linden, N. J., which give station phenomenal coverage, were to have been replaced with 650-foot towers but CAA has battled move for more than year. Whether application later will be reinstated is undecided.

MARSCHALK & PRATT, New York, has advised stations carrying Esoo Reporter that re-evaluation of station list—static for 10 years—is now underway. Program is sponsored by Esso Standard Oil Co. four times daily, five-minute shows, on 42 stations.

AMERICAN SOCIETY of Newspaper Editors, which held annual convention in Washington, had difficult time in attempting to resolve views on Lornin Journal anti-trust issue. Horvitz Brothers, publishers of newspaper, have attacked government suit as interference with freedom of press, but some editors thought this was flag-waving and that realistic approach had to do with archaic device of refusing space to advertisers who used time on WEOL Elyria, Ohio, and space in a competitive Sunday newspaper. Result: No resolution.

LEVER BROS. (Lipton tea) through Young & Rubicam, New York, preparing spot announcement campaign to start in mid-June.

NEWS SOON will break on biggest TV syndication deal yet, through KTTV, Los Angeles Times arrangement with 25 newspaper-owned TV outlets. Agreements were reached and await signature during sessions of American Newspaper Publishers' Assn. in New York, with Harrison Dunham, KTTV general manager, handling negotiations.

RE KTTV syndicate, production of six half-hour packages already has begun at recently acquired Naassour Studios. Feature length and short productions will star such Hollywood celebrities as Buster Keaton, Jerry Colonna, and Zazu Pitto.

LEFT HIGH and dry by premature reports indicating that Gen. Lucius Clay was in the bag as its first paid president, Radio Mfrs. Assn. was without second choice last week-end. Important public per-sonnage will be sought, and one name with formidable support is that of well known Western member of Congress. Two other names from military mentioned for post, (Continued on page 86)

Upcoming

May 1-6: Advertising Week, Hotel Syracuse, Syracuse, N. Y.
May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 5: Nebraska Broadcasters Assn., McCook, Neb.
May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

(Other Upcomings on page 85)

Bulletins

NATIONAL DAIRY (Sealtest products) through N. W. Ayer, New York, planning to start a spot announcement campaign in markets east of Mississippi, schedule to start this month for 13 weeks.

SPRINGFIELD STATIONS WIN BASEBALL RIGHTS

RADIO STATIONS of Springfield, Mass., area won rights Thursday to continue carrying major-league baseball games, after week-long furor over invasion of local club's veto power and Congressional threat of investigation of baseball's radio-TV rules.

Springfield Cubs, which had asserted their right under organized baseball's rules to forbid any station within 60 miles to carry major-league games while Cubs were playing at home, reversed decision Thursday, President Lawrence A. Reilly of WTXL West Springfield told Broadcasting.

Mr. Reilly said local club's change in tack, which he attributed to "public clamor," would permit WTXL to continue carrying home night games of Boston Red Sox and Braves, as planned. Day games are carried by WACE Chicopee, WONS Hartford carries both day and night games, while several other area stations carry day games of Boston and other clubs.

Furor developed when Springfield club, which heretofore was at Newark, refused to consent to area stations' carrying major league games while Springfield team was playing at home on Sunday, April 23, Rep. Antoni N. Sadler (R-Conn.) scored situation in House speech and said he intended to confer with FCC and Antitrust Division of Justice Dept. "to ascertain what can be done in the matter."

WE'RE SORRY....

...if your Broadcasting-Teletcasting has arrived late these past three weeks. Bookbinding employees in Washington printing plants have been on a strike and we have had to move up deadlines to rush forms out of town for binding and mailing under special second class permit. We're assured prompt settlement by this weekend and of return to normal schedule.

Business Briefly


CHEVROLET THREE-MINUTE SPOT PLAN PROTESTED

STATIONS, their representatives, and Broadcast Advertising Bureau are up in arms over solicitation of Chevrolet Motor Co. of 500 stations offering three-minute singing commercials on "unique" rate basis. Proposal is that stations add five-minute and one-minute spot rates and divide by two in order to arrive at three-minute rate.

This, it's pointed out, conflicts with established rate structure and also runs contrary to NAB commercial code provisions which specify that three-minute commercial is outside limit for 15-minute purchase.

"This is a very dangerous precedent," Maurice B. Mitchell, BAB director, told BROADCASTING. "That kind of time can only be sold within the body of 16-minutes of radio time." Campbell-Ewald is agency for Chevrolet.

A. D. RING ELECTED PRESIDENT OF ENGINEERS

ELECTION of A. D. Ring, Washington consulting radio engineer, as president of Assn. of Federal Communications Consulting Engineers was announced Thursday following AFCCE annual meeting. He succeeds Glenn D. Gillett.

Other officers named: George C. Davis, vice president; James C. McNary, secretary, and Frank G. Kear, treasurer.

AFCCE report showed association, which is participating in FCC hearing on licensing of radio relay stations and consulting engineers for use in adjustment of directional antennas, has been asked by FCC Chief Engineer Curtis B. Plummer to make further study of relay and other facilities needed by engineering consultants in their work. Other AFCCE project, report noted, is continuing review of FCC engineering standards and recommendations of improvements.

Membership additions, report showed, include Comdr. T. A. M. Craven and, in associate membership ranks, J. B. Epperson of Scripps-Howard Radio, and Carl E. Smith of United Broadcasting Co. (WHK Cleveland).

LOWE NAMED BY ESTY

HENRY W. LOWE, executive at Colgate-Palmolive-Peet account at William Esty Co., New York, elected vice president of agency.

Page 4 * May 1, 1950
Station KRLD
Dallas

does it again

FIRST
in Dallas

4 out of 5

30.3  Weekday Morning: Monday through Friday, 8 a.m. to 12 noon

27.6  Saturday Daytime: 8 a.m. to 6 p.m.

33.1  Weekday Evening: Sunday through Saturday, 8 p.m. to 10 p.m.

24.7  Sunday Afternoon: 12 noon to 6 p.m.

February-March Hooper Measurements

50,000 Watts
Exclusive CBS Station for Dallas and Fort Worth

THE BRANHAM COMPANY Exclusive Representatives

This Is Why

KRLD

Is Your Best Buy
He Supplies the Tools
For a Good Selling Job

... and he knows how to use them, whether he's building an audience for his sponsors or hitting the news on the head for his listeners. Says Mr. Walter S. Conway of the Idaho Concrete Pipe Co., Inc., to Station KFXD, both of Nampa, Idaho:

"More and more in the passing weeks, we can truthfully state without reservation that the good will brought to us is constantly mounting through Mr. Lewis' nightly report of 'The News As It Looks From Here'.

"The prestige coming from such sponsorship is contributing materially to the value of our advertising message."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Lumber and agriculture are the economic mainstays of Silverton... a city lying in the heart of the greatest food-producing belt in Oregon. And YOU can tap this well-fed economy through KGW'S COMPREHENSIVE COVERAGE!

Besides the usual enterprises of an industrially-aware city, Silverton boasts several saw and planing mills; woodworking and store fixture plants; a large turkey hatchery. Silverton's main agricultural efforts are devoted to prune, cherry, walnut, and filbert orchards, and hundreds of acres of strawberry fields.

KGW's COMPREHENSIVE COVERAGE DELIVERS SILVERTON... as it delivers the rest of the nation's fastest-growing market!
They say Americans!
We think that's true. If there's a better car, a better soap, a better cigarette, a better anything at a better price, we want to be told—and sold.

And in a Market as big and rich as America, successful selling means advertising...good advertising—in a medium that reaches the most people at the lowest cost.

Just how much bigger that Market is, will be revealed in the 1950 Census: an increase of 20,000,000 people; 7,000,000 more families; and an increase of 21% in family real income. Network Radio, too, is bigger: 12,000,000 more radio families and nearly twice as many sets as in 1940.

If you are an advertiser: if you are a manufacturer and seller of products or services, you will be vitally interested in an additional fact—proved by Radio's own Census, the Broadcast Measurement Bureau in its Study No. 2: NBC reaches the biggest weekly audience in all network radio.

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

To sum it up: if you want to sell America in a big way, you can use no medium that is bigger, more powerful, more economical than Network Radio—and of all the networks, NBC is No. 1 because NBC is Bigger, Busier, More Economical...

BIGGER—The stations of the NBC Network (as proved by B.M.B.) have the largest combined weekly audience in all America—larger than any other network or 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

America's No. 1 Advertising Medium

A service of Radio Corporation of America
To a Madison Avenue Time Buyer
with other things on his mind

Iowa lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green cardboard." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa's corn yield is the highest of all states.

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals.

Bill Quarton (WMT's g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of ditties. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.

975 miles west of you on U. S. 30

WMT DAY & NIGHT

BASIC COLUMBIA NETWORK

Page 10 • May 1, 1950

New Business

HOLLYWOOD CHARM PRODUCTS, New York (cosmetics), appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

COLGATE-PALMOLIVE-PEEC Co. appoints Street & Finney, New York, to handle advertising of its Colo-E, denture cleanser.

WEBSTER-CHICAGO Corp. (recording and equipment), Chicago, releases first in new series of TV spots (six 20-second) distributed nationally on May 1 for cooperative sponsorship. Second series slated for September. Schedules for 12 weeks.

DAVEGA STORES Inc., New York (sporting goods retailer), names Ben Sackheim Inc., same city, to handle its radio and television advertising.

PEERLESS CAMERA STORES, New York, contemplating summer television spot campaign through Moss Assoc., New York.

CONMAR ZIPPERS, New York, sponsors television show Cafe Continental featuring talent from London and Paris, in eight TV cities for ten weeks. Show was filmed abroad by John Nashi Productions Inc., New York. Eight cities where program is placed are WNBX (TV) New York, WHZ-TV Boston, WPTZ (TV) Philadelphia, WSB-TV Atlanta, WRAV-TV Dallas, WBB (TV) Chicago, KSD-TV St. Louis, KSNB (TV) Los Angeles. Firm also planning spot campaign for fall.

Network Accounts

LANGENDORF UNITED BAKERIES Inc., San Francisco renews Red Ryder on 14 Don Lee network stations, Tues. and Thurs., 7:30-8:00 p.m., PST, for 52 weeks. Agency: Bow Co., San Francisco.

GILLETTE SAFETY RAZOR Co. will sponsor Kentucky Derby, racing classic, from originating point at Churchill Downs, Saturday, May 6, on CBS. Company also will sponsor 15-minute film of race on CBS-TV interconnected network Sunday, May 7, 10:00-10:46 p.m., and on non-interconnected stations on Tuesday, May 9. Mason Inc., New York, is agency for Gillette Co.


SNOW CROP MARKETERS DIV. of Clinton Foods Co., New York (frozen orange juice), through May 20 sponsors 10-10:30 p.m. portion of Saturday Night Reuse, NBC-TV's 2 ½ hour variety show. Mason Inc., New York, is agency for Clinton Foods.

GENERAL FOODS, New York (Post cereals div.), begins sponsorship of Brooklyn Dodgers Saturday afternoon home baseball games on CBS. While games will not be available to WCBS New York, network's key station, they will be heard where they do not conflict with territorial rights of other clubs. Agency for Post Cereal Div. is Young & Rubicam, New York.

ARNOLD BAKERS Inc., Norwalk, Conn., transfers Faye Emerson Show from NBC-TV to CBS-TV, Sunday, 10:30-10:46 p.m. from May 31 until Fred Waring Show begins summer hiatus, when Emerson show will take over 9-9:15 p.m. time slot. Agency: Benton & Bowles, New York.

Adpeople

DAN W. LAYMAN, formerly account executive with Young & Rubicam Inc., Hollywood, on Hunt Foods, named vice president in charge of advertising and sales promotion for Bramhall Co., Pasadena (manufacturer of Unmask and other cosmetics).

CHARLES GANSHOW, with American Cigarette & Cigar Co. since 1931, as its auditor, appointed a vice president. New directors are: ALFRED F. BOWDEN, assistant to president of American Tobacco (parent company); ALAN C. GARRETT, advertising manager since 1947; and JOHN G. LANGE, assistant treasurer since 1947.
celebrating 25 years in houston

FIRST station in houston
26% ahead of second station total rated periods,— Hooperatings October 1949 thru February 1950
to sell houston and the great gulf coast area buy

KPRC
FIRST in the south's FIRST market.

KPRC
HOUSTON
950 KILOCYCLES • 5000 WATTS
NBC and TGN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.
His Punch is His Signature

Was on the train up to Central City the other day and when the conductor came around, I asked him why their ticket punches make such odd-shaped holes in the ticket.

"Every conductor in the country has a different design for his punch," he tells me. "Some even show up a fellow's preferences. Now take mine. The hole looks like a beer goblet."

Sure enough! Then he went on to say that the punch is just like the conductor's personal signature. Makes it easy to trace tickets . . . to check up if something happens.

From where I sit, even though your ticket is punched differently from mine, it still gets you where you're going. Just like people with their opinions. You might like coffee, another person, tea—and I'll settle for a temperate glass of beer. But what does it matter, so long as we respect the right of the other to have tastes and opinions? We're all trying to go in the same direction—towards a friendlier, more pleasant world for all of us.
A million people in the picture . . .

A billion dollars buying power . . .

On the air

MAY 1st

WJIM-TV

LANSING MICHIGAN

Connected by Microwave Relay
With the Detroit Cable

You'd call it "big screen" coverage—so big that it reaches over 200,000 BMB families with 1.3 billion to spend. And so clear that hundreds of Michigan viewers have phoned and written their appreciation.

Not often does a new major market TV station offer three great TV networks. That means choice adjacencies tucked snugly around the best of NBC, CBS and ABC will go to wise buyers who want ground-floor opportunities at starting-gun rates.


The more powerful . . . WJIM-ABC for Lansing

The brand new . . . WJIM-TV for Central Michigan

And . . . WGFG-ABC for Kalamazoo

* just ask H-R Representatives
Liked Hecht Story

EDITOR, BROADCASTING:

There are very few Mondays that pass by without my reading BROADCASTING, but such a thing did happen with your issue of April 3. When I finally got around to it over this week-end, I read with pleasure the very nice article about our Hecht Co. television programs "They Buy What They See," on pages 4 and 5 of TELECASTING. Many thanks again for the excellent coverage of what we believe is a real pace-setting program.

Harwood Martin
Harwood Martin Advertising
Washington

Radio Repeat Plan

EDITOR, BROADCASTING:

A year ago BROADCASTING printed an article proposing that network affiliates in strong TV areas give serious thought to the possibility of rebroadcasting top radio programs during daytime hours. Since my last letter on that proposal, developments on the "TV-heeby-jeemy" fronts strongly demonstrate the need for such a plan.

The backbone of radio audience growth has always been good programming. The cost of a good radio program can more easily be amortized by means of daytime repeats than by cutting down on rates or quality of talent. Network radio is painting itself into a vulnerable corner, it can't justify the expenditure for good programs at night and it doesn't have the availabilities to rebroadcast the program during the daytime.

Network radio is being aided and abetted by the big agency groups (and the accounts, big ones, move as slowly as the big agency in discovering their plight.

Last year we had offered to act as the guinea pig for the network-independent rebroadcast plan. Chester is only 12 miles from Philadelphia. All four networks, four television stations and 13 independents serve the same general area as we at WPWA serve. A rebroadcast of four or five nighttime programs from each of the four networks would prove our contentions:

(a) The cost of big-name programs could be cut in half by getting full use of the program;
(b) The quality of the programming would result in increased product sales;
(c) Sponsors would get more results for slightly more cost, thereby providing the additional budget for TV.

This is a challenge to both agencies and networks. If it goes unanswered the sponsor will certainly provide the answer in time. It's time to boost the search in the tail feathers and have him pick his head out of the sand.

Lou Polter
President
WPWA Chester, Pa.

Says Issues Nailed

EDITOR, BROADCASTING:

Congratulations upon the editorial—"NAB's Hidden Issues"—in the April 17 issue of BROADCASTING. You certainly hit the nail on the head.

Ellic C. Lovett
Attorney
Washington, D. C.

Two Bob Elstons?

EDITOR, BROADCASTING:

Imagine my surprise when some announcers at KCMO started telling me goodbye and congratulating me on my new job. Actually, I had made no plans to leave, and was floored when they showed me an article in the April 3 BROADCASTING (page 82) that Bob Elston was appointed sports director at KIOA Des Moines. Apparently, there are two of us with identical names—I wonder if the other Bob Elston is any relation to the name just struck his fancy and he took it ?

Bob E. Elston
KCMO
Kansas City, Mo.

Hits Rate Cutting

EDITOR, BROADCASTING:

Congratulations on your editorial, "Rate Card Ravishing," in the April 10 issue of BROADCASTING. I want to join forces with you and anybody else who believes in radio enough to be able to sell it intelligently and see if we can't discourage "rate cutters" out of the industry or else get them sold on the best advertising medium. If this can't be done radio standards will drop to the bottom while TV will soar to the top. A few advertisers are spending what they can and should spend anyway, so let's hold the line and let TV build its own business without letting it have radio's plus by cutting rates.

In towns like mine without TV it seems that radio is bigger and better than ever; therefore, we should be able to sell a better job and get a better price for it....

(Continued on page 90)
Now, sir, are you ready for the next question about metals?

**QUESTION** What is our cheapest metal and what does it cost per pound - 5¢, 19¢, 75¢?

**ANSWER** Steel is our cheapest metal. And Steel is sold at an average price of less than 5¢ a pound, f.o.b. the mills, by America's more than 200 steel companies. That's why steel is so widely used.

See how Steel's average price compares with that of other metals.

Recent prices have been ranging like this:

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<tr>
<th>Metal</th>
<th>Price per Pound</th>
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<tr>
<td>Steel</td>
<td>5¢</td>
</tr>
<tr>
<td>Zinc</td>
<td>10¢</td>
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<tr>
<td>Lead</td>
<td>12¢</td>
</tr>
<tr>
<td>Tin</td>
<td>75¢</td>
</tr>
<tr>
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<td>17¢</td>
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<tr>
<td>Copper</td>
<td>19¢</td>
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<tr>
<td>Antimony</td>
<td>25¢</td>
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</table>

Steel works for EVERYONE

**AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N.Y.**
Feature of the Week

Hooper* Says:

WSJS STAYS ON TOP!

- Morning
- Afternoon
- Evening

Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

No. 1 Market
in the
South’s No. 1 State

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

WSJS
AM WINSTON-SALEM (FM)
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

WTSA Parker in front of WKBR as Granite State executives (1 to r)
Norm Bailey, program director; William Carlisle, publicity director,
and Mr. Rust exchange comments.

SOMETHING new has been added
to the broadcasting business. A
station now can have a flat tire,
be flatted down for speeding or
put up to Joe's Garage for a
grease job.

In all probability none of these
things will happen to WTSA
Brattleboro, Vt., now that it has
been anchored safe and sound at
its home base.

WTSA is the completely-
equipped station that officially
made its debut a few weeks ago
from a trailer located permanently
at its Brattleboro transmitter site.
It operates fulltime with 250 w
(Continued on page 67)

On All Accounts

A TRUE veteran of the broad-
casting business in Bromley
House, vice president and ra-
dio director of Gregory & House
Inc., a husband-wife agency part-
nership in Cleveland, Ohio.

Back in 1928 while attending
Arthur Jordan, the musical con-
servatory of Butler U. in Indian-
apolis, young House won the At-
water-Kent singing award for
Indiana and found himself behind
the microphone as chief announcer
and baritone soloist for WFBM in the
state capital. A real
Hoosier, he was born
April 27, 1908, in
Franklin, Ind.

From a June Sun-
day in 1928 until the
present time Brom-
ley has been a very
active part of the
radio industry, pro-
gressing through as-
signments ranging from program direc-
tor, program man-
ager, copy chief, an-
ouncer, and soloist
on various stations
and networks in-
cluding WLW Cin-
cinnati, WXZ Deto-
roit and the Michigan radio net-
work, and WTAM Cleveland. And
all the while Bromley House con-
tinued his musical education.

When he was program director
at WKIF Indianapolis (now
WIRE) Bromley hired as an-
nouncer a close friend and fellow
Hoosier, Bruce Beemer, now better
known as the Lone Ranger. Later
Mr. Beemer, as chief announcer of
WXYZ, returned the favor, and
hired Bromley. It was in Detroit
in 1936 that Bromley in partner-
ship with Mr. Beemer got his first
agency experience.

In 1939, while in Cleveland on
business for the agency, young
House met Honor Gregory, who
had just started in business for
herself. Very shortly thereafter
the agency partner-
ship Gregory &
House Inc., was
formed—coincident
with their marriage
vows. The agency
has progressed, and largely th-
rough Bromley's interests
and background in
radio, is very active
in radio and tele-
vision.

Included in the
radio and TV ac-
counts the agency han-
dles are The
Pilsner Brewing Co., of
Cleveland, maker of POC beer,
which uses both ra-
dio and television;
RKO Theaters of Cleveland, radio
and television—mention only a
few.

Bromley’s principal hobby con-
(Continued on page 68)
From All Points

SESAC SELLS

1. The SESAC Transcribed Library
2. The SESAC Script Service
3. The SESAC Catalog of Bridges, Moods & Themes
4. The SESAC Program Guide
5. A COMPLETE TRANSCRIPTION PROGRAM SERVICE
   FOR AS LITTLE AS $40 A MONTH! (Based on your advertising rate card)

CHEERS FROM THE NORTH!!!
CKY, Winnipeg, Manitoba, Canada
"Your library is SESACtly what a station requires for good and varied programming."

RAVES FROM THE SOUTH!!!
WNUU, Bob Jones University, Greenville, South Carolina
"Using your 'Here Comes the Band' program regularly... thank you again for the catalog of moods and themes... use it a great deal and have found it very handy."

APPLAUSE FROM THE EAST!!!
WBNX, New York, New York
"SESAC Library a valuable addition to daily programs... shows with SESAC selections have met with enthusiastic audience response."

HUZZAS FROM THE WEST!!!
KCSB, San Bernardino, California
"The night we received the Library, we went over its fine points... next day sold a sponsor... which more than pays for the transcription service for a year."

This Can Be YOU! — PROFITS and $ $ $ — Yours For The Asking!

Clip
This
Coupon
Mail
to

SESAC INC., 475 Fifth Avenue, New York 17, N.Y.
These leading radio stations vary in power, network affiliation and types of markets served. The one thing they all have in common is Good Management, which automatically means top listening values for the audience, and top advertising values for you.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

New York    Chicago
Atlanta    Detroit    Ft. Worth    Hollywood    San Francisco
## EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Rating</th>
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## MIDWEST, SOUTHWEST

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## MOUNTAIN AND WEST

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<td>Denver</td>
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<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
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<td>Portland, Ore.</td>
<td>ABC</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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*CP
Open Mike

(Continued from page 14)

Before cutting rates, I suggest checking the potential in retail sales (greater than you think), number of advertisers (also more than you think), number of advertisers with newspaper (fewer than you think), and number advertising in other media (still fewer than you think). Some are hardly advertising enough to realize it; you realize then how much you need to pound the streets, write letters, promote and work like hell. Then if you can't sell it and you're sure no one else can; close your doors and help keep others open.

Jimmy Childress
General Manager
WHCC Waynesville, N.C.

Re: Craig Barton

EDITOR, Broadcasting:

You inadvertently listed Craig Barton in Production Personnel for April 10, 1950, as "personal representative of Martha Graham Foundation in Europe." Mr. Barton is not connected with the foundation. He is Miss Graham's personal representative on the Continent for her first European tour which begins in June.

Thanks for correcting this point... Harry L. Koemigserg Publicity Director WFAA- KTV(TV) Dallas

Cites Iowa Tourney

EDITOR, Broadcasting:

I enjoyed the comments by Mr. Coy, Chairman of FCC, in the March 27 edition of BROADCASTING, concerning the Indiana state basketball tournament, and feel the Iowa cause deserves a "chair at the head table," too! The Hawkeye State basketball tournament series is under the auspices of the Iowa High School Athletic Assn... There were more than 50 individual radio stations giving play-by-play descriptions of the action from "radio row," and this figure does not include the individual stations receiving reports from "feeder" stations at courtside.

Some stations fed many stations via an intra-state network which gave Iowa listeners a complete and thorough coverage and permitted them to hear the reports through their favorite radio outlet. The quarter-finals, semi-finals, consolation and finals were filmed and subsequently televised over WOI-TV Ames, Iowa. You can see the vastness of the radio coverage which varied from the 100 w station to the 50,000 watter, to give the avid Hawkeye State fans, each minute of the red-hot basketball tournament series. All along the way in the elimination series, too, radios were giving the word picture of the fortunes of the teams starting with the sectional and continuing right on through to the state finals at Iowa City. I believe sincerely, that there is no other sporting event that can compare, in Iowa, at least, with the State High School Basketball Tournament. Regardless of whether the local team is entered or not the interest is amazing. All Iowa listens to the series, it's a real testimonial for radio, and the sponsors realize this too. The Iowa High School... WOHI Aids Fliers

TWO OHIO airmen are thanking WOHI East Liverpool for its help in guiding them safely through a recent blinding snow storm. Pilot Robert H. Mays of East Liverpool and Richard Stoddard of nearby Calcutta took off in bad weather. The storm continued, so Mr. Hays snapped on the automatic direction finder, located the WOHI beam, and brought his plane in on radio compass.

Athletic Assn. does not charge any fee for the radio stations to broadcast the tournaments, all they ask is permission to judge that the sponsors used are in good taste with their policy of high school play-by-play events. Around 100,000 fans saw the state tournament... in Iowa City, the remaining Iowans heard it.

Bad Suter
Program-Sports Director
KGIO Mason City, Iowa

The West Coast's

MOST POTENT INDEPENDENT

"Of the 83 stations used, KTRB obtained the lowest cost per inquiry for the KERR home canning booklet."

KTRB MODESTO California

860 kc 5000 watts AM 104.1 mg 16000 watts FM

ON THE AIR 20 HOURS DAILY—AM—FM

Wm. H. Bates, Jr., General Manager

Represented by

W. S. GRANT CO., INC. • SAN FRANCISCO • LOS ANGELES • CHICAGO • NEW YORK

Page 20 • May 1, 1950

BROADCASTING • Telecasting
A BROADCAST QUALITY TAPE RECORDER AT MODERATE COST

The WEBSTER ELECTRIC Ekotape Network Model

is Compact! Convenient! Efficient!

For the radio station requiring top performance from a portable unit, the Ekotape Network Model provides all of the features necessary to produce broadcast quality recordings in the field or in the studio. Large, clearly calibrated and easy to handle controls; 4½" illuminated VU meter; Cannon XL receptacles; zero level 500 ohm input and output jacks and 6 ohm monitoring jack; fast forward and rewind speeds 10 times the normal playing speed ... these are just a few of the features that make it outstanding among portable, moderate-priced tape recording units. If you haven’t already heard the Ekotape Network Model, contact your nearest dealer and arrange for a demonstration today or write direct to the Webster Electric Company, Racine, Wisconsin. Net professional price.......................... $595.00

WEBSTER ELECTRIC

Webster Electric Company, Racine, Wisconsin. Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

PERFORMANCE FEATURES:

OVERALL SIGNAL to noise ratio: Over 35 db.

NOISE LEVEL: Playback amplifier—47 dbm.

FREQUENCY RESPONSE: 80 to 6,000 cycles ± 3 db.

SPEED VARIATIONS: Less than 1/10 of 1% instantaneous variation.

TAPESPEED: 7½" per second.
"Ordinarily our agency doesn't make presentations. But in this case..."

You know how it is. When the big, important accounts are at stake, agencies will do pretty nearly anything to make an impression.

One way an agency can make a good impression is to recommend W·I·T·H in Baltimore. Because a little bit of money produces such big results on W·I·T·H.

Here's why: W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. And at such low costs!

For a full presentation about W·I·T·H, just call in your Headley-Reed man.
HORSE RACE BILL IN STRETCH

May Call Broadcasters

TALK of subpoenaing radio and TV station officials to testify on the Justice Dept.'s bill to ban interstate transmission of "gambling information" ($3358) developed last week-end as a Senate subcommittee neared the end of its second week of hearings on the measure.

The possibility was attributed to broadcasters' failure to appear voluntarily in person because they were busy with a clear-cut case. Observers felt the subcommittee members, being in a position personally to hear and witness radio-TV broadcasting of racing information in the Washington area, might want to examine the problem from the station operators' standpoint, if need be.

The subcommittee hopes to complete hearings this week.

Concurrently it was confirmed that FCC itself is surveying selected broadcasters and telecasters on their policies and procedures in broadcasting horse-race information.

Detailed questionnaires have been sent out by the Commission seeking data on time segments devoted wholly or partially to such information, specific types of information given (entries, scratches, jockeys and jockey changes, track conditions, odds, off-time, results, prices paid, pot); and average elapsed time between end of race and broadcast of results.

Wants Sponsor Data

The Commission also wants to know the sponsors of such broadcasts, the products advertised, the rates charged, the extent of station efforts to prevent illegal use of the information, and the degree of cooperation with local and state law-enforcement officers. Other information requested includes policy on interruption of continuity to give race results, source of racing information, and the nature of any complaints which may have been received.

These collateral developments came near the end of a week in which FCC Chairman Wayne Coy, appearing before the subcommittee on Monday, reiterated FCC's opposition to the Justice Dept. bill and offered the Commission's substitute proposal [Broadcasting, April 10, 17, 24].

FCC's substitute would concentrate its fire on the transmission of information on bets, odds, or prices paid in betting on sports events. These would be prohibited in interstate commerce. Justice Dept.'s far broader definition of prohibited "gambling information" would be eliminated, the hour's time lag which Justice Dept. proposed for the broadcast of horse race results would be removed, and radio and television stations would be free to carry as many races as they please.

The FCC plan also would impose a $1000 fine and/or a year's imprisonment upon each violator, whereas the Justice Dept. measure provides no criminal penalty and would leave enforcement largely to FCC.

Consider All Proposals

Sen. E. W. McFarland (D-Ar.,) chairman of the subcommittee, said the committee will consider "all propositions" but stressed it may adopt a combination of the FCC plan and the Justice Dept. bill.

Sen. Homer Capehart (R-Ind.,) a committee member, came out flatly in favor of the Commission proposal over the Justice Dept. measure, however.

"Your bill makes so much more sense, in my mind, than the Attorney General's bill, that there's just no comparison between the two," Sen. Capehart told Mr. Coy after warning he said the Justice Dept.'s bill was not satisfied that gambling activities cannot be curbed at the local and state levels, and that he felt the views of prosecuting attorneys should be subordinated.

Chairman Coy, appearing Monday, was followed at the subcommittee's next session — two days later — by James J. Carroll, St. Louis price maker and so-called "betting commissioner," who insisted that curtailing interstate transmission of gambling information would have little overall effect on the scope of gambling.

Mr. Carroll, who quotes odds on events from horse races to presidential elections, said the resolution would be to legalize gambling and thus bring it under federal regulation.

Chairman Coy, accompanied by FCC General Counsel Benedict P. Cottone and other Commission staff members, submitted to the subcommittee copies of a long-secret FCC wartime staff study of telephone and telegraph facilities used in the dissemination of racing information.

WWDC, WTUX Decisions

He also submitted copies of two decisions relating to the broadcasting of racing data. One was the Commission's WWDC Washington decision; the other was an examiner's initial decision in the pending WTUX Wilming但如果, D. C., accompanied by exceptions which were filed by the general counsel.

The WWDC decision, issued in January 1948, held that in broadcasting horse-race information "the intent or design to assist the carrying on of illegal activities must . . . be clearly evident," before it is contrary to public interest, but that program balance also is essential. The examiner's WTUX decision, issued last December, held that WTUX carried programs "with an aim of disseminating racing and curtailting its business in pari-mutuel racing, which is illegal according to the law."

Citing the bill's definitions, he added: "What type of information with respect to a sporting event can fail to 'assist' or 'facilitate' gambling activities on that sporting event?"

"The Commission," he continued, "is convinced that any enactment of such vague definitions of prohibited types of information can't be unconstitutional.

