WOR is the only major New York station whose nighttime ratings are higher than a year ago