Continued on page 46

BAM PLANS
Start on Small Basis, Miller Says

THE new Broadcast Audience Measurement Inc., successor to Broadcast Audience Measurement Bureau as industry coverage service, will start out on a small basis and develop gradually, despite its million dollar capitalization, NAB President Justin Miller told Broadcasting last week.

BAM is to take over the assets, liabilities and responsibilities of BMB next month, following a May 9 vote at which the BMB board is slated to make the transfer official.

Final BMB liquidation should be completed within two months, Dr. Kenneth H. Baker, acting BMB president on loan from directorship of the NAB Research Dept., will return to NAB on a part-time basis this month. The department's operations have been carried on by C. Meryl Sullivan, assistant director, who has resigned effective May 1.

BAM incorporation papers were filed a fortnight ago in Delaware. [Broadcasting, April 24]. Its incorporators will elect directors and officers, and then appoint committee to start preliminary studies, including plans to sell stock.

First of these studies will be a review of BMB's second coverage project, which was discussed at the NAB Management Conference in Chicago. Under consideration is a plan to make non-subscriber station data more widely available. [Closed Circuit, April 24]. This would help BMB pay off its near-$1000,000 debt to NAB. At present non-subscriber data are available to subscriber stations for their own coverage areas but other parties must obtain such data through subscriber stations.

"Don't expect things too fast from BAM," Judge Miller said. "It must study the whole audience measurement and coverage problem and come up with a plan for industry consideration. BAM is not a high-pressure organization. It will start on a small basis and grow. For the time being BAM will do no actual research."

Planning Group

Preliminary work on BAM has been under direction of the NAB Audience Measurement Committee, which met during the Chicago convention. Incorporators are Henry P. Johnston, WSGN Birmingham; J. Harold Ryan, WSPD Toledo; Charles C. Caley, WMBD Peoria, Ill.; Frank M. King, WMIR Jacksonvillva, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WMRN Marion, Ohio.

May 1, 1950
NAB'S MANAGER

Ryan Faces Heavy Duties

WILLIAM B. RYAN, former general manager of KFI Los Angeles who takes over today (Monday) as NAB general manager, finds himself in the vortex of a group of problems involving the immediate future of the industry's trade association.

Though NAB has just emerged relatively unscathed from a peaceful convention, it faces a critical network situation and much of the load of meetings this summer will fall mainly on Mr. Ryan. He will have just two weeks prior to a May 15 NAB-network session to acquaint himself with the details of NAB's $500,000 budget and the complex series of industry-service functions centering at Washington headquarters.

NAB President Justin Miller told Broadcasting Thursday that Mr. Ryan will handle the budgetary and structure part of the May 15 meeting with network officials. He previously had described this meeting as an "olive branch" session in which the two industry groups will work out common problems [Broadcasting, April 24].

Meeting Lineup

While the networks will take part in the May 15 conference on the vice presidential level, President Miller will head NAB's delegation. Flanking him besides Mr. Ryan will be key executive heads who will answer any questions on particular functions. G. Emerson Markham, director of the TV Dept., will speak for NAB's video activities, for example. Television is expected to be one of the main topics, with the proposal for a TV code likely to be discussed (see code story page 50).

Judge Miller said there is no move under way to change the status of networks from associate to active membership though he personally would prefer that they be active. "I've always believed networks should be active members and be represented on the board," he said. "They made the decision to become associate members and the by-laws were amended accordingly. The right hand of fellowship is always out to them to participate on the board if they want to, but of course I do not speak for the board."

NAB department heads will meet with Judge Miller May 11 to review plans for the network meeting, which he described as "a way of working out our mutual problems and understanding each other."

Two Networks Cited

Talk persists, however, that at least two networks would like to resign from NAB because they aren't happy about the headquarters operation. The May meeting may clear the air.

If the networks resign from NAB and then pull out their owned stations as active members, the association will be plunged into a crisis with Judge Miller and Mr. Ryan in the middle. Appointment of Mr. Ryan as general manager may serve to quiet some of the network criticism.

That's the darker side of the headquarters picture as Mr. Ryan takes over the operating helm at NAB. On the brighter side is the fact that the flurry of resignations just prior to the April 1 dues increase has been stopped. On top of that, the dismal cash surplus picture that had many heads shaking a few weeks ago is looking up and NAB is hopeful it now is over the financial hump.

As an experienced station operator and former NAB board member, Mr. Ryan will be in a familiar territory when he takes over the fourth floor NAB office once occupied by the former executive vice president, A. D. Willard Jr.

He will be responsible for NAB budgetary operations and work with the Finance Committee in preparing a June budget report for the board meeting in Washington.

"Mr. Ryan will take over all this desk work I've been doing," Judge Miller said. "This will include the handling of correspondence from stations. He will have full authority to direct staff operations except those of the president and general counsel. There will be no question about his right to supervise the staff."

"NAB has never gone beyond its budget since the Portsmouth, N.H., reorganization last summer. Our budgetary problems developed a year ago when we loaned BMB $75,000 out of surplus, provided an extra $87,000 for Broadcast Advertising Bureau, encountered a series of newspaper-station resignations because of BAB and then paid substantial separation salaries to personnel affected by the Portsmouth reorganization."

Cut Inte Surplus

"Previously the association had cut into its original $350,000 cash surplus by spending about $280,000 for the present headquarters building, including cost of improvements. There is no mortgage on the building though the board gave me authority last year to negotiate a mortgage if necessary. I felt there was no need of paying interest when we could operate without carrying a loan.

"The smaller stations are actually making a larger contribution to NAB now than before the series of March resignations and income"

(Continued on page 84)

SALES NEED

Emery Points Up Challenge

AMERICA's new challenge is all-star advertising and all-star selling, asserted Carlyle Emery, vice president of Ruthrauff & Ryan, at Chicago's Radio Management Club Wednesday.

He outlined the points on each of the "Theories:" For advertising it's a universally accepted product, a copy story with an appeal to self-interest, repetition, backing up of advertising with merchandising and human or public relations. For selling—an ambitious salesman who loves his job, a convincing and complete sales story, interestingly and enthusiastically told, repetition, merchandising, and "more than a glit tongue, with closeness to people."

We must set up a selling machine, as we have a need now for advertising and merchandising such as we haven't had in 50 years or more," Mr. Emery said. "The ability to sell hasn't kept pace with our ability to make things. Consumption has been slighted in the rush for increased production."

"It's now and is going to be a knock-down, drag-out fight for the consumer's dollar, which can only go so far. The substitutes have been pulled out and the regulars are now in there working. It'll be a long time before we can sit on the sidelines again because of the heavily competitive situation."

Mr. Emery concluded by saying that advertising men who "make things happen" and "take orders for clients today and make orders for clients tomorrow" are the sparkplugs of the business.

Coca-Cola Replacement

Coca-COLA Co., through its agency, D'Arcy, New York, will sponsor Percy Faith and his orchestra as a summer replacement for the Edgar Bergen-Charlie McCarthy show, Sunday, 8-11 p.m., on CBS starting June 4.
DISCUSSING the debut of Minute Maid (frozen orange juice) on the West Coast via This Is Bing Crosby daytime series on Columbia Pacific Network, are (1 to r): Wayne Steffner, CPN sales manager; John M. Fox, president, Minute Maid Corp.; Marie S. Jones, CPN general manager; Lee Wilhelm, district manager of Bing Crosby-Minute Maid Corp., Western distributor.

COY ‘NOT AVAILABLE’

If you have a favorite, he is not available

Theoy program for that evening that Robert Montgomery, NBC exec-utive producer, called off the tele-cast, which was put on the follow-ing Monday instead [TELECASTING, April 24].

Last Monday at 4 p.m. the NABET members staged a semi-sitdown strike at ABC and NBC by stopping work to write out com plaints about their working condi tions. NBC was forced to cancel two afternoon video programs, Judy Spinlers, scheduled for 5:18-

At 2 O’CLOCK Wednesday morn ing a group of tired negotiators shook hands and announced that agreement had been reached on the major terms of a new contract between NABET and ABC, NBC and the Broadcast and Technicians to succeed the one expiring at midnight last night (April 21). The new contract, which was reached at the end of a negotiating session that had started about 7 p.m. on Monday and had continued without interruption for some 91 hours.

The new NABET contract will run for 18 months, starting today (Monday, May 1), covering the technical employees of the two networks for both radio and TV oper ations who will receive an average overall wage increase of 8%. The union had asked for a 10% wage boost at the beginning of negotia tions.

$35 Per Man Boost

New wage scale means, on the average, a wage increase of about $35 a man, it is understood, although complete details were not immediately known. The company and union attorneys at press time were busyly engaged in put ting the oral agreement into writing for the new contracts. Top engineering employees at the two networks will now average $559 a month, without overtime, it was learned.

Two other major issues, in addition to the wage demands, were dealt with by the negotiators, who included Joseph A. McDonald, ABC vice president and general counsel; Edward de la Osa, per sonnel and labor relations director for NBC; Victor T. Norton, NBC vice president for administration; George Maher, executive secretary of NABET, and Walter A. Magiolo of the Federal Mediation and Conciliation Service. These issues were seniority of NABET mem bers and interunion jurisdiction.

No details were available about the seniority issue, a complicated matter. Regarding the jurisdic tional issue, it is understood that the networks agreed that the NABET members are to be given orders only through their own supervisors and not directly by members of other unions.

The jurisdictional matter has been especially pressing in television, where program production involves members of various unions new to radio and lines of demarcation between the duties of the various studio crews are not yet clearly defined and are still being disputed among the unions themselves.

Dissatisfaction of NABET mem bers with TV studio conditions was first mentioned in action at NBC three weeks ago. At that time members of the labor relations depart ment of NBC met with and execu ting each order from the director with a painstaking literal interpretation that so disrupted re hearsals of the Lucky Strike

ABC, NBC Sign 5:30 p.m. and Howdy Doody, 5:30-6 p.m. But by that time agreement on further meetings be tween NABET and network represen tatives had been reached and the rest of the evening’s TV sched ule went on without any further difficulties. ABC’s New York TV station, WJZ-TV, is not on the air on Monday and so was not affected.

Effect on Radio

On the radio side, both networks were able to continue programming service as usual by using superv isory personnel in place of NABET members for the technical chores involved. No interruptions were reported during negotiations and none are expected now that an agreement on the new contract has been reached and the strike threat averted. Contracts cover more than 1,000 employees at the radio and TV stations owned by the two networks.

Grove Expands

GROVE LABORATORIES Inc., St. Louis (Grove and Fitch drug products), which has shared sponsorship of The Shadow, MBS, Sunday 5-5:30 p.m., with D & W Coal Corp., has obtained exclusive sponsorship rights over the entire Mutual network, beginning June 11. Harry B. Cohen, New York, is the agency handling the Grove account.

For Reappointment

Other Commissions

Nomination of Chairman Coy, however, but Comr. George E. Sterling will be the next FCC member up for reappointment. Comr. Sterling’s term expires June 30. He is a Republican from Maine, appointed simultane ously with Chairman Coy in December 1947, and is known to have the chairman’s support for reappointment.

There also have been reports that Comr. Frieda B. Hennock, the Commission’s most recent new ap pointee (1948), might leave FCC to accept appointment to a federal judgeship under the Norris to 1951. Terms of the other Commissioners expire on June 30 in successive years as follows:


May 1, 1951 • Page 25
FCC PAY RAISES

PAY RAISES for six of FCC's top staff executives—including heads of three of the four new bureaus to be established in the Commission's current staff reorganization—were approved last week by the Civil Service Commission.

The raises put the chief of the Common Carrier Bureau, already established, and the chiefs of the proposed new Broadcast and Safety & Special Services Bureau on a salary par with the General Counsel and Chief Accountant, who also received salary advances. All raises were to Grade GS-16, $11,200 to $12,000.

The Civil Service Commission failed to approve FCC's request for GS-16 ratings on two other jobs—those of the Commission's executive officer and the chief of the proposed new Field Engineering and Monitoring Bureau.

GS-16 is the lowest of three new grades authorized by Congress last year as part of the Reorganization Plan Act of 1949. The others are GS-17, carrying salaries of $12,200 to $13,000, and GS-18, which pays $14,000.

FCC had asked Civil Service to classify the Chief Engineer, General Counsel and Chief Accountant as GS-17, but the Commission trimmed the rating down to GS-16. These three are rated by Curtis B. Plummer, Benedict P. Cotton and William J. Norfolk, respectively, who have been receiving $10,500 each.

Of the three bureau chiefships rated GS-16, only one has been filled. Harold J. Cohen, former assistant general counsel, is head of the new Common Carrier Bureau and has been receiving about $10,000.

Chiefs of the new Broadcast and Safety & Special Services bureaus are to be named when those organizations are set up. Work toward the reorganization of the safety-special services functions is now in progress and, when completed,

AD COUNCIL

White, Moreau, Katz on Board

FRANK WHITE, MBS president; Charles E. Moreau, president of Moreau Publications Inc., and Joseph Katz, president of the Joseph Katz Co., last week were elected to the board of The Advertising Council, it was announced by Samuel C. Gale, chairman.

Mr. White will serve as representative of the radio industry; Mr. Moreau will represent newspapers, and Mr. Katz will represent advertising agencies.

Two directors-at-large also were elected by The Advertising Council: Frank Stanton, CBS president, and Edwin H. Friendly, vice president of The New York World-Telegram and Sun.

SECOND year of The Treasure Tune Show, heard weekly on KCBS San Francisco, is sponsored by Daisy Belle Farms, as contract is set by James Higgins (seated), dairy general manager; With Mr. Higgins are Ida Diamond (I), Gore-Diamond-Ewing Agency, and Lee Giroux, m. c. of the show.

CO-SPONSORSHIP of 13 weeks of recitals on WBIB FM (FM) New Haven Conn., by Samuel Toffa, classical pianist, is arranged by (I to r) Sidney Goldstein, president of G&G Appliance Corp., sponsor; Mr. Toffa and Sol Chain, general manager, WBIB, General Electric Supply Corp. is co-sponsor of Monday night show.

SPONSORSHIP of WBT Charlotte's Corner Store as part of spring ad campaign by Southern Appliance is completed by (I to r): Seated, John Rhinehardt, SA sales; George Mitchell, SA adv., mgr.; standing, Clyde McClain, WBT announcer; Richard W. Boettiger, Boettiger & Summers; Wallace Jorgenson, WBT sales.

PLANS for sponsorship of American Assn. baseball on WHB Kansas City, Mo., by George Muehlebach Brewing Co., are discussed by (I to r): Seated, Larry Roy, announcer for games; O. F. Bryan, p., Muehlebach; standing, C. C. Tucker, Potts-Calkins & Holden Agency; W. M. Giesecke, Muehlebach sales mgr.; Don Davis, pres., WHB.


FREDDIE C. MILLER (seated), president of the Miller Brewing Co., Milwaukee, presents Hugh Boice, manager of WEMP Milwaukee, a contract for Miller's co-sponsorship for the seventh consecutive year of Milwaukee Brewers 1950 baseball schedule. Looking on are Norman R. Klug (I), brewery vice president, and Mickey Heath, WEMP sportscaster.

IT'S smiles all around as Wade Beckman (I, front), Houston manager, Bond Clothes Inc., contracts for the Jimmie Short Show over KXYZ Houston. Onlookers are: Fred Nahas (seated), executive v. p., KXYZ; (standing, I to r) Jimmie Short, star of show; Leon Short, Tommy Short, Wayne Walker.

Jackson Taylor, a count group supervisor of Lennen & Mitchell, was elected vice president of the agency. Prior to his affiliation with Lennen & Mitchell in March, Mr. Taylor was vice president and director of McCann-Erickson, New York.

SPAC MEET

Looks at Radio-TV Plans

NBC's Stations' Planning and Advisory Committee met last week at the network's New York offices to discuss radio and television plans.

While no announcement was forthcoming, it was learned that the Tuesday sessions were devoted entirely to AM, with detailed discussion of programming and promotional plans, as well as rate structures. No definitive decisions were reached, except as to all-out promotion, with other topics to be considered at a meeting, probably this summer.

The Wednesday session was entirely given over to TV and the network's expansion plans. TV affiliation contracts, under constant study, it was reported, also came under scrutiny.

Members of the SPAC present were: Clair R. McCollough, Steinman Stations (chairman); Howard E. Pilt, WSFA Montgomery, Ala., secretary; Harold Essex, WBSB Winston-Salem, N. C.; Milton L. Greenbaum, WSAM Saginaw, Mich.; Walter J. Damm, WIBW Kansas City; Jack Harris, KFIP Houston, Tex.; Walter E. Waggstaff, KBDI Boise, Idaho; Ewing C. Kelly, KCRA Sacramento, Calif.; John M. Olter Jr., WMB-TV Atlanta; John T. Murphy, WLWT (TV) Cincinnati.

Members of the 1949 SPAC who were not re-elected were invited to attend the meeting. They were: Martin B. Campbell, WPPA Dallas; Harry Bannister, WJW Detroit; Harold C. Buehler, WJZ Baltimore; Wiley P. Harris, WJX Jackson, Miss.; Ed Yocum, KGHL Billings, Mont.

Taylor Is V. P.

JACKSON TAYLOR, an account group supervisor of Lennen & Mitchell, was elected vice president of the agency. Prior to his affiliation with Lennen & Mitchell in March, Mr. Taylor was vice president and director of McCann-Erickson, New York.
PRESIDENT TRUMAN's plan to concentrate FCC's executive and administrative functions in the Chairman encountered stormy opposition from legislators and radio executives.

The Senate Executive Expenditures Committee heard FCC Chairman Wayne Coy and Comr. E. M. Webster propose a Truman proposal, while NAB and the Federal Communications Bar Assn. joined forces with Sen. Edwin C. Johnson (D-Col.) and Sen. Ernest McFarland (D-Calif.) to attack the plan on different grounds.

Basis of the hearings was Sen. Johnson's resolutions [BROADCASTING, April 24, 17] urging rejection of the President's proposals to reorganize FCC and other independent agencies. Sessions were held Monday through Wednesday under Sen. John L. McClellan (D-Ark.) presiding.

The issue of legislative vs. executive authority over independent agencies as projected sharply into the limelight by Sen. Johnson, who charged the plan was "clearly an invasion of the legislative branch." Several hearings on Sen. William Benton (D-Conn.), and some observers felt the plan would run into stern opposition in the Senate once the Johnson resolutions are reported to the floor. Sen. McClellan declined comment but thought his group would report the resolutions early this week. The Truman proposal becomes law May 24 if the Senate fails to back Sen. Johnson's recommendations and disapprove the plan.

New Power for Chairman

The proposal, sent to Congress last March by the President, would give the FCC Chairman power to appoint and supervise most personnel employed under the Commission; to distribute business among personnel and administrative units; and to handle use and expenditure of funds. Almost simultaneously, FCC initiated its own far-reaching reorganization along functional lines [BROADCASTING, March 20, 13].

Sitting on the hearings, in addition to Sen. McClellan, were Sens. Benton, Karl Mundt (R-S.D.), Andrew F. Schoeppl (R-Kan.), Margaret Chase Smith (R-Me.), and Herbert R. O'Connor (D-Md.).

FCC Chairman Coy told the committee Tuesday that the President's plan would:

- Strengthen the entire Commission and enable Commissioners to devote more time to the clear channel case, television and other communications matters by freeing them of administrative details.
- Implement "by law" present Commission by vesting; the responsibility for day-to-day administrative matters in the Chairman.
- Strike "a nice balance between too much authority for the Chairman and too little."

Chairman Coy stated:

... The authority for such day-to-day decisions must flow from a central place. It cannot effectively flow from the Commission itself because the full-time paid personnel delay and lack of any real authority, is as broad as the Commission membership.

I feel that the responsibility placed upon the Commission is extremely great, and it takes the full energy of the Commission to work most effectively, together with the energies of a large staff, to carry out that responsibility. For that reason any time spent by the Commission on relatively unimportant activities becomes serious.

We should practically make it a fetish to relieve the Commission of any activity that does not directly make an important contribution to the public interest. The Communications Act. Only by doing that can the Commission have the time, thought and efforts needed to make the by an effective instrument of national communications policy.

Under questioning, Chairman Coy said that "generally speaking," power would be added in the next two years under the President's plan and FCC's present procedure are "the same," save for a section in the present FCC order requiring that

The Chairman report certain actions to the Commission. FCC's order, he added, doesn't give the Chairman authority to appoint personnel, while the President's proposal would give the Chairman authority to appoint personnel except heads of administrative units "subject to the approval of the Commission."

The Chairman's plan was "more restrictive" than provisions of the pending McFadden Bill, with responsibilities about the "same," but that Plan 11 "spells out" the policy-making authority of the Commission.

With respect to "arbitrary power" that might result from enactment of Plan 11, Chairman Coy told Sen. McClellan that an arbitrary couldn't get away with it," but that that would depend on the exercise of responsibilities by the Commission. "If the Commission neglects its responsibilities, he can create the kind of Commission he wants," he said.

Speaking for himself, Comr. Webster testified he was "heartily in favor" of the President's plan and said he does not view the proposal as altering "either the powers or responsibilities of the Commission form of government." He asserted:

Nor do I fear the usurping of power of the President's plan..." and the FCC policies of FCC are or can be affected in any way, and I still can minster the Communications Act with my present degree of authority if Plan 11 is favorably enacted.

Most for the Dollar

Comr. Webster stressed that the "only matter" involved in the President's plan was getting the most efficient operation for the "taxpayer's dollar" and it would "save my time as a Commissioner and get better administrative results.

He told the committee that for three years he has tried to get his fellow Commissioners to reorganize "either on the Commission (Continued on page 44)."
Radio Client List Climbs

Radio traditionally a major topic of heated conversation whenever publishers gather, was all but ignored by the 64th annual meeting of the American Newspaper Publishers Assn, held Tuesday through Thursday at the Waldorf-Astoria in New York. In the meeting rooms, broadcasting had almost no part in the agenda. In the corridors, when any medium but newspapers was mentioned, names out of 10 it was television.

Mostly, the publishers of the nation's newspapers alternated between elated cheering over the worth of space advertising and national advertisers last year, fourth consecutive record breaker which, more important, put newspapers back into first place among national media has been the reward for the first time since 1942, and wondering what to do about the narrowing margin of profit between revenue and expenses.

At the closing general session Thursday morning the ANPA members re-elected all officers for a new one-year term and re-elected for two-year terms the five directors whose terms expired this year.

The officers are: President, Edward H. Winn, S. Friendly, New York World-Telegram and Sun; vice president, Charles F. McCahill, Cleveland News (WHK-AM-FM); secretary, J. I. Stackhouse, Easton (Pa.) Express (WEEX-FM); treasurer, W. L. Fanning, Westchester County Publishers, White Plains, New York (WPAS-AM-FM).

Directors Re-elected

Directors re-elected are George C. Boggs, Atlanta Journal (WSB-AM-FM-TV); J. D. Funk, Santa Monica Evening Outlook; B. N. Hones, Fort Worth Star Telegram (WBAP-AM-FM-TV); P. L. Jackson, Portland Oregon Journal (KPOJ-AM-FM); Richard W. Scolum, Philadelphia Bulletin (WCAU-AM-FM-TV).

Directors retaining their office for another year are: Elbert M. Antrim, Chicago Tribune (WGN-AM-FM-TV); William G. Chandler, Scripps-Howard Newspapers (Scripps-Howard stations); J. S. Gray, Monroe (Mich.) News; David W. Hours, Burlington (VT) Free Press; F. I. Kerr, Hamilton (Ont., Canada) Spectator.

The cheers rang out most loudly Wednesday afternoon at the session when a $300,000-or-more-network was announced by the Corporation Bureau of Advertising of ANPA. Most of the afternoon was given over to a series of dramatized presentations of the various methods used in securing some of newspapers' new accounts, with radio making a few appearances in the unattractive role of the loser of the business.

As an example, one of the presentations dealt with Sinclair Refining Co. in 1945. The Bureau's narrator proclaimed Sinclair was spending "a million and a half in network advertising," about 10% of the budget—in newspapers, and some under $200,000 in magazines.

(Continued on page 86)
**LEGISLATION**

Radio Chances Fading

POSSIBILITY of hearings on major communications legislation this year is fading perceptibly on Capitol Hill—largely because of illness of two key figures on the House Interstate Commerce Communications subcommittee, a divergence of opinion on the merits of the various bills involving reorganization of FCC, and lack of time.

This was strongly indicated last week following an informal conference between Acting Chairman George Sadowski (D-Mich.), who is recuperating from heart illness, and Rep. A. L. Bulwinkle (D-N. C.), permanent chairman who returned to his duties following a prolonged absence.

Neither will claim jurisdiction over pending communications legislation which includes consideration of the Senate-approved McFarland Bill (S. 797) to reform FCC procedures; the Sadowski measure (HR 6949) to set up, among other things, an overall frequency allocations board, and the new Sheppard proposal (H.R. 797) to require licensing of networks.

Committee members are expected to go along with Rep. Sadowski, who, despite Chairman Robert Strauss's (D-D.) request for "action," feels there's little hope for action on this session. Rep. Sadowski told Broadcasting last week he thinks "little good can be accomplished now" by holding hearings—and that even if sessions were held, "the Senate wouldn't approve it anyway."

Little Support Seen

Rep. Bulwinkle said his health would not permit him to sit in on hearings. Rep. Dwight L. Rogers (D-Fla.), mentioned as a possible chairman, also is unavailable until May 16, it was learned.

Also indicative of the inertia for any communications action now, observers point out, is the fact that the House Interstate Commerce Committee has failed to call in testimony from the House hopper FCC's model bill, [Broadcasting, March 6], containing substantial departures from proposals advocated by Sen. Ernest F. Hollings (D-S.C.) and his measure.

Rep. Sadowski said there is virtually no support for the McFarland bill now, or for any of the FCC measures, and thought Rogers "would be waste of time."

In addition, committee members want to hear the television question threshed out after FCC completes its color TV sessions.

However, committee members will get a chance to express their views on the advisability of hearings. Rep. F. A. Hild, it was reported, will be guided by their views.

**Virginia Meet**

ANNUAL meeting of the Virginia Assn. of Broadcasters opened Monday at Tides Inn, Irvington, Va., May 25-26, according to Philip P. Allen, of WLVA Lynchburg, president.

**MAYFLOWER REPLY**

FCC last week was awaiting reply to its second Mayflower Decision "interpretation"—this one holding that WWJ Detroit erred in refusing UAW-CIO's request for time to discuss the Chrysler strike merely because Chrysler would not accept time to reply.

Almost a week after the Commission publicly released copies of its interpretation—in the form of a letter to WWJ—station officials said they still had not received either the original or a copy from the Commission.

FCC's letter, as released in Washington, came on the heels of one to WLIB New York asserting that "error" (if "erroneously interpreted") the Mayflower Decision in carrying pro-Fair Employment Practices Commission editorials without affirmatively undertaking to seek out and present opposing viewpoints [Broadcasting, April 17].

The letter to WWJ asked the station to "renew your action in this case and provide the Commission with a further statement regarding it."

The one to WLIB, dated April 12, asked for a statement of policy "of the station" since WLIB has not filed its reply, but is expected to do so shortly.

**Chrysler Refused**

The WWJ issue stemmed from UAW's request for time in which to discuss the strike in progress at the Chrysler Corp. Chrysler refused to accept time in which to reply.

WWJ's General Manager Harry Bannister told FCC later, when UAW complained, that after a "great deal of soul-searching" WWJ officials notified the union that station policy would be to make available without charge at least one hour of Class A time weekly for "joint" use by both sides [Broadcasting, Feb. 6].

"Obviously," Mr. Bannister said in notifying the union of WWJ's position, "the public interest will not be served by any further action which supports either party to the detriment of the other party. However, any use of WWJ's facilities which does not completely and meticulously ensure in advance that neither party will make greater or more effective use of WWJ's facilities must serve, in effect, to make WWJ a partisan."

**Letter to WWJ**

In its letter to WWJ, the Commission said "it appears that your action in this case is not in accord with the principles enunciated" in the Mayflower Decision on station editorializing, and cited the following passage from the 15-page decision:

... where the licensee has determined that the subject is of sufficient importance to receive broadcast attention over a week of time, we would observe it in the public interest for spokesmen for one of the opposing points of view to have a veto power over the entire presentation by refusing to broadcast its position."

Fairness in such circumstances might require no more than that the licensee make a reasonable effort to secure responsible presentation of the particular position next. If it fails in this effort, to continue to make available its facilities to the opposing spokesmen and then assert that, after the original programs are broadcast, they then decide to avail themselves of an opportunity to present their contrary opinion.

FCC's letter told WWJ that "since the issues in the Chrysler strike are admittedly of public importance, and on the basis of the information before us, it seems clear that the policy of the station in connection with this matter is contrary to the above-stated principles set forth in the aforementioned decision of the Commission."

**RADIO OUTPUT**

PRODUCTION of home and auto radio sets as well as auto FM circuits continued the mounting pace of the late months of 1949 during the first quarter of 1950, according to Radio Mfrs. Assn.

TV production again set an all-time record, while auto radio stations reached a March average of more than 115,000 sets a week. This does not include non-member production, RMA presenting about four-fifths of the industry TV total.

More than a half-million TV sets were produced in March, a five-week month, bringing the total for the first quarter to 1,227,930 receivers. The March TV total was 622,277 sets, compared to 367,005 sets in February and 287,408 in January.

Production of home radio sets totaled 724,691 in March, compared to 529,254 in February and 470,715 in January. Output of auto sets totaled 235,673 in March, 221,130 in February and 189,480 in January, a total of 666,292 during the quarter.

Total Set Output

Total output of all sets was 1,505,641 in March, 1,117,488 in February and 995,788 in January, a quarterly total of 3,618,802 radio and TV sets.

The FM picture continued to brighten, with 408,361 radio and TV sets carrying FM-band tuners produced in the first quarter. Of these, 273,322 were sets (FM-AM or FM-only) and 134,029 were TV sets tuned the FM band.

In March 57,602 of the 625,277 TV sets produced carried FM. RMA members had FM-band tuners, with 98,141 FM-AM or FM-only sets, a total of 156,743 FM receivers.

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NEW RESEARCH PLAN

Told by Rogan Jones

PLANS for extension of a new radio research technique to hundreds of cities throughout the country were revealed last Tuesday by Rogan Jones, president of KVOS Bellingham and KBQW Wenatchee, in his address to the Seattle Advertising and Sales Club on "Radio Research That Is Paying Off." Mr. Jones was the keynote speaker at the Radio Day Awards in the Ad Club's third annual advertising competition (see awards story page 44).

On the basis of what he called "plot-plant" research in Washington and Oregon cities, Mr. Jones predicted that nationwide application of the research technique, based on Advertising Research Bureau Inc. studies, on a continuing basis would show:

- Measured by a dollar's worth of results for every $1 invested in newspaper advertising, radio produces $1.40 in sales per dollar invested.
- Two dollars invested equally in newspaper and radio advertising produce $5 in results.

Satisfaction Noted

On the basis of results in tests to date, Mr. Jones asserted: "In no case has an advertiser been unimpressed by the results, or anything but satisfied with the objectivity and reliability of the independent and professional research methods and techniques used." The testing method was developed in conjunction with Joseph B. Ward, independent professional market researcher of Seattle. Four tests have been completed in Bellingham, two in Wenatchee, two in Spokane, two in Portland, Ore., and two in Missoula, Mont., and Mr. Jones disclosed that eight more are in progress in four other Montana towns.

Each test, he said, measures comparison of traffic resulting from radio and newspaper advertising; the percentage of that traffic which buys merchandise; and how much merchandise is bought by each type of customer.

The first test, conducted in Bellingham, showed $1.40 in results per dollar invested in radio, as compared with $1 return for newspapers; and two dollars spent equally in the two media produced $2.60 in results.

Pattern Maintained

This pattern has been maintained, Mr. Jones reported, in all five towns where studies have been completed thus far, involving 11 different stores with 9 different types of merchandise. He added:

"In big towns and little towns; with stations having networks and those having none; in stations with power of 250, 1000, 5000 and 10,000 watts; in old established, top-flight stations and in new and struggling stations—under all circumstances we have encountered—radio has outproduced newspapers. And both radio and newspaper together have usually pulled more than newspaper alone. The pattern of the first test has been slightly bettered in terms of traffic.

RECEIVING awards presented by the Seattle Advertising and Sales Club is this happy group—winners in the club's third annual advertising competition. Winners are congratulated by Bill Hubbach, KOMO Seattle account executive and chairman, Radio Day, and Thomas H. Sheehan, advertising manager, Sicks' Seattle Brewing Co., and president of the club. L to r are Tom Herbert, Seattle Chamber of Commerce; Eleanor Bell, Seattle Post-Intelligencer; Jim Miller, Western Agency; Mr. Hubbach; Mr. Sheehan; Lucille Fuller, Taskett Advertising Agency; H. O. Stone, Pacific National Advertising Agency, and George Dean, KOMO.

SLOAN AWARDS

Cite 7 for Safety Campaigns

FOUR advertisers, three stations and Mutual-Dom Lee Network last week were given the Alfred P. Sloan Radio Awards for Highway Safety in 1949 by the National Safety Council, Chicago. The awards, presented annually by the Alfred P. Sloan Foundation for distinguished public service to highway safety through radio and television, were given for commercial and sustaining activities in four categories—national or regional networks, TV, regional or clear channel stations and local radio stations.

Advertisers and subjects of citations were: Lever Bros., New York, for devoting three network productions of Big Town to traffic safety, and for special messages during the year; Pure Oil Co., Chicago, for "its effective use of TV" through the cartoon show, Little Otto, on WBKB (TV) Chicago; The New Ulster, Des Moines, Iowa, clothing store, for an original children's safety show, Hey, Bob on KRNT Des Moines, and the Dayton Coca-Cola Bottling Co., for bringing safety continuously to the attention of the average pedestrian and driver through the local show, Men on the Street, via WING Dayton.

Mutual-Dom Lee Broadcasting System, Los Angeles, was commended for its sustaining network activities and for encouraging member stations to support safety.

WMAR-TV Named

Only video station cited in the TV class was WMAR-TV Baltimore, for devoting "an exceptional amount of time and energy to developing an effective week-by-week safety program," as well as for special safety messages. The two radio stations—KOIN Portland, Ore., and WFLI Philadelphia—earned top mention in the regional and clear channel group and local classification, respectively. KOIN had "an outstanding year-round program of safety activities, highlighted by production and distribution of 92 15-minute programs to a 17-station network." WFLI was chosen for its local sustaining activities, with its "unique" community-wide Silly Willy safety drive.

Sned H. Dearborn, president of the National Safety Council, headed the judging committee, which included Harold P. Jackson, past chairman of the National Committee for Traffic Safety; Mrs. J. Blair Buc, president, General Federation of Women's Clubs; Earl T. Newbury, Oregon secretary of state and president of the American Assn. of Motor Vehicle Administrators; Dr. Kenneth G. Bartlett, dean of the University College at the National Workshop, Syracuse, and George Jennings, director of radio for the Chicago Board of Education, and president of the Assn. for Education by Radio.
Research Proves Summertime Radio
As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the “good” months of the year . . . that “business always falls off in the summer anyway” . . . that “big-time network shows get replaced” . . . that “people just don’t listen to the radio in hot summer months.” Reasoning is that radios are restricted to living rooms. This premise is not true!

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they’re practically “standard equipment” in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and “two-weeks-with-pay.”

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

<table>
<thead>
<tr>
<th>Length of Trip</th>
<th>Percentage Who Tune In Their Car Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEN</td>
</tr>
<tr>
<td>Between 1 and 5 miles</td>
<td>33.8%</td>
</tr>
<tr>
<td>Between 6 and 25 miles</td>
<td>53.0%</td>
</tr>
<tr>
<td>Between 26 and 50 miles</td>
<td>68.3%</td>
</tr>
<tr>
<td>Between 51 and 100 miles</td>
<td>69.1%</td>
</tr>
<tr>
<td>More than 100 miles</td>
<td>80.5%</td>
</tr>
</tbody>
</table>

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located outside the home and outside the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the daytime in metropolitan homes during July and August, than in the peak daytime month of February. Evening figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is not that there is less listening, but that at least an equal amount of listening takes place, with a lot of it in non-surveyable locations!

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and suntan lotions get a part of this billion-dollar spending but even more is spent on such year-round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to what to buy, what brand to buy and where to buy their September purchases. There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ."

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

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

WHO
Des Moines . . . 50,000 Watts
Col. B. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Sibley's Salesman

By LOUISE WILSON
RADIO DIRECTOR
SIBLEY, LINDSAY & CURR CO.
ROCHESTER, N.Y.

SIBLEY, LINDSAY & CURR Co. of Rochester, N.Y., largest department store between New York and Cleveland, has renewed its 52-week "Tower Clock Time" program on WHAM Rochester, for the 19th consecutive year. Likewise, Sibley's has proudly framed the third consecutive first prize program award won by "Tower Clock Time" in the annual NRDGA contests.

Program awards and sales effectiveness don't necessarily go together. But in this case Sibley's and WHAM have a story which has illustrated over a long period of time the potency of radio as a salesman and goodwill builder. We think any program that can get continuous sponsorship by the same advertiser on the same station for 18 years must obviously have something to recommend it besides old age.

"Tower Clock Time" is broadcast on WHAM five times weekly, Monday through Friday, from 9:45 to 10 a.m. It is a show of chatter and music—with a deceivingly flexible format. But though the format changes even from day to day, the objectives are clear-cut and do not change. These objectives are:

- To advertise merchandise which will interest the large rural audience reached by WHAM's 50 kw and prestige. We know we have a large city and metropolian audience, but sales-wise, we're especially interested in reaching, by this particular medium, the people in 8 to 12 outlying counties.
- To stimulate interest in Sibley's mail-order publication, "Tower Topics."
- To acquaint listeners with the various Sibley services, including Personal Shopper, Bridal Consultant, etc.
- To dramatize and bring to life the various trade names and labels associated with FOR one of Tower Clock Time's special weekly interviews, Miss Wilson (r) talks with Mrs. Eleanor Roosevelt.

Sibley merchandise.
- To advertise strong departments in important selling seasons.
- To keep listeners informed of new merchandise and timely events which tie in with merchandise.
- To attract and attempt to sustain the interest of as large an audience as possible by constantly introducing new ideas and forms.

Since its inception way back in 1932, the program has changed format hundreds of times. In fact, right now we consider part of the success of the program to be due to the fact that it has no specific format. It must vary from day to day to try to capture the imagination of the listeners. They must never quite know what to expect! However, they DO know that there will be the three stand-bys on the program: Louise Wilson, commentator and store's radio director; Syl Novelli, popular pianist, and George Haefner, WHAM staff announcer.

Weekly Features

They know, too, that they can expect at least one guest a week, and that the skits—which are very frequent—and other devices used to dress up the commercials, will be acted by professionals.

The professional touch of paid actors helps to make the commercials believable and convincing. The method employed is determined by merchandise to be advertised. It is never straight selling copy. It is dramatized with talent, sound effects, musical backgrounds, and special effects. It is intended to be informal and friendly. Two musical selections, as solos, are included, although this, too, varies from day to day. It may feature a medley of tunes from a current Broadway production, or it may have three or four shorter solos.

Radio Brings Prizes And Profits

Skins and dramatisations, musical commercials, novelty interviews, etc., are constantly employed to intrigue and capture the interest of the listeners, with the inspiration for the various items coming from the merchandise itself! Special seasons, holidays, public events and the like, are also tied into the handles on which we hang our commercials.

To a surprisingly high degree, all the objectives of the program are being met in a very positive manner. We sell merchandise—all of it—and we acquaint people with Sibley's services.

In all advertising of certain departments, exceptionally good results with fortunate regularity. For example, in response to a plug for the "Vogue Pattern Book," the buyer reported an immediate sell-out. The buyer of "Daytime Dresses" reported that 100 pieces of merchandise in stock at the time of one morning broadcast, $5 were sold by noon of the same day, and the out-of-town shoppers not yet heard from. For the same department, a seven-minute skit on bemberg sheers sold $1,114 (100 bembergs at $8.95 and 20 at $10.95).

Aids Book Sale

After we interviewed a local author about his new book, 50 orders were taken on the phone and for many days afterward average of 15 copies per day were sold.

After another air interview with an author, Sylvia Dee, regarding her book, "And Never Been Kissed," the biggest autographing party in the store's history was held. Dozens and dozens of her books were sold and reorders sent in several times. In all these cases, radio was the only form of advertising used.

Frequently, however, we use the radio program to cooperate in a promotion with the store's newspaper advertising, window displays, and interior displays. When all these media combine forces, traffic and...

REGULAR meetings with the merchandiser managers and directors with store personnel are required in preparing each script of the award-winning "Tower Clock Time."

TOP PHOTO: Miss Wilson receives the NRDGA award certificate from Julian Loewenguth, Sibley's publicity director.

SECOND PHOTO: Information on the Daytime Dresses Dept. is gathered for script material by Mrs. May Seeks.

THIRD PHOTO: Scouting around the store looking for seasonal merchandise to include on the program, Miss Wilson steps in the children's department.

BOTTOM PHOTO: One of the program scripts is checked by Mrs. Wilson with Ed Durgove, a buyer.
sales have been simply terrific. But when radio stands alone, we can always notice the results on traffic, and definite sales invariably result.

Aside from sales, considerable goodwill has resulted from the Tower Clock Time broadcasts. Following the dramatic program presented on Thanksgiving Day, stressing the sending of CARE packages overseas, phone calls and personal messages poured into the store and into WHAM.

In response to a Fashion Quizdown series (once a week for six weeks), an audience participation show, many of the listeners came in to the store following the broadcasts to buy fashion merchandise mentioned on the program. They were particularly enthusiastic and eloquent. One buyer remarked after a sale to a listener-customer, "If this doesn't build goodwill for Sibley's, I don't know what can."

School Recommends

Tower Clock Time is considered important enough by Wells College (10 miles from Rochester) to be "recommended listening for dramatic and radio classes." The program is also required for special classes in our local Board of Education.

If Hooper ratings still mean anything—and I sometimes wonder, considering how badly they are misused and misinterpreted—these facts are somewhat important: In a city of six radio stations, Tower Clock Time on WHAM claims 28.4% of audience. The program's rating equals the incidental segment of the national Breakfast Club, and beats all other local competition by 50%.

Tower Clock Time is merchandised and directly beamed for the out-of-town customer. We use the<br>space to cover the city and surrounding towns. While the radio program does sell to our local city folk, its main objective is to sell the out-of-towner by mail and phone. Only merchandise suitable to be salable in this way is accepted. We've been able to sell everything from pins to pianos, pianos, sight unseen.

How It's Done

How are the programs planned and written?

Sibley's does not use an agency. Sibley's is unusual in that it favors a similar special setup for radio as it does for newspaper advertising. In too many stores, we feel, radio is treated as a step-child of the advertising department, and anyone with a free moment or a ready typewriter is allotted the job of preparing radio copy. Sibley's, on the other hand, has completely separate staffs for advertising and radio. This one fact, perhaps more than any other, is responsible for whatever success the program has enjoyed.

The radio director and staff are housed in the store-owned office building. The office is close enough to the store to allow the staff to get into the store in a few minutes to see the merchandise, to hear about it from the buyers, and to observe customers' reactions. And yet the office is physically apart from both the store and the station.

Programs are planned with the merchandise managers and buyers in weekly or semi-monthly meetings. The radio office is no ivory tower to which merchandise is brought by buyers or stock girls. The commentator writes three of the Sibley programs with two freelance writers preparing one each weekly. Anyone writing copy for the program must go into the store and get the story first-hand. In addition, when possible, the commentator tests and tests the merchandise before advertising it.

Programs are planned, written, edited, and typied, then distributed for approval of merchandise managers and buyers. A complete copy is distributed to departments for information of sales people. Every department throughout the store receives mimeographed copies of advertised merchandise every day. In this way, a customer buying an umbrella may ask, and be intelligently informed by the umbrella salesmen, where the jar of face cream advertised that morning may be found, and its price and brand name. This saves confusion and makes for additional sales.

Sign Copy

Sign copy is prepared for each item advertised, okayed by the buyer, sent to Sign Shop, produced, and then displayed in the department concerned on the day the merchandise was advertised on the air. A customer coming into the department may find it immediately. Or a customer who has not heard the broadcast is automatically attracted to it because of the effective sign. This makes for "plus" sales.

Although the store gives the radio director a budget for talent, the entire amount of money (not including salaries of the radio staff) spent on radio is just 5% of the store's publicity budget. Small as it sounds, it is considered adequate by the store and likely will not be increased until such time as television is added as a regular feature to the store's promotion schedule.

Winning awards is good. Selling merchandise is even better. We're happy that Tower Clock Time has been able to enjoy doing both over WHAM for so long.

Herman Lebow

HERMAN LEBOW, 60, vice president of Sterling Advertising Agency, New York, died April 21 at his home in New York. Mr. Lebow had been with Sterling since 1934 in executive capacities and he was also a prominent fashion authority having studied fashion art in Paris in his youth. Surviving are his wife and a son.
Budget problem in the rich Virginia market? Take it easy, because WRVA makes it so easy for you.

You can write your own ticket on this 50,000-watt station because WRVA takes that extra step! Now, for little more than the cost of an announcement, you may participate in well-established, well-promoted and well-merchandised programs ... all the benefits of top-notch programming and personalities ... at a fraction of the normal cost.

This new plan is as flexible as Gertie's garter and one of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE
Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features "CBS network commercial stars on a local basis. " (Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.).

GRADY COLE TIME
Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N. C.)

CALLING ALL COOKS
Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE
Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.
FCC, We Agree—But
LIKE FCC Chairman Coy, we find ourselves in an anomalous position over the anti-gambling movement now on foot.

Testifying against a Justice Dept. bill (S3388) which he felt would give the FCC too much authority, Chairman Coy conceded that the Commission’s "reluctance to accept broad delegations of authority" is not in keeping with "the role that is commonly expected of a bureaucrat."

Our own anomaly is that, examining FCC’s subcommittee reports for once in agreement with the Commission—at least up to a point. Certainly we agree the Commission’s bill is better than the Justice Dept’s.

The Justice Dept. would forbid interstate transmissions (broadcast, telecast, or otherwise) of "gambling information" and would define "gambling information" so broadly that FCC rightly thinks no line could be drawn squarely between that and legitimate news. A 24th Amendment to the Bill’s Approved point. It would simply ban interstate transmission of data on bets, betting odds, and prices paid. Broadcasters and telecasters would be free to carry as many races as they please, and to announce with no delay. Radio and newspapers would have equal footing.

We fear, however, that we cannot make our anomaly complete by going all the way with the Commerce. This would be the prime concern, pari-mutuel betting is legal in a number of states. Fans in those states would seem to have a legitimate interest in observing the races whether they are at the tracks or in their homes. Further, as Sen. McFarland observed, non-bettors have a sincere interest in the odds and prices on major events, such as the Kentucky Derby, the World Series, or a world’s championship fight.

The answer, it seems to us, is more diligent enforcement of anti-gambling laws at the state and local levels. The Congress certainly should think long and hard before it acts. In no event should it act until it has conducted a searching overall investigation and found that the menace cannot be curbed without federal action of the severity and scope now proposed.

WaveCargo
THE DECISION of most New York television stations to install their transmission facilities in a common location unquestionably the best in Manhattan, points up an important variation between radio and television.

Unlike the wide differences in power and frequency—and hence signal coverage—that prevail among AM stations in any multiple station city, VHF television stations cover about the same ground. It is to the advantage of all within any community to select the best site for transmission and use it jointly.

Competition among stations is then pretty much confined to programming, a very healthy circumstance. No television station in a multiple station area can hope to attract audiences on the basis of signal strength alone.

There is bound to ensue an invigoration of creative program thinking. In television, audience size will not be determined so much by the power of waves as by the cargo the waves carry.

Our Respects To—
SARKES TARBZIAN
ASSOCIATES of Sarkes Tarzian, electronic engineer, manufacturer and station operator, describe him as a man who “is going places.” He is the enterprising Philadelphian who became an adopted “Hoonzer” and who, in six years, hurled the electronic rungs of the success ladder to become a leader in his field.

Today, Mr. Tarzian and his wife, Mary, head up a million-dollar television manufacturing corporation—Sarkes Tarzian Inc., a young giant in the TV tuner, rectifier and tube producing industry, employing more than 1,200 persons in three cities with a payroll that exceeds $2 million annually.

In addition, they own and operate WTTW, Bloomington, Ind., a 5 kw regional AM station serving Southern Indiana, and its sister, WTVX (TV) “Indiana’s second television station.”

Mr. Tarzian also is known in the electronic engineering world as a man with creative and inventive ability. His most enterprising work in the broadcasting field is his high fidelity and high frequency method of AM transmission, called HIFAM. A fortnight ago, the FCC approved license renewal of his experimental HIFAM station, K522AP, Bloomington, Ind., which first went into operation in 1946.

Sarkes Tarzian was born in Philadelphia Oct. 5, 1901. He attended public schools in the Quaker City, being graduated from the North East High School in 1920 as class valedictorian. He was also a Simon-Muir scholarship to the U. of Pennsylvania where he obtained his B. S. in Electrical Engineering in 1924.

Equipped with classroom knowledge, Mr. Tarzian put his know-how to work in the practical phases of electronics. He joined the Atwater Kent Corp. as design and development engineer.

At the Kent firm, Mr. Tarzian helped perfect the gang turning condenser now in universal use. He also developed the all-metal radio cabinet that was used by the company exclusively and which reduced the cost of radio sets to the public.

In recognition of his keen approach to the radio industry technique, Atwater Kent in 1936 awarded the young engineer a graduate fellowship at his alma mater. A year later, he rejoined the corporation with an M. S. in Electrical Engineering and further knowledge in the field which was to become his life’s labor.

By 1932, Mr. Tarzian’s craftsmanship had earned him the post of chief design and development engineer with the firm. Four years later, he was at RCA in the role of chief engineer of the company’s subsidiary in Buenos.

Continued on page 38

Page 36 • May 1, 1950

MILDRED "TRIPLE-THREAT" CARLSON

carries your message into thousands of New England homes via

WBZ

50,000 WATTS
NBC AFFILIATE

WEBSTINGHOUSE RADIO STATIONS INC

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

May 1, 1950 • Page 37
Aires. In South America, Mr. Tarzian supervised production of a full range of RCA receivers, transmitters, phonographs, recorders, radio components, disc and film recordings. In 1938 he was in Europe serving as consulting engineer to various continental firms engaged in radio set manufacture.

When 39 years old, Mr. Tarzian became chief engineer of RCA's then (1940) newly-opened plant at Bloomington. Lending his talent to the effort, he saw the plant swing into rapid production. A record 1.1 million receivers were turned out in 1941.

As the war changed living in the U. S. and also the nation's industry, Mr. Tarzian became a top technical consultant for RCA on such secret and highly important projects as the proximity (VT) fuse.

In June 1944 Sarker Tarzian struck off on his own as consulting engineer. To supplement this, he started, with his wife, a Philadelphia-educated specialist in international technical and business matters, in his battle in the manufacturing world.

The industrial career ushered in numerous problems. At the outset, the Tarzians had $40,000 capital, a rented building, and his 20 years of experience as an engineer in the radio electronics field.

In the ensuing years, production figures tripled and quadrupled as the demand for Tarzian-patented and produced parts grew. It is now estimated by his firm that 85% of the television industry uses the tuner, basic patents for which were taken out by Mr. Tarzian and now are owned by Tarzian Inc. His

**LAWRENCE DEFENDS RADIO**

**WCP Manager Answers Evangelist's Attack**

CANCELLING out a usually heard sustaining news program, Craig Lawrence, general manager of WCP Boston, spoke in defense of radio April 18 after Evangelist Billy Graham attacked "certain types of radio programs" as "one of the strongest contributory factors to delinquency, immorality, gangsterism and juvenile waywardness."

In his five-minute stand on behalf of Boston radio, specifically, and American radio, in general, Mr. Lawrence said that the attack on radio programs has become the "old faithful" standby of anyone seeking publicity in the newspapers. "It always gets space. It's sure fire," he said.

"Now, I have only the highest regard for the evangelistic work which Billy Graham is doing. . . . However, when he provides newspaper fodder critical of radio, I feel that a reply is necessary. Who is naive enough to say that radio programs, or newspapers, or preaching, or anything cannot be improved? Not me! I've seen too many improvements in the past 20 years. On the other hand, I also know from first-hand experience of the vigilance over program content exerted by the radio industry. By internal guidance, instead of external control, we have made it the cleanest form of family entertainment and mass entertainment that there is," he said.

"Too many critics use the term 'crime programs' far too loosely," Mr. Lawrence said. "In the various Kolonial plans in Bloomington and took two years to assemble. Even the TV antenna was locally constructed.

Bloomington is a city of 20,000, the home of Indiana U., and is known as the "Limestone Capital of the World." WTTV is the first commercial TV station operating in a community of this size. It telecasts 12 hours per week and plans to expand its programs as soon as more network shows become available via microwave relays now being installed. Station is affiliated with DuMont, ABC, CBS and NBC. WTTV made its debut in March 1949: WTTV appeared on the Bloomington scene in November of the same year.

Six Busy Years

In this span of a busy six years, life has changed little for Mr. Tarzian since his initial and continuing success. Together with his wife, a 4-year-old son and 2-year-old daughter, he lives in the modest white bungalow he purchased five years ago in Bloomington.

Mr. Tarzian, who takes time out when he can to play a few holes of golf, is considered one of the rooted Indianan despite his Eastern background and interests. He is...
SINDLINGER

Leaves Measurement Field

STATUS of a $25 million court action against A. C. Nielsen Co. and C. E. Hooper Inc. by Sindingler & Co., Philadelphia, operator of Radio [BROADCASTING, April 3] remained in doubt last week following withdrawal by the latter audience measurement firm from the radio audience analyses field.

The firm closed its Philadelphia offices and suspended business on April 21. Albert E. Sindingler, president of the firm, said he had advised the telephone company to disconnect its Radox lines which were sampling 342 homes owning 542 radio and 132 TV sets.

Mr. Sindingler said, "This ends our endeavor to provide an accurate, instantaneous, economical radio-TV audience measurement system with an adequate sample that proves facts within a matter of hours."

The firm's damage suit filed in a U.S. District Court, Eastern Pennsylvania, last month against the Nielsen and Hooper organizations charged them with "malignous and unlawful interference" with Sindingler's business rights, and accused the other company of an illegal filing of patent applications.

The Radox system of measuring the radio and TV audience was introduced by Mr. Sindingler in September 1948 [BROADCASTING, Sept. 6, 1948]. Financing of the company was completed with a group of Chicago businessmen seven months later following lengthy negotiations [BROADCASTING, April 25, 1949].

KWK-FM CEASES

After Four Years on Air

KWK St. Louis notified FCC last week that it was giving up its FM adjunct, after nearly four years of operation.

Ray E. Dady, vice president and station director of KWK and KWK-FM, wrote the Commission: "Despite almost four years of effort to provide good FM service in the St. Louis area, it is our considered opinion that public acceptance of this medium is too limited today to show too little promise of improvement to justify the continuation of FM broadcasting."

He returned KWK-FM's license, saying the station ceased operations at sign-off at 10 p.m. April 22.

The action of KWK in closing its FM station came on the heels of similar moves terminating operations of WTMJ-FM Milwaukee, the first FM station west of the Alleghenies [BROADCASTING, April 5], and (FM) Charlotte, N. C., the first in the Southeast [BROADCASTING, April 10].

KWK is licensed to Thomas Patrick Inc. partially owned by the St. Louis Globe-Democrat. Its FM station was founded in 1946.

Milestones

- George Biggar, director of the WLS National Barn Dance for WLS Chicago, has celebrated 26 years of broadcasting. He first joined WLS May 1, 1924, and since that time has worked in various executive capacities at WPAA Dallas, WSB Atlanta, KMBC Kansas City, WLW Cincinnati, WIBC Indianapolis and KCRG Cedar Rapids.
- WRAK Inc., Williamsport, Pa., celebrated its 20th anniversary during Easter week.
- An all day party, with salutes from NBC on various network shows, helped WFOR Hattiesburg, Miss., celebrate its 25th anniversary. WFOR originated as WDBT, a 10 w station, April 6, 1925.

HITS HUTCHINS

Allen Protests Radio Attack

DENUNCIATION of U. S. radio by Chancellor Robert M. Hutchins, U. of Chicago, writing in the British Broadcasting System Quarterly, was described by Gordon Allen, general manager of WGEZ Beloit, Wis., as one "of the best examples of biased reporting" he had ever encountered.

Chancellor Hutchins had predicted American listeners would rise in protest and throw their radio sets into the street.

Many broadcasters informed Broadcasting they had received reprints of Hutchins article in plain envelope bearing Chicago postmark.

Commenting on the Hutchins claim there has been no radio industry change in 15 years, Mr. Allen observes the number of sets has tripled along with the number of stations in that time, with commercial broadcasting selling billions of dollars in goods and giving many billions in free time and free advertising impressions to public service projects.

Mr. Allen criticized Dr. Hutchins for the academic approach to world problems, with failure to study the two billion people who live outside the academic laboratory. Referring to criticism of radio and TV programs as "epitomes of vulgarity," as cited by Dr. Hutchins, he recalls the vulgarities of Shakespeare which the U. of Chicago describes as the "expression of his time."

He added that "radio believes the people know what they want when they listen to belly laughs, music, biased news escapism from troubled thoughts."

Many broadcasters "are far ahead of the psychologist in applying mass psychology," Mr. Allen suggested. "Give radio a little time—educators have had centuries.

We deal daily with people who are our bread and butter. We answer their demands as best we can. Apparently our efforts are successful."
In New York, New Jersey, Connecticut and Western Pennsylvania

**WNBC delivers twice as many markets as the largest newspaper**

Your advertising message on WNBC, New York, delivers 25% or more of all the families in 64 cities of 10,000 population or over.

Your advertisement in the largest newspaper in this area delivers 25% or more of all the families in 33 cities.

Even more important to the advertiser who wants to *saturate* as many cities as possible: WNBC delivers larger audiences in 58 of the 64 cities in daytime and 62 of the 64 at night.

If your merchandising plans call for advertising that penetrates the largest number of markets at the lowest cost, your plans should include WNBC, America’s Number One Station in America’s Number One Market.
For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

**Table: WNBC Penetration and Area's Largest Newspaper's Penetration**

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<tr>
<th>City</th>
<th>WNBC Penetration**</th>
<th>Area's Largest† Newspaper's Penetration</th>
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<td>% Daytime</td>
<td>% Evening</td>
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<tr>
<td>Connecticut</td>
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<td>Bridgeport</td>
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<td>Atlantic City</td>
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<td>75</td>
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<tr>
<td>East Orange</td>
<td>54</td>
<td>71</td>
</tr>
</tbody>
</table>

*Less than 1 percent.

**Source:** EMB Study No. 5 March 1949. Percentage of total families in city listening to WNBC.

†Source: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

**INFORMATION AVAILABLE ON:**

- New York, New Jersey, Conn. and W. Pennsylvania  **WNBC**, New York
- Illinois, So. Wisconsin and No. Indiana  **WMAG**, Chicago
- Northern Ohio and N. W. Pennsylvania  **WTAM**, Cleveland
- Washington, D. C., Maryland and No. Virginia  **WRC**, Washington
- No. California  **KNBC**, San Francisco
- Colorado, Wyoming, W. Kansas and W. Nebraska  **KOA**, Denver
- Eastern New York and Western New England  **WOY**, Schenectady
Truman FCC Plan
(Continued from page 27)
level or staff level or both" but was unsuccessful.

"It was only when we were faced with the threat of legislative action to reorganize us that the Commission finally began to move," he added.

Several "situations" confront the Commission today, Comr. Webster continued, including serious budget problems, the growing complexity of national and international affairs, and changing U. S. social and political values which could affect overall radio and TV program standards. On the latter point, he asserted:

"The problem of this Commission's responsibilities in regard to such questions as overall program standards for radio and television are as acute as any that we have before us. Do we not have some obligation to see that we are organized to consider such problems in such a manner that will be efficient, informed and timely?"

Power 'Freeze' Feared

Sen. Schoeppel said he was fearful lest, under the President's plan, power be "frozen" in a chairman appointed by the President. Comr. Webster said that "if any chairman dominates, he'll do it and no law can stop it." He conceded he'd heard that FCC has had "dominating chairmen in the past."

Sen. Johnson told the Senate group Monday that the reorganization plans would divest FCC and other agencies and vest in the Chairman "important functions which have contributed materially to their successful operation." He said the plans "will mark the beginning of the end of these agencies as quasi-judicial independent arms of Congress," and will make them "one-man" agencies.

Turning to the role of the staff within the commissions, he asserted:

"It seems to me that what requires particular emphasis...is that there is a tendency in these agencies for a small group of senior members of the staff to endeavor to formulate policy for the agency and to run it. There is a well-known saying among agency staffs that, "Commissions come and go, but the staff remains forever." It is apparent that such groups at the Trade, Power, and Communications Commissions have long sought to set the policies for the commissions. That the Commissioners must rely on the staff for research, legal opinions, and other information somewhat facilitates this objective.

"However, the necessity for the staff converting the full membership to their views and the fact that the full membership has a voice in the selection of the staff not only prevents such small groups from dominating these commissions, but gives each Commissioner an opportunity to present, independently, views from members of the staff in whom the individual Commissioner has confidence."

To put into the hands of a Chairman, appointed by the President, the power of "full supervision" over the staff would mean that he could "due to the Chairman's full member of the small group of the staff to dominate the Commission by securing the confidence of but one member in each agency. It also permits them, with the assistance of the one member who is designated as Chairman, to control the opinions and research material made available to all of the Commissioners."

This is a substantial step toward placing domination of an administrative agency in the hands of men who are appointed by the President or confirmed by the Senate and are not responsible to the people.

Sen. Johnson told the committee he would like to see Commissioners of FCC and other agencies appointed by the House and confirmed by the Senate rather than named by the President as under the present system.

"Balance Safeguard"

"I don't see how any Commissioner can do anything for such staff that they would not be willing to sit in on such a Commission" as proposed by the President, he observed.

Sen. McFarland, Tuesday questioned the advisability of the President's plan on the grounds of principle and "my knowledge of how FCC and other Commissions work." He said America's traditional concept of "separation of power has kept the government in balance."

"If the staff owes its responsibility to the Chairman," Sen. McFarland charged, "you will have people pointing an accusing finger at the Chairman and saying he's responsible whether it's true or not.""}

Participating in an Exchange Club of Hollywood meeting were these radio and television executives: Don De Lee, noted "Hollywood's L. L. r.e. Charles L. Glett, in charge of television; Ward D. Ingrim, in charge of sales and advertising; Patrick Campbell, in charge of stations and guest relations; Walter Carruthers, in charge of engineering; Donn Tutum, general counsel, and E. J. Bowen, president, Exchange Club and head of a business management firm.

Everybody comes to the
WLS NATIONAL BARN DANCE
(See front cover)

WLS the Prairie Farmer station
Chicago 7, Illinois

Clear channel—50,000 watts—890 kc—ABC network
Represented nationally by John Blair & Company

LAGUERRE

Page 42 • May 1, 1950
MBS IN CANADA

FCC Gives Temporary O. K. MUTUAL’s authority to produce programs for transmission to and broadcast in Canada was continued on a temporary basis by FCC last week, pending decision on proposed rules changes which might deny it.

The Commission noted that it has pending a proposal which would provide that “...an alien may not be licensed, applications . . . filed by aliens for authority to originate programs in this country for transmission to a foreign country to be broadcast there, will not be entertained.”

J. E. Campeau of CKLW Detroit-Windsor, a citizen of Canada, is a member of the Mutual board and for that reason, FCC said, “...it would appear that the authorizations requested [by Mutual] cannot be granted.”

But, the Commission added, the proposed rules change has not become final—an initial decision is now pending—and denial of the Mutual application at this time “would be a departure from the past practice of the Commission.”

FCC accordingly gave the network a six-month temporary extension of its authority to transmit programs for broadcast in Canada, and said final action on its application would be held up until after disposition of the proposed rules changes.

KRUX SALE

Mrs. Brophy Retains 25% DISPOSAL by Gene Burke Brophy of the major part of her interest in KRUX Phoenix Ariz., to Renee Donnet Cushman was revealed last week in transfer papers filed with FCC. Mrs. Brophy sells 65% to Mrs. Cushman for $31,500.

Mrs. Brophy originally was sole owner of KRUX, assigned 280 w fulltime on 1340 ke. She retains 25% interest. Mrs. Cushman, who has extensive ranching interests, earlier had acquired a 10% holding in the station (Broadcasting, April 10). Mrs. Brophy told FCC illness of her husband prohibited her from devoting as much time to KRUX as heretofore.

Brenner Objects

EXCEPTION to reference to Armstrong Daily Sports as a “tip sheet” was taken last week by Jack Brenner, president and general manager of the publication. In a letter to Broadcasting, Mr. Brenner dealt with the coverage by Broadcasting of the testimony of Andrew J. Kavanaugh, public safety director of Wilmington, Del., before the Senate Commerce Communications Subcommittee.

“For your information,” Mr. Brenner wrote, “the Armstrong Daily Sports has been published for more than 30 years on the highest plane and enjoys the position of the authoritative turf newspaper of its class. It is not a tip sheet . . .”


canada
RMA Realigns
(Continued from page 27)
with acceptance of five companies.
Mr. Geddes joined RMA Nov. 1, 1927, as executive vice president and general manager. In his career at the association he has been active in the development of the auto radio, shortwave sets and TV and FM. During the war he took part in conversion of the manufacturing industry to military production and the subsequent reconversion to peacetime manufacturing.
Since 1932 he has been secretary of RMA in addition to his other duties. Aged 68, he requested retirement last winter under a plan set up two years ago. During his regime RMA has had 12 presidents.

Before joining RMA Mr. Geddes was active in Washington journalism, traveling with several presidential and vice presidential candidates in their campaigns. He managed the United Press Bureau in Washington and was later chief of the Associated Press central staff. His pre-Washington experience included newspapers in Omaha and Los Angeles.

Mr. Geddes is a member of the Federal bar in Washington and the FCC bar, having been graduated in law from Columban College, now George Washington U.

Katz New Offices

EFFECTIVE April 29, the Katz agency moved into new quarters at 488 Madison Ave., New York, on the 20th floor. The telephone number is Plaza 9-4460.

WOC in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W • WOC-FM 47 Kw. • 1420 Kc. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers... with 70 to 100% BMB penetration in the two-county Quad City area... 10 to 100% in adjacent counties.

WOC-TV Channel 5

On the Quad Cities’ first TV station NBC Network (non-interconnected), local and film programs reach over 9,000 Quad Cities’ sets... hundreds more in a 75 air-mile radius.

Basic NBC Affiliate

Col. B. J. Palmer, President

ERNST SANDERS, General Manager

DEavenport, IOWA

FREE & PETERS, Inc.

Exclusive National Representatives

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RADIO DAY

Marks Seattle Awards

AWARDS were presented last Tuesday to two advertisers, four programs, and three agencies for excellence in radio advertising at the Radio Day presentations of the Seattle Advertising and Sales Club’s third annual advertising competition. Karl Katz, 49, managing member of KOMO, his 10-year-old partner at the meeting was Ragan Jones, president of KVOS Bellingham and KPQ Wenatchee (see separate story). Presented in five categories, the awards were as follows:

Best live announcement copy broad-cast and designed to sell merchandise and/or service in the Seattle-Puget Sound area—Washington State Fruit Commission (Pacific National Adver-tising Agency). This award was based on an aircheck recording of announcements via Housewives Protective League on KIRO Seattle.

Best transcription/advtColor to sell merchandise and/or service in the Seattle-Puget Sound area—Scandia Barn Dance. Saturday-night show, KOMO Seattle. Co-sponsors of the show are Old Yankee Foods, Williams Potato Chips, Meadow Brook Butter, Red Arrow Crackers, Krusteaz Pie Crust, and Northwest Blueberry Growers’ Assn., all through Taskett Advertising Agency.

Best transcription announcements promoting public relations and/or community service campaigns—the “Sell Optimism” campaign developed by KOMO last August.

Best program or programs promoting public relations and/or community service campaigns—the Seattle Chamber of Commerce’s weekly The Seattle Story, KOMO. This was the only award presented to an agency.

Honorable mention in the final category was presented to Quidsdown, the Saturday afternoon half-hour program presented jointly by the Seattle Post-Intelligencer, the Seattle Public Service Commission, and the Seattle Chamber of Commerce.

Chairman of the radio awards committee for the Ad Club was Bill Hubbach, KOMO account executive. Serving with him were John Hensley, account executive with Botsford, Constantine & Gardner, and Lincoln Miller, executive vice president of KXXA Seattle.

The judges were Gordon Bennett of Strang & Prosser Adv. Agency; Frank Swearingen, advertising di-rector of Puget Sound Power & Light Co.; and Mrs. Herbert E. J. Fedder, the Seattle Council of Parent Teacher Assn.

New Research Plan

(Continued from page 90)

Jones referred to as “a stinger”:

“...but you don’t sell merchandise! He expressed the belief that the findings of the new research tech-nique would change advertisers’ attitudes in this respect.

Prefacing his description of the new technique and its results, Mr. Jones told his Ad Club audience: “We at KVOS believe a lot of things not generally believed by other radio stations. Our odd be-liefs broadly are:

1. Bellingham is the most competitive town in the state’s radio industry, audience-wise.

2. Our newspaper, business-wise is the toughest competition in any small market. This is offered as a compliment.

3. Radio performs the same fundamental function as a newspaper. They differ technologically, but not philosophically.

4. A radio station should grow and prosper on its own merits. Not because it is alone in a mar-ket, or because of its network or because it buys monopoly rights to various events, etc., but because it does a better job than other radio stations and other media.”

CBS’ Carlborg Promoted

HERBERT A. CARLBORG, eastern sales manager of Radio Sales for CBS, last week was appointed manager of sales development for AM and TV at the network. Thomas Dawson succeeds Mr. Carlborg as eastern sales manager and Fred J. Mahlstedt, manager of research and promotion for Radio Sales, was named general service manager in charge of the research, promotion, program, traffic, clearance and contract depart-ments.

WBMS MUSIC

Drops Classical Policy

WBMS Boston has abandoned its three-year-old policy for classical music and is returning to a formula of popular music today (Monday), according to George Lasker, vice president of The Friendly Group, operator of a chain of stations including WBMS. Announcing the decision, Mr. Lasker said that if Boston is a city of culture where good music, the classics and semi-classics are better appreciated than anywhere else in the country, the hard, cold facts do not show it. “Appreciation for good music in Boston is not admitted to the Voice of America. It is not patronized by the advertisers... and sponsors therefore would not support the station.”

SARNOFF PLAN

Urges ‘Voice’ That Roars

BRIG. GEN. DAVID SARNOFF, chairman of the board, said last week that the Voice of America must be strengthened as part of a vigorous effort by the U. S. to meet the world crisis.

Speaking before the American Society of Naval Engineers in Washington last Thursday, Gen. Sarnoff proposed six ways “to wage world peace and to prevent another war.”

He outlined the six ways to peace as adequate military preparation, removal of tensions that arise from mutual fears and suspicions, a strong policy against piecemeal agreements, world organization, a vigorous economic policy, and U. S. leadership in restoring the economy of other nations of the free world, and spreading the message of America to both sides of the iron curtain. With respect to the last, Gen. Sarnoff said that the Voice of America, which is now a “whisper,” must be “amplified to a roar that will override man-made interference.”

Mystery Award to MBS

WINNER of the best mystery radio program award given by the Mystery Writers of America Inc., was its annual dinner April 20, was MBS’ Murder By Experts. Robert Arthur and Dave Kogan, producers-writers of the program, were given “Edgar” statuettes— busts of Edgar Allan Poe—as was the network.
'UNIFORM POLICY'

Opposition Presented In Oral Argument

INDUSTRY attorneys, standing by Monday's FCC opinions, yesterday contended that the Commission, in reviewing some of the settlements reached by Paramount with the FCC, was inviting the courts to consider the movie industry's consent decree to have the effect of a "uniform policy" for handling such settlements. (Broadcasting, April 17).

Nearly all held that the rule violations—whether anti-trust or others—should not be considered by the FCC unless they clearly pertain to the "character" of the applicant and raise a question of whether the station would be operated in the public interest. They contended that most violations, except those specifically cited in the Communications Act, per se, should not be cause for denial, but properly may be considered along with other facts.

FCC indicated considerable concern over the anti-trust question, particularly in view of the movie industry and its entrance into television in view of recent anti-trust litigation in the movie field.

Heind Legislative Action

William A. Porter, counsel for Loew's Inc., parent firm of WMGM-AM New York and KMGM (FM) Los Angeles, held FCC's attempt to set any uniform policy would constitute legislative action or an effort to broaden the scope of the Communications Act. He indicated only Congress could do this and FCC would be exceeding its authority as well as avoiding its discretionary responsibility as charged by Congress.

Mr. Porter explained anti-trust decisions are merely charts for future economic action and do not necessarily reflect on character. He said such rules are remedial and not punitive actions as a rule.

Don Petty, NAB general counsel, argued FCC has no authority to "alter or amend" the Communications Act as it would in effect through a uniform policy. He held the Commission also would be in effect be legislating criminal law since violation of FCC policy is punishable and subject to fine under the Act.

Paul A. Porter, past FCC chairman and counsel for Paramount Pictures Corp., and Paramount Television Productions Inc. (KTLA (TV) Los Angeles), told the Commission it now has power to limit monopoly or dominance in its network and other rules and hence no additional procedural rules were necessary. He reminded FCC that to exclude the movie group from TV would be excluding a "dynamic competitive factor" in the progress of that medium.

Mr. Porter explained the 1938 movie suit was a civil, not criminal, action and that the Justice Dept. in initiating it had commented on the cooperation of the film industry in seeking to have the anti-trust situation clarified. He said the courts have looked to the FCC's consent decree to have the effect of a "uniform policy" for handling such settlements.


certain violations in 1949, could have made it to have FCC revoke certain movie film radio licenses. Yet FCC itself did not consider the case pertinent since it did not participate, he indicated.

Mr. Koteen further pointed out numerous cases in which the Commission has preferred an applicant in a competitive proceeding in spite of various law violations.

Kenneth C. Royal, former Secretary of the Army and counsel for Twentieth Century-Fox Film Corp., expanded earlier statements concerning the wide and changing scope of anti-trust proceedings and illustrated how courts now are ruling as violations the very things they previously ruled were legal. He indicated the whole gamut of legal action cannot be covered by any general rules.

Duke M. Patrick, representing United Paramount Pictures Inc. (WBKB (TV) Chicago), new exhibiting firm formed in the split of Paramount as a result of the movie litigation, warned that the violation itself cannot be fairly considered, but rather each factual situation surrounding any application must be taken into account.

Turner's Stand

George Turner, appearing for Westinghouse Radio Stations Inc., held that what an applicant does after an anti-trust decision is more indicative than what he did before. He affirmed the controlling factor should be an applicant's record in the field concerned, rather than unrelated action in another field.

Pleas for case-to-case consideration also were made by John P. Southmayd, representing Warner Bros.' KFWB Los Angeles; W. Theodore Pierson, in behalf of Yankee Network, WSY Oklahoma City, KOB Albuquerque, KGLO Mason City, Iowa, and WTAD Quincy, Ill.; William A. Roberts, Allen D. DuMont Labs., and James H. Neu, CBS. Mr. Pierson observed a single violation does not determine character and FCC would not do its duty if it ruled violators automatically. Mr. Roberts noted violations are tried on a case-to-case basis, with all facts weighed, by other similar agencies such as the Interstate Commerce Commission and Civil Aeronautics Administration.

FOR SALE

TRANSMITTING EQUIPMENT
OF FORMER STATIONS

WTMJ-FM (93.3 mc) and WSAU-FM (95.5 mc)

50 kw RCA transmitter with control console
G. E. modulation and frequency monitor
550 foot Blaw-Knox tower, Type H-40 complete with Type A-4 lighting
8 element Federal square loop antenna with de-icers
1340 feet Andrew Company 52 ohm 3/4 inch transmission line with flange couplers. Also 6 expansion joints and 4 each 45° and 90° elbows.
Tubes used for varying number of hours: 8 type 5592 power tubes, 8 type 7C24 intermediate power tubes, 12 type 857B rectifier tubes

10 kw REL transmitter with control console and modulation and frequency monitor
500 feet Andrew Company 52 ohm 3/4 inch transmission line with flange couplers. Also 2 each 45° and 90° elbows.
Johnson iso-coupler and standing wave indicator
8 type 4-1000 used Eimac power tubes

Offers for all or part of the above equipment will be considered. For further information communicate with

Walter J. Damm
Vice President and General Manager of Radio
THE JOURNAL COMPANY
MILWAUKEE, WISCONSIN

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Horse Race Bill
(Continued from page 23)
only lead to confusion, evasion, and, in all probability, failure of the law to achieve its objectives."

It would be better, he argued, simply to provide a criminal penalty for interstate transmission of information with respect to "actual bets and wagers, the odds on the particular sporting event, and the prices paid by the winners of the particular races or other sporting events."

Because of the professional gamblers' and bookmakers' need for rapid receipt of this information, he maintained, such a ban would "strike a substantial, if not fatal, blow at the interstate gambling business, at least as we presently know it." He felt that additional sports data which might otherwise be helpful to gamblers would be of "only minor use" without the bets-odds-prices data.

Always Some Gambling
He continued:
... As long as there is horse racing, or dog racing, or any other kind of racing or sporting events, there is going to be gambling of some variety.

The difficulty is, however, if you attempt to prohibit the transmission of any information other than that relating to the purely gambling features of horse racing, such as the specific items mentioned in the Commission's bill, you inevitably get into a situation in which any information is going to be useful and where you are going to have to determine what should be prohibited not by the type of information transmitted but by consideration of the purposes for which it is supplied and the uses to which it is made.

But once you attempt to make any such distinctions you have raised enforcement problems which make the law impossible to administer by any government agency.

The bill's exemption of information intended solely for broadcast or publication also would create problems, he said, though he conceded some such exemption would be necessary if other broad terms were retained.

The most serious objection, he said, relates to enforcement problems and the "innumerable avenues for evasion" which stem from the exemption clause.

He did not think FCC's proposed ban on bets, odds and prices would justify censorship protests or complaints by stations or newspapers that their sports coverage was being impaired. He explained:
Under the Commission's proposal the newspapers could obtain, by means of communications facilities, whatever information on sporting events that whatever they wish except that information about bets, odds or prices paid may not be transmitted to them by means of interstate communications facilities.

Similarly, radio and television stations could broadcast direct accounts of all sporting events as they take place, or news about events which have already occurred, so long as they refrain from giving, by sound or sight, the odds or prices paid.

Chairman Coy felt the ban on transmission of lottery information by radio or the mails is an excellent parallel of the Commission's proposal and, in the same way, an answer to any charges of censorship which might arise.

Mr. MacFarland argued at one point that "personally I see quite a bit of difference between the transmission of a lottery and transmission of race horse information and information about a football team or a baseball game." Mr. Coy said FCC had tried to "draw the line" in its proposal.

Mr. Coy told the subcommittee he did not "see how it can logically be argued, as it has been here, that a ban on the interstate transmission of gambling information for printed publication would be illegal censorship but that the imposition of a one-hour delay on the broadcast of a far wider variety of information would not be illegal censorship."

He felt the Justice Dept. bill "would be subject to question" insofar as it might prevent the transmission of odd types of information "which, under some circumstances, may have no reasonable relationship to the evils of gambling."

FCC's proposal, he said, is not similarly open to question.

In making FCC the enforcement agent, Mr. Coy said, the Justice Dept. plan would give the Commission a task for which it has "neither the manpower nor a reasonable expectation of getting sufficient funds for the needed manpower."

He continued:
If the transmission of this gambling information is injurious to the public welfare and must be prohibited, it should be made a crime for the sender to transmit the prohibited types of information.

Enforcement... should be directed primarily against the persons using interstate communications facilities for the transmission of the prohibited types of information, such as the nationwide racing news services, rather than against the communications companies whose facilities are utilized.

FCC Stand Given
Chairman Coy emphasized that FCC was "not attempting to avoid all responsibility." If transmission of gambling information is forbidden, he said, FCC would have a "clear basis" for considering violations in its renewal proceedings, and for requiring common carriers to file tariffs stipulating they will refuse the use of facilities for the transmission of the banned information.

"But," he added, "there is a great difference between having the Commission to apply sanctions where it appears that a carrier or broadcaster willfully or knowingly participated in the violation of such federal law and requiring the Commission to act as the sole interpreter and sole enforcement agency with respect to such law."

Mr. Carroll, appearing under subpoena, told the subcommittee he was "completely indifferent" about the pending bill, but that the effect of wire-service facilities was "of no importance in the carrying on of large-scale gambling."

He conceded that much present-day betting cut across state lines and that the proposed legislation would eliminate the use of telegraph facilities to send money for bets and the like. But, he conceded, the long-range effect would be to readjust betting areas without materially affecting the total amount of gambling.

It might, he said, prove even more profitable for the individual price-maker, such as himself.
Avoid Mediamyopia*!

Keep
SALES
In
SIGHT
With
SPOT TV

Most advertising merely paves the way to sales, Spot Television sells direct.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

REPRESENTING
WSB-TV (Atlanta)
WBAL-TV (Baltimore)
WNAC-TV (Boston)
KFI-TV (Los Angeles)
WHAS-TV (Louisville)
KSTP-TV (M’p’l’s-St. Paul)
WTAR-TV (Norfolk)
KPHO-TV (Phoenix)
WOAI-TV (San Antonio)

*shortsightedness in selection of advertising media.
IN SAN FRANCISCO BAY AREA TELEVISION . . . A TOP LOCAL HOMEMAKING PROGRAM BUILDS BIG AFTERNOON AUDIENCE:

"Your Home" show proves KRON-tv peak pull for sponsors

Each weekday for a full hour—3 to 4 p.m., Monday through Friday—the only televised homemaking show in San Francisco Bay Area sells products by demonstration. Special "Your Home" features include: Monday, decorating tips... Tuesday, charm... Wednesday, community interests... Thursday, fashion... Friday, gardening.

Constant attractions on "Your Home" are cooking demonstrations by Edith Green (shown here) and Bonnie Kever's interesting interviews with celebrities and personalities in the news.

Just one example of KRON-TV's strong local programming

Exceptional sales results are reported by present non-competitive sponsors of "Your Home." Facts and figures, now accumulating rapidly, are available on request.

And KRON-TV is teaming many other good local productions with favorite NBC network programs that assure strong audience tune-in. KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area. If you're planning a television campaign in this market, check KRON-TV coverage, programs, spot availabilities.

Represented nationally by FREE & PETERS, INC.
... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco.
ALL-ELECTRONIC color television receiver and a new compact color camera were announced last week by CBS Laboratories, the division revealed by CBS last Wednesday in New York as it demonstrated to FCC its technique of adding horizontal interlace, a sequential color system to improve resolution and definition.

Using a single-gun, three-image, projection-type kinescope similar to that employed by Color Television Inc., the all-electronic CBS receiver was termed still in the experimental stage and not ready for commercial use.

The new camera chain, being prepared for testing, consists of two units—a camera one-sixth the size and one-third the weight of present monochrome cameras, plus a small control unit. The chain would be used for both broadcasting and closed circuit work, it was said.

At FCC's color TV hearing in Washington Tuesday, the only regular session held last week, Dr. Allen B. DuMont, head of Allen B. DuMont Labs., told the Commission his firm, "according to tradition," would seek to be the first out with a color receiving set, regardless of which system FCC might approve. He reaffirmed his earlier position that it was too soon to pick any color system but indicated he preferred a compatible "dot sequential" system if a choice must be made now.

A Few Sets Produced

However, during Dr. DuMont's testimony it was brought out that his firm produced a small number of CBS disc-type console receivers to pick up CBS color signals from New York in early February. It was indicated these sets, based on a 10,000-unit "consumers item" production, would each cost $399.18 plus $90 labor and that figures indicate a recommended selling price of $1,125, an exhibit said.

These sets optionally could operate on either VHF or UHF channels, or be able to pick up both, FCC was told. Similar sets, for closed-circuit reception only, are to be offered commercially by DuMont in conjunction with its new high-definition 18-mc field sequential color TV system for industrial uses.

Meanwhile, Color Television Inc. advised FCC that it "has effected a significant improvement in the performance of its system of color and black-and-white television," which CTI suggested the week of May 15 as suitable for the Commission to go to San Francisco to witness further demonstration of the firm's line sequential technique.

Webster Not Present

All Commissioners excepting Comr. E. M. Webster attended the CBS demonstration in New York last Wednesday. The horizontal interlace principle was demonstrated on a CBS color receiver having a 12½" picture tube (without magnifying lens) and simultaneously on a similar set from which the color wheel had been removed to present a black-and-white picture.

The network showed 4-mc field sequential color without horizontal interlace, then switched to 4-mc color with interface added and then to color on a 9.6-mc bandwidth which Adrian Murphy, CBS vice president and general executive, told the Commission gave an equivalent geometric resolution of a 525-line black-and-white picture.

Dr. Peter C. Goldmark, CBS director of engineering and research development, pointed out addition of the interface principle to reception on the 4-mc bandwidth improved geometrical resolution. He had previously advised FCC the technique would almost double the potential ceiling of performance for the CBS system. CBS proposes the interface technique could be optional (at higher cost) on its color sets for those who wanted to pay for extra picture detail.

"Admitting varying degrees of geometrical resolution were apparent when a test pattern was shown on the 4 mc band, with and without interface, and on the 9.6 mc band, Mr. Murphy pointed out they were not apparent in pictures of other subjects. Patty Painter, the model who has been featured throughout the CBS color demonstrations, was shown holding a colorful box of cereal during the three different presentations. Variations in resolution in those sequences were difficult if not impossible to discern, some observers said.

Geometrical resolution is important, said Mr. Murphy, if "all you want to look at is a test pattern."

The electronic color receiver shown by CBS used a standard (Continued on Telecasting 17)

SARNOFF ON TV Sees $5 Billion Industry by '55

TELEVISION will be a $3 billion to $5 billion per year industry within five years, and will reach almost 80 million viewers within two and a half years, Brig. Gen. David Sarnoff, chairman of the board of RCA, predicted in Chicago last Monday. He was there to dedicate RCA Victor Division's new all-electronic television exhibit in the city's Museum of Science and Industry.

Although commercial TV is less than three years old, it is the "fastest growing new industry in American History," Gen. Sarnoff said. He anticipates more than 9 million home receivers by the end of this year, with "at least 20 million sets and about 80 million viewers by the end of 1952."

"We can now deliver a message to the brain via both ear and eye, multiplying many times the force and impact." The exhibit which he dedicated "demonstrates not yesterday, which is considered typical subject matter of museum exhibits, but events of today and tomorrow," he said.

Maj. Lenox R. Lohr, president of the Museum of Science and Industry and former president of NBC, acknowledged the dedication.

Gen. Sarnoff and Maj. Lohr were introduced by John K. West, vice president in charge of public relations (Continued on Telecasting 18)

At RCA's new TV exhibit at Chicago's Museum of Science and Industry were:

Left photo: Brig. Gen. David Sarnoff, RCA board chairman (center), who made the presentation to Major Lenox R. Lohr (r), president of the museum and former president of NBC. At the left in Gen. Charles G. Dawes.

Right photo—Dinner speakers at the dedication included (l to r) John K. West, toastmaster, vice president in charge of public relations, RCA Victor Division; J. Roscoe Miller, president, Northwestern U.; and Frank M. Folsom, RCA president, who introduced Mr. Miller, guest speaker.
APPOINTMENT of an all-industry committee to consider advisability of drafting a code of practices for television broadcasters will be made in the near future by NAB, President Justin Miller told Telecasting last week.

At present the idea rests in a list of long-range projects to be taken up by the NAB TV Dept., headed by G. Emerson Markham. At the NAB board's February meeting Mr. Markham said preliminary work on an industry code is under way.

The code idea gained impetus at an April 20 luncheon of the American Television Society in New York at which Theodore C. Streibert, president of WOR-TV New York, advocated steps to draft a code.

Will Discuss With Ryan

Judge Miller said that as soon as William B. Ryan, new NAB general manager, is in office today (Monday), is settled in his work he will take up the project with him, as well as with Mr. Markham, the industry group, and network and station officials. The subject is expected to come up at an NAB-network meeting in New York May 16 (see story page 24).

I have seen some evidence of a desire for a television code similar to the Standards of Practice for broadcast stations," Judge Miller said, recalling he had heard from FCC Chairman Wayne Coy, Mr. Streibert and several others in the industry. He added that Parent-Teachers Assn. groups along with civic and religious organizations had shown interest in the idea. An American Bar Assn. committee is considering the need for TV standards, he added.

"The present broadcast standards apply to television stations," he said, "since the NAB by-laws expressly include TV member stations. Generally speaking, TV members are more astute than anyone else in that theory. Most of the code provisions apply to television but new areas should be explored in which visual programs present new problems."

'Matter of Emphasis'

"I suppose it will be more a matter of emphasis, such as the degree to which crime and mystery programs affect members of the family. The technique of committing crimes can be more apparent on TV, where it can be seen, than on aural broadcasts. Of course, school classes in penmanship teach the techniques of forgery and chemistry classes teach methods of committing other crimes."

"Perhaps the main benefits of code-making would come from," the discussion itself. This was the case with the Standards of Practice. Broadcasters have gone much farther than the press in self-regulation. The Standards of Practice were well received by the nation and the code process offset much criticism. Television leadership has been careful in its programming standards and the occasional slips have been corrected."

"There will be some difficulty in handling the advertising standards. For example, if a Texan sign appears in a television program should it be considered commercial time in addition to commercial announcements."

NAB To Set Up Code Unit

TALKING over signing of contract by Peters Shoe Co., St. Louis, for alternate-week sponsorship of ABC-TV's Super Circus, Sunday, 4:30-5 p.m. CST, which started April 23, are (l to r): James L. Stirton, sales manager, ABC Central Division (where show originated); Claude Hopkins, general manager of Peters Shoe, and Bob White, account executive, Henri, Hurst & McDonald, Chicago. Co-sponsor is M&M Candy Co. Half-hour from 4-4:30 p.m., is sponsored by Canada Dry Ginger Ale.

WTMJ-TV Cuts Baseball

WTMJ-TV Milwaukee has announced it will not televise any of the Milwaukee Brewers' games this year. Because of objections of many TV set owners to so much baseball, particularly both games of Sunday doubleheaders, WTMJ-TV said it did not consider televising the entire schedule. In addition a plan to televise a limited number of games was abandoned, the station said, because the price asked per game by the baseball club was too high to be submitted to any advertiser.

Television Code—An Editorial

IT WAS probably inevitable at this stage of television development that there would have occurred enough lapses in common sense and good taste in programming to arouse a fear within the industry that unless formal corrective action were taken at once, censorship was just around the corner.

Before the investigation of a telecaster's code goes further, it is timely to consider the history of self-regulation in other media of mass communications. Two examples are at hand.

One is the code of the Motion Picture Assn., an instrument which is still the subject of some controversy within the film business although, on the whole, it seems to be regarded as a decided success. The movie code, being an institution of 20 years standing, has more and more been looked to as a possible model for a telecasters' code, and indeed at least one television station has involved the Hollywood standards for its own guidance.

This publication, being singularly preoccupied with the broadcasting business, is not disposed to comment in detail on the provisions of another industry's code. It is not, however, beyond our offices to say that any similarity between the movie code and any set of standards applicable to video is purely coincidental.

Dissimilarities exist even in the circumstances that prompted the movies to adopt a code and those prompting telecasters to consider one.

Anyone old enough to remember pre-code Hollywood productions recalls that some of them contained material that the most irresponsible telecaster would automatically reject. In the films of those days, virtue was not invariably rewarded, crime sometimes paid, and the female neck was something that Hubert Oppenheimer feared even that even toddlers in his audiences could not mistake his intentions. It was not because such films lacked commercial appeal that the movies turned to organized self-regulation.

The movies adopted a code in order to eliminate a rising tide of local and state government censorship, varying so widely from community to community that a film maker had no way of being sure whether a scene that was passed in Oshkosh would be approved in Omaha. The motion picture code was intended to establish one set of rules that would be acceptable to the majority of communities and thus would eliminate the vexing variations in standards.

No such tide of censorship applicable to television is swelling today. The reason it is not is simple: Television standards, on the whole, are just as high—without a code—as movie standards with one.

Aside from the fact that telecasters are sensitive to public reaction, they are obliged to watch their programs with care because of the inescapable surveillance of a federal agency. The movies do not operate under the scrutiny of an FCC.

The production of smut can put a broadcaster out of business overnight. Movie producers have much less possibility of summary action.

The glaring violations of decency in television have been few. The fact that so few could arouse so much interest in self-regulation is in itself an indication of the healthy state of television morals. Responsible telecasters have already taken serious measures to avoid repetitions of breaches of taste. They are not, by the most extreme assessment, in anything like the predicament of Hollywood before the adoption of a film code.

The second example of self-regulation in a mass medium is, of course, the NAB code which was written, after tumultuous labors two years ago. It is an attempt to eliminate television than the movie standards and will be treated in relation to television in this space next week.


**VIDEO BIDS**

**FCC BIDS**

FCC URGES Application Delay

FCC MADE CLEAR last week that it does not want new television applications, or amendments of existing applications, until it has decided its current proceedings on new TV rules, standards, and allocations.

Filing them in the meantime, FCC reiterated, will create additional and possibly unnecessary work for the Commission’s staff and perhaps needless expense for the applicants involved.

FCC re-emphasized its position in an opinion upholding an earlier action which put into the pending files a request by Loyola U.’s WWL New Orleans seeking to amend its TV application in order to specify Channel 4 instead of Channel 10.

The Commission said:

... Until each time as the Commission issues a decision [on TV rules, standards and allocations], it cannot be known for certain what channels will be allocated to any particular city. Petitions and amendments of the nature treated by the petitioner, therefore, may be futile and will only serve to create a useless burden of work.

We have previously stated that a reasonable period of time will be provided for the filing of such applications, and such an action after a decision has been made in the above proceeding. No applicant will be prejudiced by its failure to amend to specify new channels prior to such a decision....

Active in this petitioner’s amendment at this time may give rise to the erroneous impression among interested parties that the petitioner is deriving a tactical advantage by specifying a new television channel prior to a decision in the above proceeding. The creation of such an impression could result in applicants needlessly filing amendments to their applications in an attempt to out-maneuver their opposition.

**ADVANTAGES**

of the Zoomar lens, to be used in telecasting all sports by WNAC-TV Boston in closeup coverage, are pointed out by its inventor, Dr. Frank G. Back (with his hand on the 40-inch lens), to (1 to r) George W. Steffey, vice president of the Yankee Network; Harry Whittemore, chief engineer of WNAC-TV, and Jack Pegler, of the Television Zoomar Corp. The WNAC-TV camera crew will use the Zoomar lens in covering all of the home games of the Boston Red Sox and the Boston Braves. Dr. Back was at the WNAC-TV studios to explain the system of video reflections with mirrors of the lens.

**TIPS**

on stage lighting and other video developments were given by as the two men are first and second place, respectively, in the 54th Annual Telecasting Awards, which were presented to the television industry in New York last week....

**AS CLIMAX**

to spring graduation exercises at the Twin City TV Lab in the Lyceum Theatre, Minneapolis, I. E. Showerman (r), vice president, NBC Central Division, awards diploma to Melvin Liss, program director graduate. Looking on is Ernest S. Coolings who introduced Mr. Showerman as main speaker.

CBS program Top of the Town, dedicated to Notre Dame U., was the occasion for this backyard gathering at the network’s New York studios. The two ladies in front are Mrs. Knute Rockne (l), widow of the Notre Dame football coach who died in a plane crash in Kansas in 1931, and his daughter, Jeanne. The gentleman are (l to r) NBC-TV’s Milton Berle; CBS-TV Stars Robert C. Lewis and Ken Murray; Mario Lewis, executive vice president, Blaine-Thompson Co. Inc; Comedian Henny Youngman, and William A. Chalmers, vice president and radio director of Kenyon & Eckhardt Inc.
SKOURAS TO TEST THEATRE TV

WOULDN'T BE PHONEVISION

20TH CENTURY-FOX will test theatre television at a private demonstration next month in New York, and, if results are "satisfactory," will order telephone lines and equipment to conduct a comprehensive test in 20 West Coast theatres early next year. This was revealed by Spyros K. Skouras, president of the motion picture firm, as he gave the opening address Monday at the annual meeting of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel.

Mr. Skouras, whose company has worked with RCA during the past three years to develop large-screen TV for movie theatres, predicts that TV as a sideline for feature films in movie houses will "triplicate the attendance in a short time." He also announced that, "because our first allegiance is to the thousands of theatre men who built up the motion picture industry," his company would develop televisions for home use "as soon as the hardware is available."

Mr. Skouras, while taking a firm stand against lease of 20th Century pictures to Zenith Radio Corp., for its Phonevision, test, gave as reasons:

Outlines Position
(1) His initial allegiance to the many theatre men "who built up the theatre business" (2) a belief that the public can be reached through theatre TV, and (3) a conviction that theatres, through TV, "will present undreamed of entertainment, both in quality and quantity."

His prediction: Movies will be basic entertainment, supplemented by video, with elimination of double features as now shown. "The public will never surrender its favorite form of amusement—the motion picture. It only has to be made available."

Mr. Skouras asserted. The "golden era for theatres unlike any they have ever seen," he predicted, will follow in this picture presentation. As a副作用, "fresh techniques in broadcasting will be brought within the means of every citizen, denied now by time and distance costs; it will play to the greatest paying audience in history."

Theatre television "will usher in an era of unprecedented prosperity," he claimed.

MOVIE TV BIDS

Tobey Asks FCC Inquiry

FCC should inquire into the matter of "leading motion picture producers authorizing a select group of television stations to acquire television stations although some of them were found to have monopolized and restrained trade," Sen. Charles W. Tobey (R-N.H.) told Chairman Wayne Coy last Monday.

Sen. Tobey, member of the Senate Interstate and Foreign Commerce Committee, noted FCC's scheduled hearing on the matter (held last Monday) on policy it will follow in granting or denying licenses to violators of federal laws other than the Communications Act.

Sen. Tobey said he had noticed trade reports that these motion picture producers have refused to rent films to Zenith Radio Corp. for its forthcoming FCC authorized test of Phonevision or fee system of television. He wrote Chairman Coy:

I suggest that you inquire of the producers who appear before the Commission whether they will rent their films for Phonevision test on the same terms that they rent their pictures to other theatres. The Commission should know whether another group of companies is discriminate with respect to the use of motion pictures is being hatched by persons seeking licences for both TV and radio. The refusal by motion picture producers to deal with Zenith ... would be a significant factor for the Commission to consider in the matter.

The producers, in seeking TV station licenses, are asking "for the right to broadcast their films in competition with others," Sen. Tobey concluded. "Should they attempt to upset the present Phonevision, the Commission should be interested in inquiring into such monopolistic tactics."

PHONEVISION

LAUNDERED BY DR. FAUGHT

In Chicago Speech

THE PAY-AS-YOU-SEE system of 20th Century-Fox's "Phonevision" has been given another boost by Dr. Millard G. Faught, president, The Faught Co., Inc., New York, business consultants.

Dr. Faught, who often has espoused the Phonevision cause and who had been retained by Zenith Radio Corp. for "entertainment television" 

[CLOSED CIRCUIT, April 10], told the University Club at Chicago a fortnight ago that the TV system most profitably sponsored by advertising, but which by their mere existence would widen television's use and incidentally make it still more valuable. He added it could be sold for $75 million.

Dr. Faught predicted a cost of about $750 million to build what he called a "national television system of 1,000 stations of varying sizes plus 200 satellites." Total cost of this system's yearly operation would run somewhere around $1,740,500,000. He estimated. Calculated on 1948 advertising ratios, he continued, it would require $1,000 billion worth of sales to raise an advertising budget of $1,740 million plus figure.

Pointing out that television increasingly comes closer to the movies in quality and quantity of pictures, Dr. Faught said the Phonevision type of viewing would create a national box office that would enrich TV's coffers and thus permit a better and richer growth of the industry.

CRITICS OF PHONEVISION

DR. FAUGHT CONTINUED, charged that the "pay-as-you-see" system would replace advertising-supported broadcasting. This "assertion," he answered as follows: "[H]ere is another simple reason that people could no more afford (nor would be disposed to buy) all of what radio and television now gives them than advertisers could (or would be disposed to) cover all of the specific kinds of entertainment and education that various groups would be willing to pay for.

It seems only reasonable to expect that what would sell on both TV and phonevision would supplement and complement what will be given away as sponsored programming."

"TV Threat To Movies"

Commenting on Mr. Skouras' refusal to lease 20th Century-Fox's "Phonevision" to Zenith, Comdr. M. McDonald, U.S.N., said: "Television is not Phonevision. It is the threat to the movie industry. No industry can stand up against the sale of 100,000,000 sets a year with a potential market of 400,000,000 possible viewers. Zenith is, as a matter of fact, is all for theatre television, which is the greatest potential of selling video sets yet found."

National events that lend themselves to theatre TV don't come often enough, Comdr. McDonald commented.

Paramount Pictures and RKO are other movie companies which have turned down Zenith's request for films to be telecast via Phonevision.

Col. John R. Howland of Zenith, speaking of progress on the progress of Phonevision, elaborated on opinions given by Comdr. McDonald. He reiterated that theatre TV is "a new form," which will command a larger audience more cheaply.

Referring to Zenith's "pay-as-you-see" system of Phonevision in 300 Chicago homes, Col. Howland said that "only Spyros Skouras does not propose that the movie industry wage war by boycotts the test in spite of anti-trust laws. Forgetting the anti- (Continued on Telecasting 18)
that's what television Executives say about STOCK CAR RACING on TELEVISION

Excitement, throbbing action, lightning speed . . . direct from the YELLOW JACKET SPEEDWAY in Philadelphia

The World's Fastest Macadam Short Track

Picture It Yourself! Skids, blowouts, smash-ups, crashes, fenders crumpling, cars rolling over . . . as world famous racing drivers who have sped to fame in the Indianapolis Memorial Day Classic and other celebrated racers careen madly around the turns of man-killing YELLOW JACKET STADIUM! All this on one of the most thrilling half-hour action shows on television . . . and millions will be watching! These same millions could also be watching and listening to your commercials . . . IF YOU ARE THE SPONSOR!

Complete program package—consisting of exclusive national TV rights, production, direction and two announcers (action and color—commercial) —cost you only:

RIGHTS
Full season, 21 dates .................. $15,000
First 13 dates .......................... 10,000
First 6 dates ............................ 5,000
Single dates ............................. 1,000

TALENT
Complete production including two announcers .................... $500 per show

Charges above are net and non-commissionable. Only additional costs are for Television Time and Station Facilities.

First show roars into Action
MONDAY, MAY 8th for 21 Weeks!

Phone, wire or write for option

Weightman, inc.
WEIGHTMAN BUILDING • PHILA • 2, PA.
Phone LOcust 4-3526
How One Advertiser Learned To Use TV...

GESCO Grows Up With L. A. Video

BY FRANK RYHLICK
Radio-Television Director
Ross, Gardens & White
Los Angeles

TO the fast-growing volume of television "success stories," we
would like to add one that is somewhat similar to one that
must be told and evaluated in a different way.

It is not a story of so many sales from so much money spent. Nor
is it the story of a successful program that caught and held the
public's fancy.

Rather, it is the story of a pioneer in television advertising—the story of a company that has
adapted television to its needs and

**Business of Telecasting**

One of a Series

the needs of the market over a period of time which television itself grew from "an experiment" to a
medium of primary importance.

The advertiser whose experiences comprise this story is the Los
Angeles division of the General Electric Supply Corp., which covers
the entire Southern California market. In this great market area,
reaching from the sea shore to the desert and from the Tehachapi
Range to the Mexican border, the GE Supply Corp. is responsible for the
sale of all General Electric radio and television sets, GE traf-
fic appliances and Hotpoint electric kitchen and laundry appliances.

Ad Purpose

From an advertising point of view, GESCO's main task is to
sell the public where to buy the products that are advertised in the
big national campaigns planned by the home offices of General Electric and
Hotpoint.

This task poses a different and far more complex problem than
that of telling only a product story. Just one aspect of the problem is the
fact that many hundreds of General Electric radio and television
dealers, along with Hotpoint major appliance dealers, must be
given equal consideration and opportunity.

Back in 1947, when television advertising was first planned by this
GESCO division, Los Angeles had only one commercial station
on the air, KTLA. Don Lee's
KTSF, which had been on the air experimentally since 1931, was
still many months away from its first commercial permit. There were
about 5,000 intrepid television set
owners in the area, according to estimates usually made by the
scientific process of picking a num-
ber out of a bowl and squaring it.

By contrast, Los Angeles is today
one of the nation's largest tele-
vision markets, with seven stations
on the air and with more than 400,000 set owners who are constantly
Hoopered, Pulsed and even psycho-
analyzed.

The first General Electric tele-
vision commercials filmed in this
area were made at Telefilm Inc.
studios in the early fall of 1947,
for a program being planned by
one of the more aggressive GE
television dealers. These com-
mercials are chiefly memorable for a
very lovely and very blonde young
lady who was obtained from one
of the model agencies to wear an
abbreviated Santa Claus costume
and sit in a decorous manner atop
one of the GE television sets.

The young lady was Sandra
Spence, and it was her first work in television. She subsequently came
to the attention of Mike Stokey and
Bernie Ebert, who have a keen eye
for the finer things in television
entertainment, and has since been
ogled by millions from coast to
coast as a regular member of the
popular Pantomime Quiz program.

Coincidentally, this same Panto-
mime Quiz program was the first
to be sponsored by the Los Angeles
GESCO office. That was in January
1948. As there were not yet enough
sets in circulation for many dealers
to sponsor their own programs or
announcements, the L. A. GESCO
executive and advertising personnel
decided to sponsor a program that
would meet three needs: First, it
would be sponsored in the name of
all GE dealers; second, it would
bring the public a top entertain-
ment program to which dealers
and their salesmen could refer
when talking with prospective
customers; third, it would show
GE radios and television sets to an
audience that up to then was not
being reached regularly through the
television medium.

Radio, TV Sets Backed

Only radios and television sets
were advertised on this program.
Hotpoint products were not to be
telecast in this area until nearly
a year later. Window banners and
display ads were used to identify the
GE dealer organization more closely with the program.

Pantomime Quiz was then tele-
cast by KTLA, and was sponsored by
GESCO for the greater part of
1948, when it was reluctantly
dropped because of the growing
need of the dealers for more direct
cooperative advertising. Evaluat-
ing the results of the Pantomime Quiz sponsorship at the time, Lee
DiAngelo, GESCO sales promotion
and advertising manager in this
area said:

"We are proud to have been identified with a program like
Pantomime Quiz, and we feel that it has solidly established GE pro-
ducts and GE dealers in the minds

of everyone who has seen television in Southern California."

The format of the commercials used
in Pantomime Quiz was in keeping with the character of the
relaxed and easy informality of the
show itself. Sandra Spence and
a male actor were usually used in 90-second spots during which the
product was discussed in casual,
non-technical terms. The setting of the show and the commodi-
cials could be considered expensive for that period of television, but
the needs of the advertiser and the results obtained more than justi-

ified the expense.

Dealer Cooperation

Beginning with the fall of 1948
and continuing down to the present
time, the Los Angeles General
Electric Supply Corp. has followed the
policy of buying for its dealers the
best one-minute spots avail-
able. Dealers could select spots on a cooperative basis, division their
emphasis between product and the
special services, facilities and
terms available from the GESCO office.
Since January 1949, Hotpoint dealers
have become increasingly active
users of television until today there
are often more Hotpoint major ap-
pliance dealers than GE radio or
television dealers on the air during
any specific week.

GESCO and its advertising
agency have been fortunate in be-
ing able to obtain some of the best
availability on Southern Califor-
nia television stations — which,
since May 1949, also include
KPMB-TV in San Diego. One of
the top-rated spots is the one-minute
spot directly before the amaz-
ingly popular Hopalong Cassidy
film on KTLA, at 6:30 p.m., Sun-
day. This spot has been used for
nearly a year to advertise Hotpoint
products by Dean & Hoffman, one of
the oldest appliance dealers in
Long Beach. A long list of dealers
have put in reservations for this
spot, should Dean & Hoffman ever
relinquish it. But Jim Dean, co-
owner of the company, recently

(Continued on Telecasting 16)
THE ALAN YOUNG SHOW
sponsored by
Esso, a brilliant
CBS Package Program
that adds a
new dimension to
television comedy.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
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Programs in italics are sustaining.

BROADCASTS: NBC DuMont CBS ABC ABC ABC ABC ABC ABC ABC ABC ABC ABC

**CBE Daytime Monday through Friday, 4:30 a.m., except for 5:00-6:00 p.m. (E-M), 10:30-11:30 a.m. (E-M), and 12:30-1:30 p.m. (E-M).

**CBE Special Shows 4:30-6:00 p.m. on Sundays, sponsored by American Airlines Co., General mills, and other companies.

**CBE News: 4:30-6:00 p.m. on Sundays, sponsored by American Airlines Co., General mills, and other companies.

**CBE Special Shows: Monday through Friday, 4:30-6:00 p.m. on Sundays, sponsored by American Airlines Co., General mills, and other companies.

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THE PULSE, INC.
is happy to announce
its first edition
of
DAYTON TELEPULSE
on April 25, 1950,
and monthly thereafter

This survey of the Dayton metropolitan area will cover an entire week of televiewing, 10 AM to 12 Midnight each day, with each 1/4 hour rating based on 150 TV homes.

Monthly TelePulse reports are also available in

Boston    Los Angeles
Chicago   New York
Cincinnati Philadelphia
Cleveland Washington

For Telefacts in these markets

ASK THE PULSE
15 West 46th Street
New York 19, N. Y.
Robert Q. Lewis at the top of his form, parading performers before noted show-business figures and prospective talent-buyers.
Sarnoff on TV
(Continued from Telecasting 3)

...for RCA Victor, who pointed out that the $50 million on TV experimentation before the medium became commercial. "In the mid-'20s, RCA anticipated spending only about $100,000 on TV," he noted.

Frank M. Folsom, RCA president, introduced the guest speaker, Dr. J. Roscoe Miller, president of Northwestern U. Dr. Miller was writing "radio, television and education," terming immediately the essence of television's "great power," pointing out the "potentiometer of radio's American life, and its formation of public opinion, Dr. Miller said: "TV already is developing its folk heroes, as did radio. 'Television, however, can deal with industrial and educational advantages telecasting has never before attempted.'"

Dr. Miller went on to discuss the potential of TV, illustrating development and principles of TV, features the following units, arranged in sequences: Evolution of scanning, mechanical scanning, more sophisticated scanning, electronic television, electronic scanning, phosphors, picture size as determined by tube size, camera and receiving tubes, receiver circuits, projection TV, TV transmission, large-screen TV, a "see-yourself" unit, RCA TV sets and pickup of TV shows.

After the dinner and dedication, Burr Tillstrom and his Kuklapoli players, including Kukla and Ollie, entertained an audience that saw a typical Kukla, Fran & Ollie, telecast on NBC-TV from Chicago. Mr. Tillstrom were his producer, Beulah Zachary; director, Ernest Gurnovitz; musical director, Jack Pascinato, and stage manager, Joseph Lockwood. Guests included H. Leslie Atlass, CBS Central Division vice president; Leo Burnett, president of the Chicago agency of that name; Jules Herbeuvaux, TV program manager, CBS; Carroll Marts, MBS Central Division vice president; I. E. Showerman, NBC Central Division vice president.

TelePulse Expands
PULSE has expanded the sample for its Television Income Survey to 25% in New York, to 250 TV homes from 200, and by 33% in six other cities, from 150 to 200 TV homes, effective with the April 1960 interviews. These cities are: Chicago, Philadelphia, Los Angeles, Boston, Washington and Cincinnati, with a similar enlarged sample size to be started soon in Dayton and Cleveland.

John Elliott Takes

JOHN ELLIOTT SUTHERLAND Productions' talent pool ever finds itself running dry, it won't have to go further than its founding father and present producer for talent.

Not only can John E. Sutherland fill the professional acting qualifications, but as a one-time oil well ditch digger, forest ranger, assistant fire chief, night watchman, writer and dishwasher he could add realism to many roles.

In his present role as head of John Sutherland Productions, he's doing a realistic job of producing both television and film. First organized in 1943 to produce training films and animated cartoons, his firm added production of industrial and advertising films in 1948, and, early in 1949, took on television commercial film production.


Show Production Planned
From there John plans to go into the production of longer shows for television. So far as the success of the use of television film is concerned, he feels that, if the markets are judged properly, a film that costs so much will always bring in profits.

The son of a "large scale rancher" and "small scale banker," John Elliott Sutherland was born in Williston, N. D., in 1910. He picked up his early schooling in a collection of small Montana towns where the family migrated from time to time. When John was 16, three years of drought sent the Sutherlands looking for a land of milk and honey and they went to California. Upon completion of his senior year at Long Beach High School in 1927, John pulled his levis out of the moth balls and went back to Montana as an oil well ditch digger in Great Falls.

Education Extended
His college education has been an extended one. It started in 1929 at the U. of North Dakota, Grand Forks, and was completed in 1931 at the U. of California at Los Angeles.

Mingling brain with brawn through that period, John worked as actor with Prather-Sales Co. (stock company), and as assistant fire chief at Glacier National Park during summers of the two years spent at the first university; was night watchman at Hotel Roosevelt, Hollywood, while attending UCLA by day for a few months in 1931; washed dishes and dinned demi-royal for three years with Pasadena Playhouse where he wrote and acted in plays; spent a year as ranger with U.S. National Park Service in Sequoia, Calif., National Forest, and finally returned to work his last two years through UCLA as dishwasher, bus boy and accounting clerk.

Following graduation he continued in a paid capacity as director of dramatics and debate, which he had done while an undergraduate. The next year a 20th Century-Fox producer, impressed by a musical he saw at the school written and directed by John, hired him as a junior writer at the studio. That was the shortest job he's had. Within nine weeks the producer who engaged him fell out of favor, and, as a result, no one would look at John's writings.

After suitable discouragement he left the studio with the rights to stories he'd written. Among these was "Right Command," co-authored by him and Capt. Harvey Haislip, and later sold to M-G-M.

He then joined Walt Disney Productions as production manager, writer and director. Among things he worked on was "Bambi." He apparently found time to work on Bambi's mother, too, for the young actress who took the part of the mother, Paula Winslowe, later became Mrs. John Sutherland. In 1941 John left to write training and propaganda films for the Air Force and the Defense, between Washington, D. C., and the Pacific Coast. During the next two years he helped educate the Army with approximately 100 reels for various branches.

The year 1943 saw the beginning of John Sutherland Productions. From its meager staff the firm has grown to 40 permanent members who its head feels, are responsible for any success the company has had or will have. He maintains active contact with the East by flying there two or three months each year. Last October he set up a sales office at 60 E. 42d St., New York. Warren Schlaote is manager.

John and Peg were married in 1939. Since then their personal stuff has been augmented by Johnny, B. Mrs. Sutherland, going under another maiden name, still holds her own in entertainment circles—she's Peg on the NBC Life of Riley show and appears on other network shows.

John is a member of the Hollywood Athletic Club. So far as hobbies go, until he finds one that he likes better than his work, he'll stick to that.

GOLDEN JUBILEE
Ad Meet Holds TV Panel

WILLIAM GITTINGER, vice president of CBS, and Kendall Foster, vice president of William Esty Co., in charge of television, will discuss "Television—Its Place and Impact," at a meeting at New York's Park Sheraton Hotel. Session with Bruce Robertson, senior associate editor of Broadcasting-Telecasting as moderator, will be part of a gold jubilee advertising convention to be held May 11-12 in honor of the 50th anniversary of New York U. School of Commerce.

Three undergraduate advertising organizations—Alpha Delta Sigma, Mu Kappa Tau and the Triad League—will sponsor the two-day meeting. A gold jubilee advertising convention to be held May 11 with a panel discussion on "The Future of Education in Advertising," Prof. Darrell B. Tocca, assistant chairman of the NYU Marketing Dept. and director of the Research Foundation of America, will serve as moderator. Speakers are to be: Prof. George Ahlert, chairman of the NYU Marketing Dept.; Walter Lowen, president, Walter Lowen Placement Agency; Sydney H. Giel-lerup, vice president, Marschalk & Pratt Co.

ASCAP INCOME UP
TV Credited for Increase

ASCAP income from television during the first three months of 1950 was almost as much as the society received from TV during all of last year, Fred E. Ahlert, president of ASCAP, told the organization's members at the annual business meeting, held last Tuesday at the Hotel Plaza, New York.

With this boost from TV, ASCAP distributed to its members during the first quarter of 1950 a larger sum than for any of the six previous quarters, Mr. Ahlert said. He reported that the society's total income for 1949 totaled $10,901,184, only slightly below the $10,979,183 for 1948.

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TELECasting • Page 13
COMPLAINT that television viewing is harmful to the eyes again has been debunked, this time as the result of a scientific survey accomplished over a year's time by the Pennsylvania State College of Optometry, Philadelphia.

The report points out that television may appear uncomfortable at first but televisioning is not permanently harmful; night vision is impaired but the body will restore it in a matter of hours, and the new medium may prove a blessing to youngsters suffering from squint or "cross-eyes."

Dr. John C. Neill, professor of ophthalmic mechanisms at the college and head of the contact lens section of the American Academy of Optometry, directed the study. Practicing optometrists in Philadelphia supplied data to the college's research department over the past 12 months while a continuous study of 40 senior students was made under controlled conditions. Several TV set manufacturers also supplied technical data.

10% Due to TV

In releasing the results of the study, Dr. Neill pointed out that during the past year 10% of all people surveyed did not suffer because of "visual discomfort resulting from the viewing of television." A much larger percentage also reported eyes not harmed if video is harmful to the eyes.

"Television involves nothing that is or could be harmful to the eyes," Dr. Neill said. He pointed out that the factors in television which cause annoyance and discomfort for those who had not had such trouble before generally is due to the fact that the eyes have been given a new task to learn. After several viewings discomfort generally disappears, he said, pointing out that if the discomfort persists the viewer probably needed eye correction which did not become evident until that time.

Training Advantages

As to television's advantages for training children with squint or "cross-eyes," Dr. Neill explained that televisioning is a wonderful means for getting a youngster to concentrate on one object. Consequently, the "lazy eye," or the one which generally is known as "crossed," will be trained to look at one object with interest for an hour or more while the healthy eye is covered. This may help supplement the use of exercise instruments, Dr. Neill indicated.

In commenting on the harm which televisioning may do to night vision, Dr. Neill pointed out that this is not a permanent damage, for one which the body can become accustomed to it again. He explained that the induced part of the spectrum uses the chemical element known as "visual purple," used for night vision. The new "black tubes" help eliminate this, he said, or a filter may be used without interfering with vision.

The survey, summarized, brought out the following:

(1) New owners should gradually become accustomed to viewing television and not indulge in it too heavily at first.

(2) The ideal viewing distance for any set is about eight times the height of the screen; thus, for a 7-inch screen the ideal viewing distance is about four feet; for a 12%-inch screen, eight feet, etc.

(3) The room in which the set is located should have some general illumination to reduce the contrast between the tube and the surrounding area.

(4) Wearing of dark glasses is not recommended, because contrast can be controlled on the set. However, those persons whose eyes are affected by the indigo part of the light spectrum should have an absorbing tint put into their glasses.

The reason for illuminating the room, Dr. Neill explained, is that the eye cannot adapt itself to both light and darkness at the same time without discomfort.

Legislation Opposes TV Sets in Vehicles

STATE of Virginia has given final approval to a bill making it unlawful for anyone to install any TV set in an automobile, truck, bus or other vehicle where it would be visible to the driver. Bills governing television in motor vehicles have been given House approval by two states, have been introduced by two others and have failed of passage in two others, according to A.M.A.

WDTV (TV) Pittsburgh Issues Rate Card No. 4

RATE CARD No. 4, effective today (May 1), has been issued by WDTV-TV.

Basic hourly air time rates for studio or film on a one-time basis become: Class A (5 p.m. to sign off, Mon.-Fri.) $200; Class B (6 p.m. to sign off, Sat. and Sun.) $450; Class C (5-6 p.m., Mon.-Fri.) $500; Class D (sign-on to 5 p.m., Mon.-Fri., sign-off to 8 p.m., Sat. and Sun.) $750. Live or film announcement rates in Class A time are $75 for 1 minute, $60 for 20 seconds and $25 for 10 seconds.

Frequency discounts start at 26 times and programs and spots may not be combined to earn higher discounts. No charge is made for the use of studio or film facilities for rehearsal in equal proportion to the length of the program.

American Research Program Report

AMERICAN Research Bureau television ratings for the week ended April 7 show Milton Berle's Texaco Star Theatre the leading program in five of the six cities covered. In Cleveland Godfrey and his Friends was reported as the top program with Texaco Star Theatre in second place.

Information is secured from (Continued on Telecasting 19)
Signs of WGN-TV's Progress

Another sign of success... WGN-TV carries 42% more local retail business than the nearest competitor. Important proof of WGN-TV's selling power, because retail advertisers are shrewd... they buy where they get the greatest return for their dollar. Another reason for buying WGN-TV in Chicago.
**STOP GUESSING!**

GESCO Grows
(Continued from Telecasting 8)

Some members of the show never did learn that he was the guy who obeyed the bills.

As future advertising and merchandising programs are set up, it is likely that GESCO and its dealers will be swinging more and more programs instead of spot announcements.

For one thing, good new availabilities for spot announcements are becoming increasingly hard to obtain. GESCO is protected by long contracts and renewal options on most of its good spots, but the need is growing.

Also, many of the large dealers are beginning to appreciate the prestige and merchandising value of good local programs. Also, since Arizona is within the jurisdiction of the Los Angeles GESCO headquaters, the advent of KPHO-TV in Phoenix during December 1949 has necessitated increasing attention to that area.

Perhaps this is not so much a television "success story" as the story of how one company has recognized the importance of the television advertising medium and has tried to learn how to use it.

---

**VIDEO PANEL SET**

**Top Leaders at N. Y. Meet**

TELEVISION will be discussed from every angle by an all-star panel May 28 at a joint luncheon session of American Television Society and Sales Executives Club of New York at the Hotel Roosevelt in that city.

Mark Woods, ABC vice chairman, will speak on "Predictions for the Future of Television." G. Bennett Larsen, general manager, WPIX (TV) New York, will discuss "The Role of the Independent TV Station"; Glen Gundell, advertising manager, National Dairy Products Co., veteran video sponser, will tell "Why an Advertiser Uses TV!"; H. M. Beville, NBC director of research, will talk about "The Sociological Effect of Television in the Home." Dr. Allen B. DuMont, president, Allen B. DuMont Labs, will speak on "Television—The Billion Dollar Industry!"

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**WGAL-TV**

**the ideal station for testing your TV sales campaign.**

The only television station which reaches this large, prosperous section of Pennsylvania—taking Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is usually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

A STEIMAN STATION

WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clare R. McCollough, Pres.

Represented by

ROBERT MEEKER

ASSOCIATES

Los Angeles

New York

San Francisco

Chicago

NBC TV AFFILIATE

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May 1, 1950
TV Mixes Well

A LARGE Tulsa retail outlet, Oklahoma Tire & Supply Co., has found a new selling recipe for angel food cake pans over KOTV (TV) Tulsa, the station reports. As a result of one announcement on KOTV's Lookin' at Cookin', half-hour cooking program, the retailer sold out its entire supply of 200 cake pans by noon the next day. Fifty other customer reportedly left order for the pans.

said "crispening" as employed in the CBS system helps apparent definition to a certain extent. Crispening or video amplifier "peaking circuit" have been used in monochrome by DuMont for two or three years, he said.

Brightness of the CBS picture was "not as bright as I would like to see it," Dr. DuMont related. He saw trouble from flicker if it were upped to about 40 or 50 ft. lamberts and hence would have to be kept to around 20 ft. lamberts. Some color breakup was cited in the CBS picture but Dr. DuMont said he didn't think it was serious enough to cause concern.

For the purpose of getting color, Dr. DuMont testified he considered the present CBS system would be a little more complex than either the single-tube RCA or CTI method.

Further Testing Necessary

Further field testing of the CBS system was held necessary by the witness, both as to programming and technical matters. He said he wasn't convinced CBS could handle regular commercial programs such as the Fred Waring type and also wanted reception tests in areas 40 to 60 miles from the transmitter. He said CBS hasn't proven its system can be handled over coaxial cables on regular commercial schedule. CBS has made coaxial transmissions, however.

Given the assumption FCC wanted to choose one system now which would give the best color, Dr. DuMont indicated he preferred the system using the dot sequential technique since it has "most promise." He subsequently agreed with Mr. Plotkin it would be a "fair appraisal" to say he preferred a color system which if it didn't work in the long run it still would not harm black-and-white TV.

Dr. DuMont explained FCC's color standard choice ultimately would evolve as the only standard for TV and hence warned the Commission not to choose any standard now which would last but a few years.

Concerning DuMont manufacturing policy, Dr. DuMont told the Commission that regardless of which color system it might choose, his firm would continue to make monochrome sets only and when it had developed a "satisfactory" color

(Continued from Telecasting 18)
CBS SHOWING

(Continued from Telecasting 17)

receiver it would put it on the market. He indicated "lots of pressure" would exist since all firms would be trying to get out their color set first, hence DuMont would continue to strive to win the race. He inferred DuMont color set production in large part would depend upon development of a single tricolor tube.

Should FCC decide on the 405-line CBS system, Dr. DuMont indicated the firm would continue to make 256-line monochrome sets and an optional model which could also get the 405-line signal. Adaptors installed at the factory would boost list prices of sets $25-35, he said.

If complete change to 405-line sets were to be required in three years, all sets would be double standard, Dr. DuMont told FCC. Ruling for changeover sooner would have a proportionately depressing effect upon TV manufacture, he indicated.

Dr. DuMont absolutely does not want multiple standards under any arrangement, he told FCC, because of public confusion and result that large proportion of the public ultimately would be left with apparatus it couldn't use.

Comr. Robert F. Jones asked Dr. DuMont why he now took a position opposite that in 1944 when he urged prompt standardization of monochrome since there was "no need to wait for miracles" and developments would more likely occur if the present standards were approved. Dr. DuMont replied today's situation is not the same because no standards have been set for color by FCC.

Compatible System Needed

Comr. Jones asked if DuMont's stand for a compatible system isn't "ringing the curtain down on any non-compatible system" in the sense by which the Assn. did to DuMont's monochrome proposal in 1940. DuMont was not then an RMA member, Dr. DuMont explained, and everyone can see there's no good in an incompatible system now.

A DuMont brief in 1940 charging RCA with "dominating" by RCA and its affiliates because of the patent situation was cited by Comr. Jones who asked the witness what he thought on the subject now. Dr. DuMont replied that he believed that a lot of changes have been made in RCA since that time, experience had broadened the outlook and that RCA now included all groups.

The witness agreed with Comr. Jones that CBS was not a member of RMA.

Asked by Edward K. Wheeler, RMA counsel, if RCA now dominated RMA, Dr. DuMont replied the negative. The witness also replied RCA had no influence on RCA's stand for a compatible color system.

In his closing, Comr. Jones that all RMA members today were not RCA licensees. He also said that if DuMont were loser in the current patent infringement suit with RCA, it would not have to become an RCA licensee. Some patents "can be built around," he indicated.

Additional details about the DuMont patent situation were requested by William H. Bauer, chief of FCC's Law Bureau technical section. Of 25 DuMont-held patents, about 30%, relate to TV, Dr. DuMont said. All DuMont patents were developed by the firm except for one or two purchased, he said.

Concerning his firm's high-definition 18-merc industrial color system, Dr. DuMont said 96% of it represents monochrome developments made 5% more developed during the past five years while the remaining 5% were color components refined in the past few months. Dr. DuMont indicated his firm is producing "intermediate color system" but no details were given.

SKORDS

(Continued from Telecasting 8)

trust laws for the moment, it seems very clear to me that film producers should be more interested than Zenith in the outcome of the Phonovision test, intended solely to determine whether the American public will pay to see good movies in their homes.

Zenith attorneys have advised Comdr. McDonald that producers cannot legally refuse to rent their films, insofar as Zenith has offered to pay producers the same rate charged theatres with the same audience. "We have left it to the producer to determine just what the audience should be estimated to be, knowing in mind that only 300 homes will be tested," Col. Howland said.

"Phonovision, instead of threatening theatres, will enable many of them to survive the onslaught of television," Col. Howland continued. He outlined the pay television advantage: "To the public, a show not otherwise obtainable; to the broadcaster, those assets long enjoyed by the press with its paid circulation in addition to its advertising revenue and its ability to accurately audit its circulation, daily; to Hollywood or the theatrical producer, an audience exceeding the capacity of every theatre in the land, and the privilege now enjoyed only by radio of going into homes of those who find it inconvenient to come out to the telephone company, an added revenue from an added service to be performed."

Phonovision's operation was demonstrated in a film prepared by Zenith. Dr. Alexander Ellet, Zenith vice president in charge of research and the inventor of Phonovision, described the system's technical operation.

Color television is "close enough so that we should go ahead with it, but it isn't practical to have more than one system," asserted Frank M. McIntosh of McIntosh

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.

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

In support of this claim they publish the page "Savours Firsts in Television."

OLIVER DRAGON ate a few of Burr Tillstrom's words in Chicago last Monday after the creator of Kukla, Fran & Ollie (NBC-TV) spoke at the opening session of the Society of Motion Pictures & Television Engineers Convention (see separate story). Streering the important engineers to good performance and production, Mr. Tillstrom commended them for their criticism, "worth more, perhaps, than that of any other group." He offered with a lusty sanction from Ollie—"All Hall, Television Engineers."

That afternoon, two hours before show time, NBC Chicago video engineers went on strike. Mr. Tillstrom et al scurried for substitutes to handle a special remote on their show from the Museum of Science and Industry, where RCA (and its top brass, including Brig. Gen. Sarnoff) was dedicating its new TV exhibit that evening. By which any judge, anything, a truce was called, engineers returned, and Ollie—with outstretched neck—limited his salute this time to "All Hall, Television."

Explains Basic Difference

He explained that the basic difference lies in the fact that CBS uses a single frame, that CTI uses the conventional three (red, green and blue) on alternate lines and that RCA uses all three on each line per frame. "The RMA system, therefore, permits the finest definition," Mr. McIntosh said. "All three systems—CBS, RCA and CTI—are sequential systems. The only difference is in the rate of operation," he said.

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May 1, 1950

OLIVER SHUTES

As NBC-TV Engineers Strike

"The FCC will have to decide whether the present black-and-white system is too good to justify further, and what rate of speed it should be boosted to," Mr. McIntosh added. "All three systems—CBS, RCA and CTI—are sequential systems. The only difference is in the rate of operation," he said.

Explain Basic Difference

He explained that the basic difference lies in the fact that CBS uses a single frame, that CTI uses the conventional three (red, green and blue) on alternate lines and that RCA uses all three on each line per frame. "The RMA system, therefore, permits the finest definition," Mr. McIntosh said. "All three systems—CBS, RCA and CTI—are sequential systems. The only difference is in the rate of operation," he said.

He added: "Whether the expense and added equipment needed for the RCA system is worth all the trouble or not will have to be decided by the FCC." Mr. McIntosh explained that all tubes and camera equipment current in the black-and-white is manufactured and can be adjusted to each of the three color systems with modifications.

He said the CBS' color system has a 6% overall reduction in response which makes it more work for the picker and creates more work for the eyes of the viewer. "I do not believe FCC should accept the CBS system for all time," he added. He pointed out that the CBS operation is incompatible. "CBS, however, although it has reached the ultimate in its color development should be given credit for its pioneering in the field."
Biow, Loewi Speak

MILTON H. BIOW, president of the Biow Co., New York, and Mortimer W. Loewi, director of the DuMont Television Network, will be the guest speakers at a luncheon May 2 at the Hotel Biltmore, New York, given by the Fashions Group. A discussion of television and cosmetics from the point of view of advertising, sales promotion, as well as influence upon the consumer market, will take place at the luncheon.

Film Report

ATRINS-GILBERT, Los Angeles, has acquired television rights from Maxwell Shub, producer-director, 20th Century-Fox, to 39 half-hour dramatic films written for Big Town radio series aired in 1939, 1940. . . . John Burns James Jr., formerly in motion picture field in Cincinnati, has joined Video Films, Detroit, producer of motion picture TV advertising.


• • •

Jerry Fairbanks Productions, Hollywood, has completed first films in new half-hour TV series Rocket to the Stars for Oldsmobile. Series shows stage and screen personalities in home backgrounds and is scheduled for fall release. First program featuring David Niven will be "sneak previewed" sometime in May in San Francisco, Detroit, St. Louis, Philadelphia, and Los Angeles. Agency for Oldsmobile is D. P. Brothers & Co., Detroit.

• • •

KTTV (TV) Los Angeles has acquired 21 Western movie serials and 48 cartoons for telecasting, scheduled to start sometime in May. Included in series, each 12 chapters long, are Tom Mix in "Miracle Rider"; John Wayne, "Shadow of the Eagle" and "Three Musketeers"; and Harry Carey, "Lost of the Mohicans." . . . William Asher, head of production, TELEFILM Film Co., Beverly Hills, takes over as executive producer on KFTV-Los Angeles' You Be the Jury show.

Telecast

(Continued from Telecasting 14)

NEW YORK

1. Star Theatre 68.1
2. Talent Scouts 68.8
3. Toast of the Town 64.3
4. The Goldbergs 55.0
5. Godfrey and Friends 48.0
6. Studio One 43.0
7. Saturday Night Revue 41.5

PHILADELPHIA

1. Star Theatre 75.8
2. Toast of the Town 65.0
3. Talent Scouts 62.5
4. Godfrey and Friends 57.6
5. Boxing-N. Y.-Friday 49.9
6. The Bob Cummings Show 49.0
7. Lights Out 47.5
8. WFB Film Theatre 46.5
9. Children's Hour 46.1
10. Kraft TV Theatre 42.2

BALTIMORE

1. Star Theatre 69.0
2. Talent Scouts 64.0
3. Toast of the Town 54.8
4. Godfrey and Friends 52.0
5. Stop the Music 52.4
6. Boxing-NBC-Friday 46.6
7. Silvers Theatre 43.2
8. Studio One 41.9
9. Private Eye 41.0
10. The Lone Ranger 39.0

WASHINGTON

1. Star Theatre 71.4
2. Honeymooners 48.8
3. Stop the Music 46.3
4. Godfrey and Friends 46.1
5. Toast of the Town 45.1
6. Frontier Theatre 40.5
7. Boxing-NBC-Friday 40.1
8. Aladdin Family 39.0
9. TV Playhouse 39.0
10. Super Circus 36.9

Nielsen New York

Program Ratings

NEW YORK area Nielsen TV Ratings for evening, once-a-week programs places Texaco Star Theatre in the top spot. The survey covered the four weeks ending April 8. The top 10 New York programs are reported by Nielsen as follows:

1. Texaco Star Theatre 71.4
2. Honeymooners 48.8
3. Stop the Music 46.3
4. Godfrey and Friends 46.1
5. Toast of the Town 45.1
6. Frontier Theatre 40.5
7. Boxing-NBC-Friday 40.1
8. Aladdin Family 39.0
9. TV Playhouse 39.0
10. Super Circus 36.9

Nielsen TV Rating | % TV homes using (at Teletime)
--- | ---
PROGRAM | (Teletext) | % homes | homes
--- | --- | --- | ---
1 Texaco Star Theatre | 4 | 76.2 | 82.9 | 81.7 | 7.9
2 Honeymooners | 4 | 37.8 | 62.1 | 76.4 | 9.2
3 Godfrey's Talent Scouts | 4 | 56.9 | 61.9 | 78.1 | 9.2
4 Gillie's Baking | 4 | 47.9 | 62.0 | 69.7 | 5.3
5 Lights Out | 4 | 15.4 | 47.2 | 57.7 | 5.9
6 Philco TV Playhouse | 4 | 53.6 | 71.7 | 72.8 | 7.7
7 Man Against Crime | 4 | 38.9 | 42.3 | 72.4 | 6.3
8 Fireside Theatre | 4 | 32.7 | 410 | 76.7 | 7.7
9 The Goldbergs | 4 | 37.6 | 409 | 78.5 | 5.7
10 Godfrey & Friends | 4 | 37.1 | 457 | 71.4 | 11.3

All programs telecast two or more times.

NOTE: Number of homes is obtained by applying the rating (%) to 1,065,000—the March 1, 1950, Nielsen estimate of total TV homes in the "New York" area.

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nothing but smiles under our umbrella!

LEONARD A. VERSUS STATIONS

REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS

ONE MILLION PEOPLE...LOOK FOR TV FROM

Grand Rapids, Channel 7

The only Michigan TV Station outside Detroit

LEONARD A. VERSUS STATIONS

REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS

ONE MILLION PEOPLE...LOOK FOR TV FROM

Grand Rapids, Channel 7

The only Michigan TV Station outside Detroit

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1331 S. Wabash Ave., Chicago 5, Ill.
How electronic “paintbrushes” create pictures in our newest art form

There’s not a single moving part in a kinescope—but it gives you pictures in motion

No. 4 in a series outlining high points in television history

Photos from the historical collection of RCA

- Ever watch an artist at work—seen how his brush moves over the canvas to place a dot here, a shadow or highlight there, until a picture is formed?

Next time you’re asked how television pictures are made, remember the paintbrush comparison. But the “brush” in this case is a stationary electron gun, the “paint” is a fluorescent material made light or dark by electrons, and the “canvas” is a television screen.

Developed by Dr. V. K. Zworykin, now of RCA Laboratories, the kinescope picture tube is one of the scientific advances which gave us all-electronic television... instead of the crude, and now outmoded, mechanical techniques.

Today, through research at RCA Laboratories, these highly complex kinescopes are mass-produced at RCA’s tube plants in Lancaster, Pa., and Marion, Ind. Industrial authorities call this one of the most breath-taking applications of mass production methods to the job of making a precision instrument.

Thousands of kinescope faceplates must be precisely and evenly coated with a film of fluorescent material... the electron gun is perfectly synchronized with the electron beam in the image orthicon tube of RCA television cameras... the vacuum produced in each tube must be 10 times better than that in a standard radio tube—or in an electric light bulb!

Once completely assembled, your RCA kinescope picture tube is ready to operate in a home television receiver. In action, an electrically heated surface emits a stream of electrons, and the stream is compressed by finely machined cylinders and pin-holed disks into a pencil-thin beam. Moving back and forth in obedience to a radio signal—faster than the eye can perceive—this beam paints a picture on the face of the kinescope. For each picture created, the electron beam must race across the “screen” 525 times. To create the illusion of motion, 30 such pictures are “painted” in every single second!

Yet despite these terrific speeds, there are no moving parts in an RCA kinescope. You enjoy the newest of our arts because electrons can be made to be obedient.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION
FELIX APPEALS

Contests Libel Suit Rule

An appeal that contests the ruling of a Philadelphia federal judge that a radio broadcaster is not liable for libel in the broadcast of an uncensored political speech [BROADCASTING, March 20] has been filed with the Circuit Court of Appeals, Philadelphia.

Case centered upon a libel suit against KYW Philadelphia (Westinghouse Radio Stations Inc.) and four other stations in the Quaker City (WCAU WFLF WPEN WIBG). A Philadelphia attorney, David H. H. Felix, asked $50,000 damages from each station for broadcasting a political speech which allegedly contained libelous matter. Judge Kirkpatrick's ruling last March dismissing the Felix complaint, in effect supported FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Westinghouse attorneys said the case may be considered in October by the appeals court.

CAB '51 Meeting

CANADIAN ASSN. of Broadcasters has announced that its 1951 annual meeting will be held at the Chateau Frontenac, Quebec City, Feb. 26 to March 1. Decision was made at an April meeting of the CAB board of directors, reversing plans announced at the CAB annual meeting at Niagara Falls. At that time the annual meeting was set for Mount Royal Hotel, Montreal, later in March.

H. J. Forbes, formerly general manager of WWJR Beckley, W. Va., appointed comptroller of WGMT Wilson, N. C. He was also formerly with WVWW Fairmont, W. Va.

ROGER S. DAVIDSON, former commercial manager of KXJK Forest City, Ark., becomes commercial manager of WMS Natchez, Miss. He also was formerly associated with KGII Little Rock and KXKL North Little Rock, both Ark.

FORT INDUSTRY Co.'s New York office, headed by Tom Harker, vice president and national sales director, moves to new and larger quarters at 488 Madison Ave.

GILL SPECTOR, formerly with WLEE Richmond, Va., joins sales staff of WVEI same city. RICHARD GILFORD, formerly with WNOY joins staff.

WCDO Minneapolis-St. Paul issues Rate Card No. 21. Card is effective today, May 1.

BILLY POST returns to KSL Salt Lake City, to act as consultant of 15 years to join staff of KSL-TV as member of sales department and host of musical show. He was affiliated with Intermountain Network previous to this move.

KSFQ San Francisco appoints WILLIAM G. RAMBEAUX co. as national representative.

RICHARD HOGUE rejoining ABC spot sales department after service with Music Corp. of America. He replaces GEORGE PERKINS, resigned. Mr. Hogue joined ABC in 1948.

WILLIAM F. MALO, commercial manager of WDGC Hartford, Conn., elected to Radio Pioneer's Club. He has been in radio for 28 years, 20 of them with WDRC.

H. ROLLIN BOYNTON, formerly with Fletcher D. Richards, New York agency, joins WQXR New York as junior account executive.

CRYSTAL GERRIE, of ABC radio-accounting staff, and Bill Phillips were married April 22.

BILLY HUNEFELD, member of sales staff of KXL Oakland, Calif., is the father of a boy.

Feature of Week

(Continued from page 16)

on 1450 kc.

Prior to its opening, WTSA wheeled through Keene, N. H., Bellows Falls, Vt., and other nearby communities in a tour promoting the station and Boston baseball games.

The trailer unit is about 30 feet long. In the back end is the console flanked by two 3-speed turntables, clock and other equipment plus a microphone for the announcer-operator. Behind the operator—toward the trailer's nose—is the transmitter to the right and a large record and transcription library to the left. A door leads to a business office, containing desks, file cabinet, phone, interview mike and other equipment.

WTSA uses a Collins transmitter and much of its other equipment is made by that firm.

WTSA is owned and operated by The Granite State Broadcasting Co., Manchester, N. H., and is the third AM station opened by the firm since late 1946. Others include WKBW Manchester, N. H., and WTSV Claremont, N. H.

In a few months, WTSA's modern studios will be built, after which the trailer station, designed by William F. Rust Jr., general manager of Granite State, will be moved to Lebanon-Hanover, N. H. There, with FCC approval, the firm plans to operate still another station.

AAW Competition

McAndrews Named Chairman

ROBERT J. McANDREWS, managing director of Southern California Broadcasters Assn., has been named chairman of the annual radio commercials competition of the Advertising Assn. of the West. SCBA will act as coordinating group for this year's contest.

Appointed to the committee are: Wallace E. Wagstaff, manager, KIDO Boise; Frank B. McLeathy, sales manager, KSL Salt Lake City; Lloyd E. Yoder, manager, KOA Denver; Ray Rhodes, Pacific Coast manager, Paul H. Raymer Co.; J. Archie Morton, manager, KJR Seattle, and H. Quinton Cox, manager, KGW Portland, Ore. Traditional trophy donated by Vanover Advertising Club and additional certificates of merit will be presented to contest winners at AAW convention being held June 25-29 at the Ambassador Hotel in Los Angeles.

Hugh McClung

FUNERAL services for Hugh McClung, 56, owner of KYOS Merced, KYCV Redding and KHSI Chico, all California, were held in Merced April 21 with burial in San Mateo County. Mr. McClung died April 19 in a Monterey Hospital after he had been stricken with a heart attack. He leaves his wife, a son, Hugh Jr., and a daughter, Martha Roberts.

No Need to Buy Costly Additional Arms and Equipment for Your Tables

Better Fidelity - Less Needle Scratch

Plug this General Electric reluctance head with adapter into your present 9-A arm and play phonograph records and lateral transcriptions.

To play verticals, simply plug your standard 9-A head back in.

Adapter with G.E. broadcast model head and switch and matching cable. Everything you need* only $29.75

*Diamond Point 2.5 mil $16.50 additional
* Sapphire Point $ 2.10 additional

BROADCAST SERVICE COMPANY

334 ARCADE BLDG. • ST. LOUIS 1, MO.
WDSU STUDIOS New AM, TV Quarters Dedicated

FORMAL dedication of new studios at WDSU-AM-FM-TV New Orleans, climaxing a six months' expansion program, was held last Monday (April 24).

A special half-hour program titled Dixie Jamboree and featuring Sportscaster Harry Wismar as m.c., was aired over the station and the ABC network. In addition to Mr. Wismar, the show included selections by New Orleans bands and singers and the Tulane-Newcomb A Capella Choir of 50 voices directed by John Reininger.

Waters from the Seven Seas, flown in by Pan American Airways, were used by Mr. Wismar in the christening ceremonies. Assisting him were Mary Brooks Soule, this year's Mardi Gras queen, and her attendants. All were escorted by an honor guard of the Naval Reserve Unit of Tugane U.

The new studio building, which is adjacent to WDSU's administrative offices, contains four broadcasting studios and one large television studio. All are equipped with the latest and most modern facilities and have been designed to allow a maximum flexibility, according to Edgar B. Stern Jr., managing partner. Robert D. Swezy is general manager of WDSU-AM-FM-TV.

With the four broadcasting studios built around one large control room, WDSU facilities also include a newswroom, record library, client's viewing room and a general reception room. Total of the overall AM area is approximately 4,000 feet.

Patterned after Hollywood sound stages, the television studio has a master control room, including a producer's and announcer's room, situated above stage level and overlooking more than 6,000 square feet of working area. Officials pointed out that as many as eight different sets can be assembled and put into working use at one time.

Other features of the TV studio are dressing rooms for performers as well as offices for the personnel handling the mechanical operation. The rear of the studio extends to Toulouse St. and is constructed with an entrance way large enough to allow passage onto the stage of huge trucks, cars and other massive equipment a sponsor may want to demonstrate on his show.

The studios are located in the Brulatour Mansion in New Orleans' French Quarter. The exterior of the building has been designed in traditional New Orleans architecture. Construction of the new studios was started last fall.

RADIO-TV ACTING Y&R's Duerr Authors Book


AUTHOR Edwin Duerr, radio and television supervisor, Young & Rubicam Inc., and formerly director of the U. of California Little Theatre, takes the reader back-stage in radio and television's acting world. Well-detailed and interspersed with illustrative material taken from national radio-TV show scripts, Radio and Television Acting is intended to teach as well as to inform.

Chapters devote considerable attention to the nature of acting, voice and speech, microphone techniques and procedures, microphone reading, characterization, emotional and comic acting, motion and various aspects of each one of these categories. Bibliographies and exercises follow each brief chapter, making this volume easy to read and to understand for either student or professional.

RADIO NEWS

Los Angeles Awards Made

AWARDS for outstanding achievement in radio journalism in the greater Los Angeles area have been presented by Radio News Club of Southern California. Divided into five categories, the awards went to Chet Huntley, CBS commentator, for best consistent news commentary during 1949; Bob Garred and John Wald, both of ABC, tied for best consistent news presentation for 1949; Dave Anderson, NBC, for best news writing during 1949; KNX-CBS news staff's coverage of Kathay Paeus story, for best on-the-spot coverage of a special event; Sam Baiter, KLAC, as best sportscaster during 1949. Both stations are in Los Angeles.

Judges were Leonard Riblett, chairman of Greater Los Angeles Press Club; Gladwin Hill, Southern California representative of the New York Times; Arthur A. Engel, assistant to publisher, Hollywood Reporter.
COLD WAR NOTE
HT Cites ‘Voice’ Effort

BROADCASTING, along with the press and other information media "that the people trust," must join the battle to spread the American message to countries behind the Iron curtain, President Truman told the April 20-22 meeting of American Society of Newspaper Editors, held in Washington.

"Unless we get the real story across to people in other countries we will lose the battle for men's minds by default," the President said. "Our present overseas information and educational exchange program is getting results. For example, the Voice of America has been carrying to people behind the Iron Curtain the true story of world events."

"It has been so successful that the Soviet government is using a vast amount of costly equipment in an attempt to drown our broadcasts by jamming. We must devise ways to break through that jamming and get our message across. And we must improve and strengthen our whole range of information and educational services.”

The President reminded that this country has "tremendous advantages" in the struggle for men's minds and loyalties. "We have truth and freedom on our side," he said. "The appeal of free institutions and self-government springs from the deepest and noblest aspirations of mankind."

He declared Secretary of State Dean Acheson has been directed...
IT'S an informal discussion among these Virginia radio men and women at the meeting of Virginia AP Broadcasters Assn. at Richmond in March [BROADCASTING, April 3]. L to r: Seated, Don Murray, WDBJ Roanoke; John Daffron, AP, Richmond; Bob Dalton, WRNL Richmond; Emileigh Maxwell, WTAI Norfolk; Frank H. Fuller, Richmond AP Bureau chief; Mrs. Polly Daffron Miller, WRNL; Jack Wolken, WWOD Lynchburg; Leigh Smith, WLSL Roanoke; Charlie Spears, WXGI Richmond; standing, John L. Cole, WHLF South Boston; Frank M. Stearns, AP, Washington; Oliver Graming, AP assistant; general manager for radio, New York; John Ewe, WDBJ.

WAVE DOESN'T TRY TO TRAP FOX (Ky.)!

At WAVE, we take no interest in trapping Fox (Ky.)! Truth is, we have not the license to lay our hands on Kentucky's timberland. . .

We do legally scan the 27-county Louisville Trading Area—a territory that's almost as valuable as Fox (Ky.) and all the rest of the State combined! Every year nearly a billion dollars changes hands right around the Louisville trading post. . .

So take our advice, old hunter—beware of banding Fox, and Armstrong WAVE. Are you game for all the facts?

LOUISVILLE'S WAVE

BROADCASTING * Telcasting
FIFTY percent of 173 station managers queried about job placements by the Council on Radio Journalism said they would hire persons without previous station experience. This was reported by Council Chairman Floyd Baskette of the U. of Colorado at the semi-annual meeting of the group April 16 in conjunction with the NAB at Chicago's Stevens Hotel.

The same managers reported they expect to employ 387 persons this year, of which 143 openings will be for newsmen, newsmen-announcers and advertising men this spring and summer, Mr. Baskette said.

The council, comprised of five radio industry representatives and five university men from the American Assn. of Schools and Departments of Journalism, discussed at length the problems of placing graduates in jobs. For the first time, college graduates are not expected to be placed entirely until October. They previously found work immediately after graduation, one spokesman said.

Average starting salary for jobs at the stations surveyed is about $50, it was reported.

The council is preparing a report for institutions with research facilities listing radio journalism research topics that the industry itself considers "significant and necessary." Subjects to be assigned to candidates for master and doctor degrees were selected on recommendations of network research men, independent survey concerns and radio news directors.

Industry members attending the evening session were Arthur Stringer, representing NAB, Council secretary; E. R. Vadeboncoeur, WSYR Syracuse, vice president; Karl Krueger, KMBC Kansas City, and Wilton Cobb, WMZM Muncie, Indiana, who requested funding for small colleges. Joe Buck, WGN Chicago, and John Hendricks, WRK Lafayette, U. of Minnesota; Baskette Musee, Northwestern U., and Dr. Arthur Barnes, U. of Iowa.

FIFTH graduation from Academy of Radio Arts, Toronto, was held April 14. Thirty-five announcers, producers and writers graduated this season, and most were placed with independent radio stations.

**Routine coverage of fire in St. Louis recently turned out to be more than that when KMOX that city's largest station announced that reporters had been assigned to cover the fire. The scene was described by the company as "a fine example of the type of reporting that can be done with the new recording equipment."**

**Promote Kept CASUAL views by Mrs. Betty Pattee, "better-half" of WKBW New York, Conn., Mrs. & Mrs. show was won by Mrs. Pattee recently. Some months ago she had remarked to audience that birth of Pattee's fifth child would not interrupt their daily 1 p.m. broadcast. Child, a boy, was born Sunday, April 4, and show was aired from Mrs. Pattee's hospital room next day and for remainder of week.**

**G-String Investor Speaks**

RECENT guest on WPTZ (TV) Philadelphia's "Open House show" was Dr. George Goebau, inventor of which Signal Corps expects eventually to replace coaxial cable. Called "G-String," gadget has horn attachment which shoots signal along surface of specially insulated wire. Dr. Goebau explained why wire works to Roy Neal, m.c. of show, and Joseph Wilson of U. S. Signal Corps.

**Record Collector**

NOTED Baltimore record collector, Dean Lloyd Garrison, is center of new show on WMAR-FM Baltimore. Aired Monday, 8:30 p.m., show features Dr. Garrison spinning old and near-forgotten records. Discs will come from his private collection, largest of its kind in state. First show was built around artists who started in Baltimore. Program is titled Collector's Corner.

**Network Quiz**

FIRST broadcast in new series of shows by National Assn. of Mfns, titled "High School Students Quiz Industry," will be aired by WLAB Lawrence, Mass., and heard over AEC at 10:15 p.m. tomorrow (May 2). Eight shows in series will originate from ABC affiliates in different locations. Prominent representatives of industry will be asked questions on general topical material, such as "Is Industry Human?" Unrehearsed shows will feature one industry representative and three students.

**Cuyahoga Calling**

ORGANIZED communities are given opportunity to extoll virtues and acquire potential hint for home-town. On Cuyahoga Calling, new show over WEPR Cleveland. Programs originate in public building in community concerned and include dramatized or narrated story of community's history, future plans and highlights of its activities. Community song contest, with original songs submitted by local persons, will win prize for community whose song is judged best. Show is aired Saturdays, 9-9:30 p.m., with Jack Saunders, production supervisor, in charge.

**Regatta From Blimp**

COLLEGE regatta, featuring crews of Penn, Princeton and Columbia, aired by WPLF Philadelphia from blimp. Mobile unit of station was placed about 100 yds. from finish line, furnishing ground contact for blimp and outlet for public address system, over which description from blimp could be heard. Movies taken in blimp were shown by RCA Victor TV network. Tom Moorehead described event.

**Conversation Piece**

FACTS, interesting stories and slants on little-known events are focal point of Talk of the Town show on WBBM Chicago. Show stars Earl Beach, who reports on behind-the-scenes happenings in his co-star, Chicago. People from all walks of life who have achieved success in unusual and less ventures are interviewed on program which is heard 15 minutes three-weekly. Editor is Don Brickley, WBBM writer-producer.

**Gardening Hints**

SPRING show on WJZ-TV New York will feature the latest in techniques, new methods of landscaping and demonstrations of how to make gardens and lawns beautiful and useful. Show is conducted by Phil Alampi, farm and garden editor of WJZ, and titled The Home Gardener. Visual demonstrations lasted small amount of time. Large set will be constructed Friday, 8-8:30 p.m. Special authority on home gardening will appear on show weekly.

**KCMO Loves Ladies**

THREE-weekly audience participation show on KCMO Kansas City takes place in Tea Room of Macy's department store on Wednesday. Women at lunch are asked questions on everything from soup to nuts, and receive mechanism of prizes, biggest being a new car. Prizes also is offered weekly for best recipe sent in by listener. Love Those Ladies is heard Wed., Fri., 9:30-4 p.m., and is sponsored by Stokely's Food and local grocers.

**Shakedown Cruise**

WCOB Boston's recording equipment was taken aboard Navy's latest type schnorkel submarine for shakedown cruise. Fifteen-minute special events feature was aired by Ken Mayer, special events director, and gave listeners actual commands and sounds as boat went through its paces. Tape recorder also caught actual crash dive and ascent of submarine.

**Half-Century Events**

NEW WEEKLY series on CJBC Toronto and Dominion network will feature events in first half of century. Not only major developments will be chronicled on program, but also many little things which have happened and are worth remembering. Direct quotations and actual recordings of famous people will be included in one-hour show. Program produced by J. Frank Willis, CJBC Toronto.

**Kids' Show**

KPIX (TV) San Francisco launches new amateur talent show designed especially for "little people." Program, entitled Kids' Capers features Wally King, disc jockey, his 8-year-old son, Kenton, and radio-night club pianist, Edna Fisher. Amateur talent on show is restricted to 14-year-olds and under and aims especially for acts of type to appeal to young audience. Program is sponsored by Wiseman Appliance, Berkeley.

**MANILA Broadcasting Co. is increasing its capital stock from $500,000 to $750,000 in order to buy all outstanding stock of Philippine Broadcasting Corp. Although stockholders will continue to function as board members, all management will be handled by MBC. Arrangement calls for transfer of PBC stock to MBC in exchange for shares in MBC capital stock at rate of 4.53 shares for every PBC share.**
Ferguson Named
Is KXOA KXOB KXOC V.P.
APPOINTMENT of Herb N. Ferguson, general manager of KXOA Sacramento, and KXOB Stockton, both California, as a vice president and director of Sacramento Broadcasters Inc., owner and operator of KXOA and KXOC Chico, has been announced by Lin- coln Dollar, president of the three stations. KXOB is owned by ValleyBroadcasting, Inc. of which Mr. Ferguson also has been appointed a vice president and director.

With headquarters in Sacramento, Mr. Ferguson will serve as general manager of the three stations, dividing his time between them it was announced. Mr. Ferguson entered radio in 1944 with KFRE Fresno. He was named manager of KXOB in 1947 and last year, also was appointed manager of KXOA.

CANADIAN MARCONI Co., Montreal, reported net profit for 1949 of $26,655, compared with loss the previous year of $688,971. Operating profit in 1949 was $354,868. Net working capital improved to $1,458,489 compared with $1,444,918 in 1948. Company manufactures receivers and transmitting equipment and operates CCFP-AM FM Montreal.

WADC ANNIVERSARY
Silver Promotion Tied In

TIE-IN involving promotion of silverware in connection with the silver anniversary of WADC Akron, Ohio, last month (Radio AND Telecasting, April 10], has been reported as highly successful by Allen T. Simons, owner and operator of the low CBS affiliate.

For two weeks prior to the anniversary date, WADC ran a two-fold campaign in which the silver theme was carried in ticker announcements which preceded the main announcements by four days. One phase of the promotion was WADC's offer to give 52-piece sets of Oneida Community Silverware to every person born in the Akron area on April 8, 1925, the day the station first went on the air.

In the campaign's other phase, WADC announced that every child born in Akron on April 8, 1950, the station's anniversary date, would be presented with a six-piece "step-up" set of 1847 Rogers Brothers Silverware. Over 30 "step-up" sets were given away, it was reported.

SPECIAL interviews and programs were carried by KDKA Pittsburgh from 14th annual West Virginia Farm Electrical Conferences.

UN AGENCIES
U.S. Participation Mulled
REPRESENTATIVES of the FCC, State Dept. and other government departments took part April 20 in a discussion of continued U.S. participation on various economic and social agencies of the United Nations and certain inter-American bodies.

Speakers included Ambassador Ernest A. Gross and Under Secretary of State James E. Webb. Among those attending were Comrs. Paul Walker and E. M. Webster; Frans Coit de Wolf, U.S. representative on the administrative council of International Telecommunications Union; George D. Stoddard, chairman of U.S. National Commission for UNESCO, and George P. Baker, U.S. representative on the UN Transport and Communications Commission. FCC Chairman Wayne Goy also was invited but was unable to attend.

Production

TEX AND JINX
WBNC WNB Set 5-Year Pact
A FIVE-YEAR contract signed by Tex and Jinx McCrary with WBNC and WNB (TV) New York, guarantees the stations exclusive services of the couple for both radio and television. New agreement will take effect in 1961, upon expiration of their current contract.

At the same time the station announced that a new TV series starring Tex and Jinx will make its debut on Aug. 15. The show will be patterned on the couple's radio show (which on May 16 will increase its time from 45 minutes to one hour, Monday through Friday, 8:30-9:30 a.m.), and will be viewed on WNB five-times-a-week from 8:30-8:55 p.m.

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**PROGRAM RIGHTS**

**Warner Reviews Problems**

THE OWNERS of radio and television programs will have to rely upon statutory rather than common law copyright to protect their interests in these properties if an outstanding court decision is permitted to stand.

This is the warning of Harry P. Warner, of the Washington law firm of Segal, Smith & Hennessey, in an article in the Vanderbilt Law Review. The article, "Protection of the Content of Radio and Television Programs," will be a chapter in the second volume of his book, Radio and Television Law.

The case which would upset present radio and television copyright practices is the suit of Actor Mel Blanc alleging rights to the musical laugh "ha-ha-ha-ha-ha," which he claims to have originated and which became known to the public via the "Woody Woodpecker" cartoon.

In granting a defense motion for dismissal of Mr. Blanc's suit, according to the article, a California court held that the musical laugh in motion pictures amounted to "general publication." If use in movies is "publication," Mr. Warner contends, then use on radio or television is also "publication." The Blanc case is now on appeal to the California Court of Appeals.

Common-Law Copyright

Mr. Warner explains that common-law copyright gives adequate protection of the originator's rights in every "new and original product of mental labor embodied in writing or some other visible form which remains unpublished."

Traditionally, he continues, courts have held that broadcasts, movies, and stage productions do not amount to "publication," which is the point where common-law copyright ceases to operate and statutory copyright becomes necessary for continued protection of the author's interests.

Mr. Warner feels the court "reached the correct conclusion" in dismissing the Blanc suit, "but not for the reasons" given in the court opinion. He suggests that if the issues were tried on the merits, "the court might conclude that the musical laugh was not a protectible property interest."

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**Everybody comes to the WLS NATIONAL BARN DANCE**

(See front cover)

**WLS the Prairie Farmer station Chicago 7, Illinois**

Clear channel—50,000 watts—890 kc—ABC network

Represented nationally by John Blair & Company

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**A WARM welcome, presentation of the keys to the city and a luncheon in his honor helped make last month's visit by ABC Sports Director Harry Wismer to Spartanburg, S. C., a memorable one. L to r: Mayor Thomas W. Whiteside, who welcomed Mr. Wismer and extended him the keys of the city; Walter J. Brown, president of WORD and WDXY (FM) Spartanburg, who gave the luncheon; Mr. Wismer, and Federal Judge C. C. Wyche. Luncheon attendants included Amoco dealers in the Spartanburg area. WORD and WDXY (FM) carry the Washington Redskins football games, which Mr. Wismer broadcasts.**

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**PLAY-by-play or re-creations of all daytime Washington Senators games will be fed to network consisting of WSID Baltimore, WCUH Cumberland, WARK Hagerstown, Md., WRVA Richmond, Va., and WHYR Hanover, Pa., by WWDC Washington.**

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**USSR PROPAGANDA**

**WAVE Picks Up Broadcasts**

CLAIMING an exclusive scoop, WAVE Louisville has reported interception of Soviet Russia's use of the 40-meter band for propaganda purposes in violation of the International Radio Treaty.

WAVE officials said the broadcasts, beamed at the United States and outlying countries by Radio Moscow, were picked up April 14. Amateur Operator Dr. Milton Schwabie, of Louisville's Nichols Hospital, and WAVE Engineers Dick Bush and Frank Burger picked up the Soviet signal on 7245 kc. Under the direction of Jim Caldwell, WAVE news director, the broadcast was immediately recorded.

News of the WAVE recording was relayed to NBC and arrangements were made for a rebroadcast of the recording on Morgan Beatty's News of the World broadcast the same day. WAVE reported it was the first time Radio Moscow was picked up on the 40-meter band which, according to the International Radio Treaty, is to be used only for dot-and-dash messages, not for voice or propaganda purposes.

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**ARRANGEMENTS completed between WXGI Richmond, Va., and Eastern Baseball Network for station to broadcast all games played by New York Giants at home and away.**

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**FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE**

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FM RADIO QUIZ

Students Survey Seattle

RADIO students at the U. of Washington are making a house-to-house survey to determine the status of FM listening in northeast Seattle. Conducted by Radio TV Guild, made up of students majoring in radio and related subjects, the sampling will cross-section 760 persons as determined by the Washington Public Opinion Lab.

Second objective of the survey will be to sound out the pattern of listening to programs transcribed at the university and then aired on commercial stations in Seattle and elsewhere in the state, the university explains.

Home owners will be asked whether they listen to any of 21 specified AM programs and 12 which may be heard only on FM. These include university, network and local shows. Bulk of questioning centers on degree of FM listening, noticeable differences in FM as compared to AM, and whether future FM listeners contemplate inclusion of FM.

CERTIFICATE of Award of Merit awarded Southern California Broadcasters Assn. by Community Chest of Los Angeles.

RADIO WRITING

Book Traces Developments

RADIO and TELEVISION WRITING.

By Max Wylie. New York: Rinehart & Company, 1951. $5.00

Since the first edition of this book, published in 1939, radio has continued as "still the greatest enterpriser in the business of our mixed-up planet," and television has not reduced its "selling power or popularity," author Max Wylie asserts in the preface of his revised and enlarged work. Industry experts contributed to the book.

Mr. Wylie's new book covers basic principles of radio writing (in the classroom sense for networks); problems of adaptation (the novel and short story); radio journalism (news writing); comedy (with chapters on construction and techniques); the daytime serial (an analysis of programs and plots); mystery and murder (specific examples); radio for adults; and television (which embraces story adaptation for TV and actual mechanics and technical problems). The book is well documented with concrete examples and liberal use of editorial comment by columnists.

GUIDE-POST POLL

Pittsburgh Listening Studies

HALF of Pittsburgh's families regularly listen to the radio after 11 p.m. more than half the evening. But since only 11% of the families listen occasionally (less than half the evening), while the remaining 11% never listen to the radio after 11 p.m. These findings were announced by Guide-Post Research after a survey of 1,500 homes in the Pittsburgh district.

Listening habits vary with income, Guide-Post reported, with 54% of the families earning under $3,500 a year listening regularly after 11 p.m. and 48% of the families listening irregularly. Late evening listening is almost identical inside and outside the metropolitan (dial telephone) area, the survey points out.

A similar study of early morning listening found 41% of the homes with radios turned on before 6 a.m., while only 22% of the weekday mornings, Guide-Post reported. Another 31% listen fewer than half the mornings and 28% never listen before 7 a.m. It was stated. According to Charles F. Ackenheil, survey director, these figures represent the "total" homes listening which should not be confused with ratings which measure the "average" number of homes listening.

We do not cover all of Connecticut, but we do cover* NORWICH and most of New London county...1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH

FULL TIME

1400 KC • 250 W

NORWICH

NEW LONDON

SAYBROOK

BRIDGEPORT

STAMFORD

JOHN Deme

PRES. & GEN. MGR.

WICH EASTERN CONNECTICUT Broadcasting Company NOEL BREAULT

SALES MGR.

*You'd be surprised at our coverage in New London.

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BROADCASTING • Telecasting
Columbus Meet May 4-7

BOOKLET designed to "sell" salesmen at WHYU Newport News, Va., titled "How You Can Sell Radio Time," has been compiled by Frederick Clair, WHYU station manager.

"Tell to Sell" Clair Outlines Techniques for WHYU Salesmen

As its theme, the slogan, "Each Salesman Is His Own Paymaster," the 16-page mimeographed guide begins with basic material for a "What Is Radio Station?" "Why Sell Radio Time?" etc. Manual then delves into the nature of prospects, method of presentation, and the sales process.

Included is a prepared, "proven sales talk" based on the theory that the "only solution to sales" is "a smart merchant and a needed product—is frequency and multiplicity of contact" with the merchant. Helping the client "tell to sell" can result in a "better job, dollar for dollar, than that by any other medium," Mr. Clair stresses.

"Sales-making," according to Mr. Clair, is "just like splitting a log. You don't stick a wedge in a log and try to drive it all the way down. You place a half-dozen wedges and then tap each in turn, lightly and firmly."

Outlines Answers

Taking five basic negative answers, Mr. Clair provides his salesmen with one positive answer to each:

1. "Don't want it now. Come back and see me later." A———. Even in the worst depression everyone buys some merchandise. Someone has to sell it. It can be you. Radio leaves a lingering impression, and the first impression is the strongest. . . . You should start now . . . to get the first punch in on your competition, then increase your advertising later. . . .

2. "Not interested." A—You have to . . . buy right merchandise, price it right, and tell 'em about it. You are not in business to keep it a secret. Radio is one of the best ways to tell to sell.

3. "Can't afford it." A—You can't afford not to. As times get worse the smart merchant is better off to keep less stock and move it. . . . The more you need business the more you must advertise. . . . Every dollar of radio can move $10 in stock, and I know you don't want to operate a ware-

Ohio State Telecast

The Friday evening general session will be based on the first actual telecast to originate from Ohio State. The DuMont network's Court of Current Issues will be telecast over a local station.

preceding the broadcast, Irvin Paul Suida, originator and producer of the program, will discuss problems and techniques involved in this type of TV show. Discussion of both technique and content of the program will follow the telecast.

The Saturday night, May 6, session, when educational administrators take a "verbal" look at radio and TV, will be presided over by Dr. Howard L. Bevis, president of Ohio State U. Dr. Bevis is chairman of the board of directors of the National Assn. of State Universities and the Assn. of Land Grant Colleges and Universities. Speakers at the session will include: Dr. Herman Wells, president of Indiana U., Charles E. Pringle of Ohio State College, and Miss Ira Jarrell, Atlanta, Ga., superintendent of schools.

Closing event of the four-day session will be held on Monday, May 7, at 2:15 p.m., with H. V. Kaltenborn, noted radio commentator, delivering the major address.

Tell to Tell

Several "firsts" are on the institute's agenda. One is a special interest group meeting featuring a progress report on educational television chaired by Willett Kempton of American U., Washington.

Participants will be Richard B. Hull, radio-TV director, Iowa State College; Sydney W. Head, chairman of the U. of Miami's radio and TV department; Martha Gable, Philadelphia public schools, and Leon Levine, CBS director of discussion broadcasts.

Resource personnel will include: Paul A. Walker, vice chairman of the FCC; Sterling Fisher, NBC manager of public affairs and education; David E. Wiegelin, WABAL Baltimore, public service counselor; Hale Aarnes, chairman of radio education department, Stephens College, and Kenneth Bartlett, director of the Syracuse U. radio and television center.

The first IER group meeting to be given over exclusively to TV training in colleges and universities will be under the chairmanship of William Sener of the U. of Southern California. Another is the first group session to be devoted entirely to TV writing and production, in charge of Caroline Burke, TV supervisor of NBC's public affairs and education department.

The effect of video on listeners will be explained by three Columbus school children from elementary and junior and senior high school classes on the TV panel, to be conducted by Dr. Leland B. Jacobs of Ohio State. He will introduce panelists representing commercial broadcasters listening councils, high school administrators and parents. Speakers include Beulah Zachary, producer of Kukla, Fran & Ollie on NBC-TV, Betty Ross, assistant director of public affairs and education at NBC Chicago; Mrs. Clara S. Logan, president, Southern California Assn. for Better Radio and Television; Philip Lewis, assistant principal, South Shore High School, Chicago, and Thomas Rishworth, Radio Chairman, National Parent Teachers Assn. and director of broadcasting, U. of Texas.

Ohio's Third Largest Market

Sell Ohio's Third Largest Market with WFMJ Youngstown, Ohio

Headley-Reed Co., national representatives

BROADCASTING • Telecasting

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, write The KMB-C KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

May 1, 1950. Page 75
April 19 Applications... 

APPLICATIONS FOR LICENSING
License for CP
WQAN Scranton, Pa.—License for CP to increase power, change hours of operation.

APPLICATION OF CP
Mod. CP new FM station for extension of completion date: KFPC-FM Los Angeles.

APPLICATION OF STA
TENDERED FOR FILING
AM—1310 kc
KVOL Lafayette, La.—Mod. CP AM for extension of completion date: KFPC San Jose;
WJBR-FM Detroit.

TENDERED FOR FILING
STA—1550 kc
KENT Shreveport, La.—Request for STA to operate on 1550 kc 1 kw DA-N until KENT-1, a temporary Laredo location is cleared up.

APPLICATION DISMISSED
Winston O. Ward, Waco, Tex.—DISMISSED April 11 application for new AM station on 1090 kc. 1 kw.

April 20 Applications...

APPLICATIONS FOR LICENSING
Mod. CP new FM station for extension of completion date: KFPC San Jose;
WJBR-FM Detroit.

APPLICATIONS OF STA
TENDERED FOR FILING
STA—1550 kc
KENT Shreveport, La.—Request for STA to operate on 1550 kc 1 kw DA-N until KENT-1, a temporary Laredo location is cleared up.

APPLICATION DISMISSED
Winston O. Ward, Waco, Tex.—DISMISSED April 11 application for new AM station on 1090 kc. 1 kw.

April 21 Decisions...

BY COMMISSION EN BANC

WCLE Clearwater, Fla.—Granted renewal of license for regular period.

WESC New Orleans, La.—Granted renewal of license for period ending Feb. 1, 1953.

WCVY Conshohocken, Pa.—Granted renewal of license to change from 1310 kc 1 kw DA-N to 1480 kc 2 kw DA-N.

License Extension

Renewals Granted
Following stations were granted renewal of license for periods ending May 1: KFRC Los Angeles; KFPC San Jose; KFRC-FM San Jose; KFOS Los Angeles; KBGF San Francisco; KFNS Santa Barbara; KFXL San Francisco; KRFR San Francisco; KNSK San Francisco; KTVL Los Angeles; WRMT Chicago; WURC San Francisco; KXLF Seattle; WGBB Walla Walla, Wash.; KBXR Missoula, Mont.; KFLX Kansas City, Mo.; KFRO Honolulu, Hawaii; KFKR Salt Lake City; KFTR Albuquerque, N. Mex.; KFVM Midland, Tex.; WADJ Tex.; WMBM Chicago; WABC New York; WMBK Miami; WBDT Atlanta; WJZ Baltimore; WDCN Washington; WGTW Atlanta; WJAI Atlanta; WJND Jacksonville; WJHL Charleston; WJSP Scranton; WORW Austin; WORC Columbus; WORF Scranton; WORJ Scranton; WORV Scranton; WORC Scranton; WORX Scranton; WORZ Scranton; WORW Scranton; WORC Scranton; WORX Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Scranton; WORI Scranton; WORZ Scranton; WORV Scranton; WORF Scranton; WORJ Sc
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington 4, D. C.
Santo Cruz, Cal.
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
WASHINGTON 5, D. C.
Member AFCCE

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

ANDREW
CORPORATION
SPASSLSTES IN
Allocation • Design • Installation
363 E. 75th St., Chicago 19, Ill.
PHONE: Triangle 4-4400

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2361
Member AFCCE

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7922
WASHINGTON 4, D. C.
Member AFCCE

William I. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
WASHINGTON 5, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON 9, D. C.
Member AFCCE

Silliman & Barclay
1011 New Hampshire Ave., RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W.
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

KENNEDY & TURNER
War Turner
Frank M. Kennedy
“Registered Professional Engineers”
Specializing in Television
3701 Arbolada Road Phone Olympic 7059
LOS ANGELES 27, CALIF.

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON 4, D. C.
Member AFCCE

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
2214 Wood St.
4730 W. Ruffner
Member AFCCE

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6188

Guy C. Hutcheson
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

Chas. R. Bitter
CONSULTING RADIO ENGINEERS
4123 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Philip Merryman & Associates
114 State Street
Bridgeport 3, Conn.
Bridgeport 5-4144
RADIO CONSULTANTS

May 1, 1950 • Page 77
FCC Actions
(Continued from page 76)

eley, Calif.; WRCM New Orleans.

TENEDERED FOR FILING

KIXX Twin Falls, Idaho.—Mod. CP AM station to change to 1310 kc 1 kw
DA-2 to 1310 kc 5 kw D 1 kw N
DA-2.

AM APPLICATION RETURNED

WHBT Harriman, Tenn.—RETURNED April 18 application for acquisition of
control of licensee corporation (sale of
22 ch. common stock from J. B.
Brewer, Bennett, Conn., J. M. Hick-
man, Neil Shields and L. A. Silvers
and F. L. Crowder.

TV APPLICATION RETURNED

Durham Radio Corp., Durham, N. C. —RETURNED April 24 application to
change frequency From 4 (6672 mc) to Ch. 5 (7642 mc). Return non-compliance with Frequency
assignment for area.

April 25 Decisions

... BY THE SECRETARY

WCUO Cleveland, Ohio.—Granted li-

cense for new FM station; Chan. 277 (103.3 mc) 4 kw, 750 ft.

WJAC-FM Johnstown, Pa.—Granted
license change in existing FM station;
Ch. 260 (2200 mc) 1 kw.

WGBB-AM Lexington, Ky.—Granted
license new FM station; Ch. 260 (95.9
mc), 300 w. 210 ft.

WWJ-FM Cleveland, Ohio.—Granted
licensure for new FM station; Ch. 260
(99.1 mc), 300 w, 210 ft.

WWJ-FM Washington, D.C.—Granted
licensure for new FM station; Ch. 260
(99.1 mc), 300 w, 210 ft.

WWJ-FM Dallas, Texas.—Granted
licensure for new FM station; Ch. 256
(99.1 mc), 300 w, 210 ft.

WNCBS/WWJ-FM Annapolis, Md.—
Granted new license FM station; Ch. 256
(99.1 mc), 300 w, 210 ft.

WAXY-FM, Cleveland, Ohio.—
Granted CP for new license remote pick-
up KA-900.

WAXY-FM, Lewiston, Idaho.—
Amendment of license to provide for
retransmission of KXIP-AM.

Eugene O’Fallon, Inc., Denver, Col. —
Granted CP and license new remote pick-
up KA-4599.

Edison Crest, Co., Watexness, Wis.—
Granted CP for new FM station.

Eugene O’Fallon, Inc., Denver, Col. —
Granted CP for new license remote pick-
up KA-1126.

WCHS-FM Charleston, W. Va.—
Granted CP for new license.

Hartford, Conn.—Granted CP for new
FM station.

Savannah Radio CO.—Grant- ed ex-
ception to April 21 file to reply to
Commission Order No. 7535 to chan-
ge to 103.1 mc.

Broadcasting

March 1950

FALCON SCHOOL

Radio-TV Faculty Complete

FACULTY at Fordham U.'s fourth
annual Summer Institute of Profes-
sional Broadcasting will convene
Aug. 22 to Aug. 11, will be made up of
well-known network officials, direc-
tors and producers, according to
Walter E. Camp, chairman of the
university's radio-TV division.

Teaching staff will include:

M. R. Lankford, Princeton, Ind. —
Granted license change in new license
application from April 24, to June 27 at
1020 kc.

WFPB Greenville, S. C.—Granted
license change in new license appli-
cation from April 24, to June 27 at
610 kc.

WJW-FM, Cleveland, Ohio.—
Granted license change in new license
application from April 24, to June 27 at
650 kc.

WJZ-FM, Baltimore, Md.—Granted
license change in new license appli-
cation from April 24, to June 27 at
650 kc.

WFAN-AM, New York, N. Y.—
Granted license change in new license
application from April 24, to June 27 at
1020 kc.

WITC, Rome, N. Y.—Granted license
change in new license application from
April 24, to June 27 at 1000 kc.

WFAN, New York, N. Y.—
Granted license change in new license
application from April 24, to June 27 at
1020 kc.

WJZ-FM, Baltimore, Md.—Granted
license change in new license appli-
cation from April 24, to June 27 at
650 kc.

WITC, Rome, N. Y.—Granted license
change in new license application from
April 24, to June 27 at 1000 kc.

WFAN, New York, N. Y.—
Granted license change in new license
application from April 24, to June 27 at
1020 kc.

WJZ-FM, Baltimore, Md.—Granted
license change in new license appli-
cation from April 24, to June 27 at
650 kc.

WJZ-FM, Baltimore, Md.—Granted
license change in new license appli-
cation from April 24, to June 27 at
650 kc.

WJZ-FM, Baltimore, Md.—Granted
license change in new license appli-
cation from April 24, to June 27 at
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license change in new license appli-
cation from April 24, to June 27 at
650 kc.

WJZ-FM, Baltimore, Md.—Granted
license change in new license appli-
cation from April 24, to June 27 at
650 kc.
LORAIN DISPUTE

Government Sums Up Case

BRIEF summing up the Government's charges against the Lorain Journal, involving alleged discriminatory practices against advertisers who used the facilities of WEOL Elyria-Lorain, Ohio, has been filed in Cleveland.

The anti-trust case involves the newspaper and four executive officers of the Lorain Journal—Samuel and Isadore Horvits, who own the Journal, and D. P. Self and Frank Maley—as defendants. The trial was completed last March [BROADCASTING, March 20] after Judge Emerich Freed heard 66 witnesses for the government and one for the defense.

The defense had until April 28 to file its brief. Authorities expressed belief that a decision would be handed down sometime between early May and July.

Government has charged that the Journal had refused or threatened to refuse advertising of merchants who also bought time on WEOL. Additionally, the newspaper was charged by WEOL President Roy Ammel with refusing to print station's logs as paid advertising.

The government said further in its brief that "the First Amendment does not immunize anyone from prosecution for violation of the general laws of the United States in which the media of free speech or press have been used in perpetration of the crime."

The Journal had contended that a newspaper cannot be compelled to take advertising; that it did not restrain interstate commerce channels; and that conviction would infringe on freedom of the press.

European Study Tour

KENNETH BARTLETT, dean of University College at Syracuse U. and director of radio and television, and Sam J. Slate, head of NAB program operations in New York, are organizing European study tour of broadcasting systems for industry personnel, the school has announced. Mr. Slate will conduct a course on foreign radio, while Mr. Bartlett will outline the American system. The tour, sponsored by Syracuse U., leaves New York by plane July 2 and returns July 31. Students will visit England, the Netherlands, Luxembourg, Germany and France.

HR-7310 COPIES

NAB Blocks Distribution

EFFORT of Gordon Brown, WSAY Rochester, N. Y., to distribute copies of proposed law (HR-7310), to require licensing of networks among the delegates at NAB convention, Chicago, was temporarily blocked fortnight ago by NAB (for SA's non-member) and Stevens Hotel officers.

Undismayed, Mr. Brown discovered that 10-foot area of ramp between Stevens ballroom and Eighth St. Theatre actually is classified as the city of Chicago as an alley. He stationed slender-clad model in "alley" to hand out literature as delegates went to and from meeting room.

The bill was introduced Feb. 15 by Sen. Sheppard (D-Calif.) and referred to the Committee on Interstate & Foreign Commerce.

STANFORD-NBC

Courses Begin June 22

FOURTEEN courses in the eighth annual Stanford-NBC Radio-Television Institute, opening at Stanford U. June 22, were announced last week by John W. Elwood, general manager of KNBC San Francisco.

Institute is designed for professional radio men, teachers, advertisers, community leaders and advanced college students. Tuition is $200 for students seeking academic credits, $135 for non-academic students. Classes end Aug. 19.

Two courses, U. S. broadcasting and broadcasting law, will be required of all students, Mr. Elwood said. Optional courses will cover announcing, acting, production, writing, directing, news, special events, selling and advertising, planning, program scheduling and radio survey work. Emphasis will be on latest radio and TV developments and techniques.

Instructors for the Institute are drawn from the Stanford faculty and KNBC department heads. Number of students will be limited, as in past years, to 75, Mr. Elwood said.

COLUMBIA Pacific Network and KSRO San Diego join Southern California Broadcasters Assn. Group now numbers 47 stations and networks in 16 cities, in addition to FM and TV affiliates of members.

OVER 230,000 POPULATION

Largest population market in Illinois and Iowa, outside Chicago. Family income tops $5,600 per year. Farm machinery manufacturing center of the nation.

Delivering more listeners at a lower cost . . .
Help Wanted

Managerial
Commercial manager for 5 kw medium
Box 960E, BROADCASTING.

Manager—24 hours. Excellent Community. Ad- 

duately filled. Located near business men. City of 9000.
Excellent opportunity. Cecil M. Gregory, Box 1068, Alliance, Nebraska.

Salesmen
Network station with both AM and TV 

operation has opening for staff sales- 

an. Must have radio sales experience.
Attractive salary and commission plan. Send photograph, references. Box 962E, BROADCASTING.

Salesman for transit radio and func- 


tional music station in Pennsylvania. Good

topflight background. Excellent commer- 
cial appeal. Must have advertising experience plus salary requirements first letter. Box 960E, BROADCASTING.

Salesmen—salesmen wanted for 8 kw station in a top market. Must be experienced, able to manage salesmen. Write detail resumes. Box 962E, BROADCASTING.

Salesmen—Salesmen available. Make up to 

$15,000. Must have experience with salesmen. References required. Box 962E, BROADCASTING.

Salesman—first class license. Send

disc and photo available. Box 962E, BROADCASTING.

Salesman, writer, available to handle 

sales of radio networks and magazine ad- 

vertisements. Box 962E, BROADCASTING.

Situations Wanted

Managerial
Announcer—First class license. Excellent

experience in all phases of broadcasting. Box 960E, BROADCASTING.

Announcer—Will work at city stations. Send

disc and photo if interested. Box 962E, BROADCASTING.

Announcer—Excellent opportunity here.

Contact owner. Box 962E, BROADCASTING.

Announcer—Will work anywhere. Disc

and photo available. Box 962E, BROADCASTING.

Announcer, talking character, available. 

Excellent on TV. Box 962E, BROADCASTING.

Announcer—experienced, with strong

voice, will work anywhere. Box 962E, BROADCASTING.

Announcer—experienced, with first 

class license. Proficiency in all phases of

broadcasting. Box 962E, BROADCASTING.

Announcer, writer, sales. Send disc and photo if interested. Box 962E, BROADCASTING.

Announcer—Want to relocate anywhere, 

especially the midwest. Box 962E, BROADCASTING.

Announcer—experienced, attractive voice,

will work anywhere. Box 962E, BROADCASTING.

Announcer—experienced, will work on

large network, anywhere, anytime. Box 962E, BROADCASTING.

Announcer, writer, sales. Send disc. 

Photo available. Box 962E, BROADCASTING.

Announcer, writer, sales. Will work

Page 3 of any station. Box 962E, BROADCASTING.

Announcer, writer, sales. Will work

anywhere, anytime. Box 962E, BROADCASTING.

Annu ncers
Announcer—Excellent opportunity open for 

experienced young announcers. May become 

station manager. Will work anywhere. Box 960E, BROADCASTING.

Announcer—Have been tops and I'm

looking for first class break. Box 962E, BROAD- CASTING.

Announcer—Looking for first break as

announcer and disc jockey—no experience but

ambitious and willing to work. Box 960E, BROADCASTING.

Announcers:—Four with first class 

licenses. All around man for

opportunity. Excellent climate. Start-

ning salary, $2,500. Send

disc and photo references, experience, to Box 964E, BROADCASTING.

Announcer—5 years topflight business

experience. Has worked in agency,

radio, talent. Box 963E, BROAD- CASTING.

Announcer—Proven sales manager,

will sell anywhere. Box 962E, BROADCASTING.

Announcer—Experienced disc jockey

looking for good opportunity. Box 962E, BROAD- CASTING.

Announcer—My profession demands

that I work. Box 964E, BROAD-CASTING.

Announcer—Proven sales manager,

with regionals. Box 963E, BROAD- CASTING.

Announcer—Young, aggressive, will

work anywhere, anytime. Will accept salaries. Box 960E, BROADCASTING.

Announcer—Salesman with years

experience in all phases of broadcasting.

Box 960E, BROADCASTING.

Announcer—2 years experience in

radio selling. Box 960E, BROAD- CASTING.

Announcer—Proven sales manager.

Years in sales. Box 960E, BROAD-CASTING.

Announcer—Excellent opportunity in

New York. Box 962E, BROADCASTING.

Announcer—experienced, excellent

voice. Box 962E, BROADCASTING.

Announcer—experienced, will work

anywhere, anytime. Box 962E, BROAD-CASTING.

Announcer—President of an

international business. Has opening in mid- 

west. Box 963E, BROADCASTING.

Announcer—Will go anywhere. Box 962E, BROAD-CASTING.

Announcer—Salesman the past 15

years. Available immediately. Box 960E, BROAD-CASTING.

Announcer—Excellent opportunity

offered. Box 960E, BROADCASTING.

Announcer—Want to relocate anywhere,

especially the midwest. Box 962E, BROAD-CASTING.

Announcer—experienced, will work on

large network, anywhere, anytime. Box 962E, BROADCASTING.

Announcer, writer, sales. Will work

anywhere, anytime. Box 962E, BROADCASTING.

Announcer—Excellent opportunity in

New York. Box 962E, BROADCASTING.

Announcer—Looking for first break as

announcer and disc jockey—no experience but

ambitious and willing to work. Box 960E, BROADCASTING.

Announcer—Salesman, must have

first class license. Box 962E, BROADCASTING.

Announcer—Experienced disc jockey

looking for opportunity. Box 962E, BROAD-CASTING.
Situations Wanted (Cont'd)

Engineer—26 months experience transmitter, remote. Graduate leading radio, school, Des Moines, Iowa. Will travel. Box 918E, BROADCASTING.

Chief engineer with extensive and above average experience in AM and FM transmitter, studio, and studio construction, maintenance and operation. Considerable knowledge of progressive established employer. Excellent record with personnel. Recommended by present employer to past and present employers. Box 908E, BROADCASTING.

Attention midwest—I'd like my application in your files so that when you need an experienced, engineer virous, nouncing experience you can call on me. Presently employed. Box 916E, BROADCASTING.

Chief engineer, 17 years experience seeks change to more progressive station. Box 994E, BROADCASTING.

Chief engineer—Construction and operation 5 kw with directional antenna and TV installation experience. Complete control room and studio installation. Licensed since 1938. All inquiries answered. Box 908E, BROADCASTING.

First phone license. Transmitter, remote. Married, car. Want to settle in the West. Box 908E, BROADCASTING.

Engineer available on short notice—consider only 50-56 kw stations. Best references. Box 908E, BROADCASTING.

Engineer or licence, 1st phone vet. Married, 28. Have house trailer. Prefer southwest. Dix. Box 905E, BROADCASTING.

Engineer—First phone. Three years broadcasting experience. Console, transmitter. Have carb, 28 years old. Currently employed. Box 908E, BROADCASTING.

Engineer experienced, licensed, first phone vet. Married, 28 years old, currently employed. Carl Davis, 506 E. York, Ill, Illinois.

Engineer, first experienced, married, car, present. Available. Mr. L. C. Vet, 25, single, first phone and telegraph, 2 years cw, 7 months broadcast experience. Have car. Desire permanent position with future. Scranton and obstructed. Box 908E, BROADCASTING.

Young experienced combination man holding first phone, second telephone licenses. June. Box 908E, BROADCASTING.

Licensed operator, commercial first phone, telegraph, 1st class. Experienced, 31 years. Has practical broadcast desires position in midwest or southwest. Box 908E, BROADCASTING.

Arizona AGENCY

Alters Giveaway Show

NEW VERSIONS of the social security card program offer cards with numbers assigned to a veteran's Social Security number. Baltimore, adapting the plan to small-town stations, were announced last week by the agency.

Number of participating stations has risen to 83, according to Mr. Azrael, president of the agency. The plan covers the reading of a social security card number, with holders of numbers entitled to collect a prize ranging up to $100 [BROADCASTING, March 13].

A new scale of prizes ranges from $25 to $100 depending on frequency of awards and sizes of card. Station fees range according to size of city. Minimum rate is $145 a week in cities under 50,000, providing for a minimum of one $25 cash award a week. Maximum fee is $200 a week in cities over 400,000, providing a minimum of one $100 prize a week.

Mr. Azrael said WKMH Dearborn, Mich., had six winners in one week and KSON San Diego five in a week. WWDC Washington has expanded the program to 12 times daily, using auto registration well above social security numbers because large numbers of listeners in the area do not have social security cards.

Old NAB Bdg. Sold

OLD NAB building, across the street from present Washington headquarters, has been sold for $300,000. Purchase price early in the war when association was forced out of downtown quarters. Building was bought for $300,000. Purchasers are District of Columbia, Charter, American Institute of Banking.
On All Accounts

A DETAILED footnote is being written at WGAC Augusta, Ga., to the radio career of a former network star, Joyce Hayward, who is making local history by producing and starring in a successful show of her own.

It was radio that precipitated her exodus from Broadway’s bright lights and from the sets of millions of radio homes where she was heard as a leading character in daytime serials. She left New York when she married Edgar Kobak Jr., part owner and general manager, WTWA Thomson, Ga., and settled down to a quiet life in the South.

But life—via radio—soon took on a look of anything but peace. Joyce Hayward’s fame had preceded her to Georgia, and in March, the Knox Corp., Augusta builder of prefabricated Knox Homes, a new entry in radio, purchased her show. Since that time, the program has been paying off for Knox, both in prestige and in the amount of traffic through its model homes.

The Joyce Hayward Show is a woman’s program tailored to the informal touch with the star and her announcer, Warren Hites, visiting places of historical note and frequently interviewing visiting personalities. In the daily chit chat, Miss Hayward and Mr. Hites present recipes and household hints while passing-on daily party ideas.

The program is broadcast Monday through Friday, 11:30-11:45 a.m.

Program Spark Plug

Speaking of Joyce Hayward, one of Miss Hayward who makes arrangements for the show and produces it with the assistance of Mr. Hites. This is a new type role for the actress who has had the lead in a score of top radio dramas, including Mystery Without Murder (as Amy Riddle); Young Dr. Ma- lone (as Barbara Hais) and Back-stage Wife (as Vi Walters).

On Broadway she played the theatre as a member of the cast of “Jillian,” which starred Meredith and Ingrid Bergman. She was the original “Miss Television” at the New York World’s Fair and later played in TV shows including Kraft Theatre and Philco Playhouse. As an author, Miss Hayward has contributed to national magazines and to network shows.

When she moved to sell its homes, she finds a second career in her own home where Mr. and Mrs. Kobak have a baby girl, Stella Celeste.

HOLMES AWARDS

To Cite Western Adwomn

FOURTH annual Frances Holmes Achievement Award for outstanding advertising achievement has been awarded by Los Angeles Advertising Women, in cooperation with Advertising Asn. of the West. Contest is open to any woman in the 11 western states and British Columbia who has originated, planned, executed, supervised or participated in advertising produced between April 1949 and April 1950. Total of 14 awards in that number of different advertising categories, including two radio and two television groups, will be presented.

The winning entries will be judged for overall Frances Holmes Outstanding Achievement Award.

Presentations, in form of “Lulu” statuettes, will be made by Los Angeles Advertising Women, in cooperation with Advertising Asn. of the West. Contest is open to any woman in the 11 western states and British Columbia who has originated, planned, executed, supervised or participated in advertising produced between April 1949 and April 1950. Total of 14 awards in that number of different advertising categories, including two radio and two television groups, will be presented.

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Docket Actions

FCC ROUNDPUP

New Grants, Transfers, Changes, Applications

Box Score

SUEMARY TO APRIL 26

Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Total</th>
<th>Class C Licensed</th>
<th>CPS</th>
<th>Condi</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,120</td>
<td>2,094</td>
<td>186</td>
</tr>
<tr>
<td>FM Stations</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TV Stations</td>
<td>104</td>
<td>37</td>
<td>72</td>
</tr>
</tbody>
</table>

Two on the air.

CALL ASSIGNMENTS: KCBJ Minot, N. D. (North Dakota Bestg Co., Inc., 910 kc, 1 kw unlimited); KILA Hilo, granted from KOLU (Island Broadcasting). KMBR (Mason City, Ia.) 1540 kc, 1 kw unlimited; WDBL Springfield, 1390 kc, 1 kw unlimited; WJMI Jackson, Miss. (Jackson Bestg Co.), 1070 kc, 1 kw Unlimited; WJMI St. Marys, Pa., changed from WJEW (The Elk County Bestg Co.).

DELETIONS

Four FM authorizations were reported deleted last week by FCC. Total to date: AM 17; FM 41; TV 2.

APPLICATIONS


WALM-FM DeSoto, Tenn.—Tennessee Valley Authority granted.

WJUN-FM Bloomington, Ind.—Radio Station WJUN Inc. CP March 1.


New Applications

AM APPLICATIONS

Pocahontas, Wellness Radio Inc., 1420 kc, 1 kw day. Estimated construction cost $18,574.

Education, non-commercial education corporation include: A. J. Balit, owner; Blatts implement Co., holder of real estate and farming interests, president 1495; Rufus D. Haynes, director of optometry, vice president 3525; Adrian L. White, sales manager KDKR Portland, Ore.; Alaska, Ark.—Ark-La-Tex Bestg Co., 1010 kc, 1 kw day.

FDFF Dallas, Tex.—Radio Station DFDF Inc. Filed April 21. Estimated construction cost $16,000.


FM GRANT


FM GRANT


FM GRANT

KTPC Topeka, Kan.—Granted assignment of license from T. Hall Collinson, 940 kc, 0.5 kw. AAXx, May 11.

KMER-Wichita, Kans.—Dog singer—KMER-FM Broadcasting, 1070 kc, 1 kw.

OPERATIONS SUSPENDED

KFGN Grass Valley, Calif.—Joe D. Carroll granted final extension to date of April 30, for financial reorganization. Action taken April 21.

WJFQ Springfield, Ohio.—Champion City Broadcasting. Unlimited operations.

DERIVED FOR FILING

WXK Indianapolis, Ind.—Changes Co. status from CF to CF?

(Continued from page 78)

April 26 Applications

ACCEPTED FOR FILING for CP April 21

KALE Yakima, Wash.—License for CP new station to change from old WYV to WYV. Filed April 21.

KQV Lafayette, La.—Mod. CP to change from WKB to WQV to increase daytime power from 1 kw to 3 kw.

WSYK-FM Syracuse, N. Y.—Mod. CP FM station to change ERP to 10 kw.

WYLC Williamsport, Pa.—Filed new CP station to change name from Lycoming County Bestg Co. to Lycoming County Broadcasting Inc.

TENDERED FOR FILING

WXLW Indianapolis, Ind.—CP to change from WXY to WXLW.

When the BMI "Pin Up" Hit—Published by Broadcast Music Incorporated

May 1, 1950

Page 83
A NEWSPAPER story by Columnist Robert C. Ruark approvingly speculating about a new "advertiser killer"—a gadget designed to tune out commercials—last week appeared in WPTF Albany's Program Director H.W. Maschmeier to report that Mr. Ruark should take a look at his own medium before talking about radio. "Yes, Mr. Ruark," he said, "and all you other scribes of press, magazines and other printed media, don't forget about over-commercialism in radio (or TV for that matter)—not until you have a much smaller ratio of 'commercial' to news space in your own media."

Mr. Maschmeier's answer, sent to Broadcasting, suggested that "as a matter of fact, it might not be a half-bad idea for all of us in radio to plug the fact that radio is 'less commercial' than practically any other medium of mass communication."

Why The Victim?

"While we're on the subject," he said, "let's think of all the swipes taken by press and magazines in the immediate postwar period on the so-called 'over-commercialism' of American radio. On that one, ask the millions of GIs who had to listen to the dull programming of the BBC during the war, and [who] sent, many, many letters to those of us who said the only commercial in the ETO, asking us to put in some of the commercials they missed from USA radio."

"Radio, without the right to editorialize (until recently, that is)—in half-fashon only—has been unable to answer these attacks. This, of course, has been the good fortune of all press and magazines where you do find more over-commercialism than in those fields (have you tried reading Time or Life lately)?"

"For that matter, thanks to the list of columnists and newsmen on the front of the World Telegram, I can sometimes, with the aid of my tri-focals and three lamps, form the news and columns in among the mountains of ads and commercials."

Ziv Moves N. Y. Office

FREDERIC W. ZIV Co.'s New York offices effective today (May 1) will be at 12 Madison Ave. The company will occupy a 20-office suite on the fifth floor of the building.

NAB's Manager

(Continued from page 24)

is higher in the upper brackets. The surplus is now building up again.

Judge Miller said Mr. Ryan's job will be an "inside position," having been created so the day-to-day operating functions could be handled while the president is out of Washington. He has been chairman of association business. This will leave him free to take part in a large number of functions in which NAB is active and carry the broadcasting industry's case to all corners and all elements of the political and economic life of the nation. He will repeat to the board next June an offer of a transaction in February, 1949, at New Orleans, and has repeated at subsequent meetings, to register as a lobbyist.

As in past years Judge Miller will attend the autumn district meetings if individual district directors desire his participation. This will not affect management of the association since Mr. Ryan will remain in Washington. Judge Miller has been asked by the U. S. Advisory Commission on Information and the State Dept. to investigate membership problems in Latin American nations but the matter was deferred by the board at its Chicago session. The trip would prevent his attendance in districts.

To Name Field Director

One of Mr. Ryan's earlier chores will be selection of a field director. The job was set up by the board last fall and carries a $10,000 salary ceiling. The field man will be expected to solicit memberships and contact present members. Among names already mentioned, it is understood, are Robert Enoch, retired field director, and former KTOK Oklahoma City, and Edward M. Kirby, at one time NAB public relations director.

A few changes in the NAB staff are occurring, though Mr. Ryan is not expected to make sweeping overhauls. [Closed Circuit, April 14.] C. Meryl Sullivan, assistant director of research, has resigned effective May 1. Robert M. McCredy, assistant director of BABS, is understood to be leaving to accept a key post at WCAU-TV Philadelphia.

Dr. Kenneth H. Baker, NAB research director, will start spending two or three days a week at NAB headquarters now that the BMB Study No. 2 has been completed (See page 82 of BMB May 1950 page 23).

These are some of the items facing the new general manager, as he takes to NAB headquarters well over a decade of broadcast management experience.

licensee, a partnership composed of Cox, Inc., W. Lenwel Wool, Edward Cooper and Arthur V. Henne to buy out the advantage of its interest in WGST, Inc. New corporation involves no money transaction, or change in officers or stockholders. KRRL is assigned 250 w unlimited on 1450 kc. Filed March 30.

COMMERCIALS

Maschmeier Defends Radio

FUNERAL services for Frank Ramsey McNinch, chairman of the FCC from 1937 to 1939, were conducted Sunday, April 28, at Second Presbyterian Church of Charlotte, N. C., with burial in Charlotte's Elmwood Cemetery.

Mr. McNinch, who would have been 77 last week, died in a Washington hospital on April 20 (Broadcasting, April 24). He was in ill health and his condition worsened the preceding day when he developed pneumonia.

Drafter by President to "clean up the mess" at the FCC, Mr. McNinch initiated a reorganization of the agency after he assumed office on Oct. 1, 1937. He was named to fill the vacancy created by the death of Chairman Anning Prall on July 2 that year.

Under his direction the division system of organization was abandoned, the postal directors were abolished, and the examiners division was eliminated. He was frequently accused of planning a stricter censorship, but denied the charges.

Mr. McNinch joined the Commission with a wide reputation as an administrator, having served as a member of the Federal Power Commission since 1930 and as its chairman since 1933. When his FCC nomination was first announced in August 1937 as an answer to Congressional demands for an FCC investigation, it was thought he would take a leave of absence from the power agency and return upon completion of the FCC assignment. He subsequently decided to resign the FCC post, however.

Went To Justice Dept.

He left the FCC on Aug. 31, 1939, to become a special assistant to the Attorney General. He was named as a special assistant to the Justice Dept. until his retirement in 1946. His home was in Westmoreland Hills, Md.

Mr. McNinch was born in Charlotte on April 27, 1937. In 1900 he began the practice of law in Charlotte and five years later entered politics, winning election to the North Carolina House. He later served two terms—1917-19— as Charlotte's mayor and finance commissioner, and then returned to private law practice in 1937.

Although a Democrat, he supported Herbert Hoover against Alfred E. Smith in the 1928 Presidential election. As leader of the anti-Semites, the former Senator of Carolina he figured prominently in that state's going Republican for the first time since Civil War days.

He accepted President Hoover's appointment to FCC in 1939, after once rejecting it.

His liberal views on control and use of electric power—he advocated Government ownership of power sites, and strict regulations on private power procedures—also won the approval of President Roosevelt, who promoted him to FCC chairman in 1933.

FCC Resolution

Following his death, the present FCC members adopted a resolution expressing "deep sorrow" at his passing and paying tribute to his service as FCC chairman until his health forced him to resign.

"His tenure as Chairman of the FCC for two years was a brief but important part of a lifetime almost exclusively devoted to the service of his state and his nation," the Commission declared.

"He brought a high standard to the performance of his public functions and was most exacting of himself in the conscientious performance of his duties. We mourn his loss as we are satisfied that he was fruitfully devoted his life to the public service."

Mr. McNinch leaves his wife, Huldah Groome McNinch, and two sons and three daughters.

Mr. McNinch

1873 Frank Ramsay McNinch 1950

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FCC Roundup

(Continued from page 88)

10, p. 88, in addition she has extensive ranching interests. Mrs. Trophy will retain about 25% interest in station. KBRX operates with 150 w unlimited on 1340 kc. Filed April 24.


WGTV Georgetown, S. C.—Assignment of license from John T. Assey, Helen M. Assey and Harmon L. Dunna to a partnership in a new Corporation Georgetown Bkgt. Co. New members include J. R. Delano, Etta Y. Rosen, Lewis F. Freeman and Carol Eve Witt who provided necessary funds and made advances for construction and operation of station to the effect that the old WGT operates with 230 w unlimited on 1600 kc. Filed April 5.

TRANSFER REQUESTS

KBRL McCook, Neb.—Assignment of license from The McCook Bkgt. Co., licensee, a partnership composed of C. L. McCollum, W. Lenwel Wool, Edward Cooper and Arthur V. Henne to buy out the advantage of its interest in WGST, Inc. New corporation involves no money transaction, or change in officers or stockholders. KBRL is assigned 250 w unlimited on 1450 kc. Filed March 30.

Page 84 * May 1, 1950

BROADCASTING Telecasting
ANPA Meet
(Continued from page 23)
—... a potential for newspaper gain with window displays.

And go after them the Bureau's salesmen did. First, they proposed that Sinclair use comic strip ads, which the continuing study of newspaper reading showed had attracted far greater average readership than other ads of the same size. As a result of reading tests in newspapers of Sinclair ads and keeping with the company and its agency until physically going out was possible, Sinclair's distributing methods killed
hopes for a nation-wide cartoon campaign, the bureau continued to fill orders on work on behalf of the whole radio industry.

Irwin Maier, publisher of the Milwaukee Journal (WTMJ-AM-TV) and vice chairman of the bureau, concluding speaker of the session, published his own thoughts: "It's too early to say with certainty what effect television will have" and warned them against making any premature conclusions until they had treated the facts to.

The question of the effect of TV on newspaper circulation was raised at Tuesday's meeting of the publishers of newspapers of from 10,000 to 50,000 circulation, to whom Matthew G. Sullivan, circulation manager of the Gannett newspapers, reported that a survey
he had conducted produced little evidence of any harmful effects of TV on the sale of papers. The publishers from cities with video service corroborated this conclusion, while circulation losses reported in some West Coast cities were probably due more to raising the price of papers to seven cents a copy than to TV.

ANPA reported a total of 778 newspaper members, of which 567 have circulations of less than 50,000, 151 of less than 10,000 and 58 of 5,000. Hereafter all directors will be elected for three-year terms. The 28th place on the board is automatically held by the president of ANPA.

Directors elected Wednesday are:
Bartlett Barnes, Bristol (Conn.) Press.
W. A. Butler, Holland (Mich.) Sentinel.
Bob Conklin, Bismarck Tribune.
Samuel Dunn Sr., Washington Star (WMAL-AM-TV).
Samuel Dunn Jr., Cleaveland Pres.
Roy D. Moore, Brush Water News (WENY-AM-TV).
Ellen G. Pulliam, Indianapolis Star (WIBC-AM-TV).
Irwin Maier, Milwaukee Journal (WTMJ-AM-TV).
Suns & Union (KSDS-AM-FM).
Charley Brown, Seattle Morning News (WFMA-AM-TV).
F. Lee Busch, New York Daily News (WPIX-AM-
New York City)
Leona P. Cotone, Detroit News (WWJ-AM-TV).
George Adam, Clarion News Tribune.
Richard S. Atchison, St. Louis Post Dispatch.
Williams Advertising Co., New Orleans, La.
J. B. U. and Druscha (St. Louis Post-Dispatch).
Chicago Tribune (WGN-AM-TV).
James M. Campbell, Chicago Tribune.

BASEBALL

Upcoming

May 9: BMB board meeting, New York.
May 11: IRE-AIEE-RMA Conference, Dept. of Interior Auditorium, Washing-
ton.
May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill.
May 25-26: Virginia Assn. of Broadcast-
ers annual meeting, Tides Inn, Irvington, Va.
May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Sun Valley, Idaho.
June 1-3: Assn. of Women Broadcasters seven annual convention, Hotel Cleveland, Cleveland.
June 5: Pennsylvania Assn. of Broadcast-
ers annual membership meeting, Bedford Springs, Bedford, Pa.

730 KC GRANT

Easley Files Protest With FCC

PROTEST against FCC's grant of 500 w daytime on 730 kc to Arthur Wilkerson at Lenoir City, Tenn., has been filed with the Commission by Robert E. Easley, consulting engineer at Columbia, S. C., and 30% owner of WRNO Orangeburg, S. C.

Mr. Easley charged the station, WJJI, had been built and unlaw-
fully operated prior to FCC's grant and new licensee. In a letter, he said, "The new licensee has threatened, to make a false statement and influence on certain of the Commission's staff to promote a grant without hear-
ing" and "without a complete in-
vestigation as desired.

The petition alleged Mr. Wilkerson told FCC he had been "incorrectly informed and ill-advised" by Mr. Easley, who had prepared part of the application, assisted in build-
ing the station and supplied cer-
tain equipment.

Mr. Easley charged he had cor-
rectly informed Mr. Wilkerson of the Commission's rules several times and warned of violations. He contended the contrary representa-
tions allegedly made to FCC were being made with the approval of the applicant and unless corrected would damage his engineering practice.

The petition said Mr. Easley traded "invides which were an im-
corrections, etc., for which equip-
ment for merchandise and money" with Mr. Wilkerson and alleged the latter "tried to collect again for the merchandise which, if he had been paid, Mr. Easley has caused a state arrest warrant to be issued and the matter has not yet been determined," the petition said.

Wilkerson Reply

In a reply brief, Mr. Wilkerson admitted he did erect the station prior to grant of the permit, but stated he acted "pursuant to the advice and counsel" of Mr. Easley and "denies most emphatically that Mr. Easley turned him not to proceed with this work." Mr. Wilkerson told FCC he did not know of the violation until so in-
formed by Commission field engi-
neers who have conducted to the tower, removed the transmitter building and dug up the ground system.

The WLL owner contended that if Mr. Easley had known the ac-
tions were violating FCC rules he should have reported them to FCC. Mr. Wilkerson alleged Mr. Easley "was personally testing the trans-
mitter when detected."

Mr. Wilkerson further denied making false representations to PCC concerning the matter at any time and did not attempt to aver-
t any prior representations. He also as-
tered he "has not widely circulated any reports or statements concerning" Mr. Easley "which are not true."

The reply stated Mr. Wilkerson has charged Mr. Easley with fraudulently taking hard-ship of trust. The Court of Appeals of Tennessee, in a decision that Mr. Easley has been indicted by the grand jury of that county. The brief said the consulting engineer...
DAYLIGHT TIME UNDER WAY WITH SPLIT NETWORK SYSTEM

FOUR national networks invoked split network system to cope with arrival of daylight saving time many places in country at 2 a.m. yesterday (April 11). System like that in use in former years, with programs being fed as usual to cities going to DST and recorded for rebroadcast hour later to cities remaining on standard time (BROADCASTING, April 11, p. 14). Purpose is to keep shows arriving at accustomed hours locally. Exceptions to system are ABC's Stop the Music, which because of telephone call format will be broadcast live throughout nation, and Mutual's daily baseball broadcasts. MBS will feed games live everywhere except to West Coast, where recorded rebroadcasts are scheduled.

Washington, D. C., radio and TV schedules scrambled by Congressional delay in putting through legislation authorizing DST. WWDC, independent, not affected and all programs will be at usual hour. CBS network programs from WTOP will come by way of Chicago with direct relays via WMAJ in ABC) programs not affected but WMAL-TV will lose network shows 7 to 8 p.m. Super Circus telecast Sunday at 5 p.m. scheduled one hour earlier. Some programs will be kinescoped and run week later.

WEAM, MBS affiliate, will be provided with both daylight and standard program service entailing no schedule changes. WOIG (TV) will teletas all shows one hour earlier. WRC will transmit April 15th to carry NBC programs at same time but WNBV (TV) NBC-TV programs carried hour earlier. Some local WNBW programs unchanged.

House of Representatives late Thursday agreed by unanimous consent to consider today (Monday) daylight saving time for District of Columbia.

HUFFINGTON RESIGNS

B. WALTER HUFFINGTON, general manager of WSAF-AF-PM Portsmouth, Va., has submitted resignation to board. He based action on long period of disagreement over operating policies. Before joining WSAF he had been radio director of American Red Cross to that had been with southeastern stations. Jack Norfleet, of WSAF sales staff, has assumed managerial duties.

GOP ASKS EQUAL TIME

EQUAL TIME requested by Republican National Committee on four national networks May 15, 11:30-12 midnight, to reply to President Truman's May 15 address in that period climaxing National Democratic Conference and Jefferson Jubilee in Chicago. At Broadcast Group hearings before ABC and MBS, had advised GOP time requested was reserved for their use. Earlier in evening, May 15, President Truman is to be on four networks also to help launch Treasury Dept.'s Independence Day for Savings Bonds, NY.

AT&T RELAY PROJECT

RADIO relay between Denver and Omaha, to provide two broad-band TV channels each direction, proposed by AT&T Thursday at FCC. Commission reported it has accepted AT&T's revised interconnection rules for inter-city TV relay services.

TV SYSTEM PANEL STARTS UHF TRANSMITTER STUDY

SPECIAL PANEL of National Television System Committee has launched "intensive investigation" of transmitter requirements for both UHF and color television. NTSC announced Thursday. Study is one of several being undertaken by NTSC looking to preparation of report and recommendations to FCC with respect to technical basis for "a truly national television service in both monochrome and color," it pointed out. Transmitter panel headed by P. J. Herbst, RCA Victor. Membership was announced as follows:


NTSC, industry-wide group organized by RMA, is headed by Dr. W. R. G. Baker, GE vice president.

MAX BALCOM ELECTED SYLVIA BOARD CHAIRMAN

MAX F. BALCOM, with Sylvia Electric Products since 1918, elected chairman of board succeeding late Walter E. Poor. Frank A. Poor, founder of company, was elected vice chairman. Mr. Balcom is past president of Radio Mfrs. Assn. and is chairman of RMA's Technical Committee.

Sylvania sales of $29,347,911 in first quarter of 1950 set all time record, with earnings of $1,225,834 equal to 77 cents per share after deducting preferred dividends. Orders for first quarter nearly 30% in excess of shipments, building up backlog in several lines. Second quarter seasonal decline expected to be less severe this year.

CBS LOS ANGELES PLANS

PROBABILITY that CBS will acquire own television station as well as large studio facilities in Los Angeles comes from reports of shopping tour in West of William S. Paley, CBS board chairman, last week. At least two stations—Don Lee's KTLA (TV) and Los Angeles Times' KTTV (TV)—were considered by Mr. Paley. CBS already owns 45% interest in KTTV, has reportedly advised Times it would buy other 55% at right price but Los Angeles Times, 55% owner, says it is not for sale. Nothing known to be hopeful of building up own television facilities in Los Angeles as soon as possible.

McAVITY GETS POST

TOM McAVITY, for 20 years radio producer-director and now directing CBS Corlies Archer and MBS The Saint, May 8 joins CBS Hollywood as radio production supervisor. He will work closely with WOR Weiner, CBS Hollywood vice president in charge of network radio and television programs.

WSGW NAMES PEARSON

WSGW Saginaw, Mich., has appointed John E. Pearson, as national representative, according to Robert W. Phillips, vice president of Booth Radio & Television Stations Inc. and general manager of WSGW. The station expects to go on the air early this month on 960 kc as 1000 fulltime outlet and MBS affiliate.

Closed Circuit (Continued from page 4)


NAB planning mid-June "indoctrination" course for 10 new board members to replace 8 proposed May 12 session. Scheduling of Washington catherine adjacent to June board meeting saves cost of extra trips and gives new headquarters regime chance to prepare training material.

MOTOROLA Inc., Chicago, television sets, starting spot announcement test campaign in three cities. This is its second spot radio campaign for authorized agency, Ruthrauff & Ryan, New York. In addition agency is looking for network television program.

YOU CAN expect sharp retorts to article in May Harper's by Producer-Writer John House- man, that with development of TV, radio will fulfill "minor, but useful" function as carrier of music and disseminator of cultural items. Article, based on Audience Research polls, says theory that TV is "novelty that will wear off" is erroneous.

GOAR MESTRE, owner of Radiocentro, operating three of Havana's largest stations as well as CMQ Network, is in United States in connection with television and radio television operations in Cuba. He is visiting stations along the eastern seaboard as well as equipment and program suppliers.

AMERICAN CIGAR & CIGARETTE Co., New York (Pall Mall cigarettes), through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, for strings of spot announcements in secondary markets to start in mid-May wherever its network program The Big Story does not saturate.

ALTHOUGH horse racing is made main issue of federal crusade against gambling, independent studies indicate that there are more bets placed on play-by-play baseball and basketball games in "boobie" establishments than on horses.

METRO-GOLDWYN-MAYER top brass will visit Chicago within fortnight to discuss possible leasing of feature films to Zenith Radio Corp. for its Phonevision test next fall. Comdr. Eugene F. McDonald Jr., president, to confer with company officials and plans of entering film firms which will supply movies for test but admits turndowns from 20th Century-Fox, RKO and Paramount.

KANS WINS FIRE AWARD

NATIONAL Board of Fire Underwriters announced KANS Wichita was winner of gold medal for "exemplary service in fire prevention' in 1949. Honorable men- tioned awarded to WEBB Buffalo, WJEF Grand Rapids, KONO San Antonio, KELO Sioux Falls and KSYC Eureka, Calif.

SPORTS RADIO TAX PROTEST

NEW JERSEY Broadcasters Assn. will discuss plans to oppose state bill to levy 10% tax on radio and TV rights at boxing and wrestling matches when group meets May 5-6 at Haddon Hall, Atlantic City. Bill already has passed House and is pending in Senate. Commissioner Robert F. Jones, of FCC, to address principal speaker with Connecticut's WTTM Trenton, presiding as NJBSA president.
in best-bet televiewing tips

No "dark horse" is Melody Showcase. It's top-notch video entertainment because WLW-Television has the talent, the facilities, the know-how to produce such shows.

In fact, WLW-T is the only station in this red-hot video market, and one of the few in the Midwest, which can offer programs of "major network caliber."

So small wonder that the three micro-wave-linked Crosley stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average Share of Audience of 52.0% from 11 AM to 11 PM, seven days a week. Compare this to an average of 29.0% for the other five TV stations located in these three cities.*

Compare costs, too. There is only one other market in the Midwest in which advertising impressions can be delivered for less than those delivered by WLW-Television... as low as $18 per thousand set owners.

If you're planning an advertising campaign, investigate simulcasts on the three WLW-Television stations—the ideal method of showcasing your product in the

3RD LARGEST TV MARKET IN THE MIDWEST
7TH LARGEST TV MARKET IN THE NATION**

For complete details, contact any of the WLW-Television Sales Offices in Cincinnati, New York, Chicago, Hollywood, Dayton or Columbus.

* Videodex Reports, March, 1950
**NBC Television Data Chart, March 1, 1950

VARIETY

Wednesday, March 1, 1950

MELODY SHOWCASE
With Rita Hackett, Peter Grant,
Ann Ryan, Bob Shreve, Corky Robbins, Betty Clooney, Gene Griffin, Joe Lugar's Orch
Producer: Jim Hill
Writer: Rita Hackett
30 Mins.: Sun., 7 p.m.
CROSLEY APPLIANCES
CROSLEY-TV, from Cincinnati
This Sunday supper musical refresher is the most pretentious video work originating in Cincy. It is smooth, fast moving and packs showmanship of major network caliber. Talent includes seasoned Crosley staffers.

Jim Hill's production is top-notch. Several sets are used and special backdrops spice atmosphere for theme of continuity with timely pointing. Similar application goes for demonstration plugs on Crosley TV receivers and refrigerators. Sponsorship locally is by the Modern Distributing Co. and Pogue's department store. For show relays to the two other Crosley video stations, the tagging is by the Miami Valley Distributing Co. on Dayton's WLW-D, and by Scioto Sales, Inc., on WLW-C in Columbus, O. Rita Hackett and Peter Grant attend to the blurbings in style.

Joe Lugar's full-complement orch does a swell job of backgrounding.

Stanza caught depicted railway travel to locales of featured songs. Corky Robbins, rely-poty Baldwin tenor, socked "Georgia On My Mind." Bob Shreve, above-par tenor, registered "It's a Lovely Day" in a duet with Betty Clooney, vivacious chirper. Shreve also supplies the small portion of comedy injection. In this instance he solos "Boots and Saddles" while rolling a cigarette and toyng with a lariat in cowboy costume.

Ann Ryan, standout songstress, took care of "April in Paris" with polished dramatics. Gene Griffin, handsome and up-and-coming tenor, teamed with Miss Clooney on "Wind and Rain in Your Hair." Shreve and Miss Ryan doubled on "Beyond Blue Horizon."

Miss Hackett and Grant emcee the proceedings quite cleverly.

Koll.
Longhair or corn...

It's got to be right for the ears of your customers to make them buy. As a well-known baking company illustrated when they set out to sell more bread to breadwinners in Washington, D.C. At the suggestion of Radio Sales, they put their dough on WTOP's Claude Mahoney. And announced soon afterwards: “Claude Mahoney is the perfect salesman for our bread in Washington. Some people call him corny. But he's made more friends for us than corn has kernels.” No wonder national spot advertisers use more than 750 local live talent broadcasts each week on the radio stations represented by Radio Sales. They know Radio Sales can furnish them with the right program to sell their products...in 13 of their best markets.

RADIO SALES Radio and Television Stations Representative...CBS

Representing WCBS, WCBS-TV, New York City; WBBM, Chicago; KNX, KTTV, Los Angeles; WCAU, WCAU-TV, Philadelphia; WCCO, Minneapolis; WZON, Boston; KMBC, St. Louis; KCBS, San Francisco; WRQ, WRQV, Charlotte; WVA, Richmond; WTOP, Washington; KSL, KSL-TV, Salt Lake City; WAPI, WAEM-TV, Birmingham; and THE COLUMBIA PACIFIC NETWORK.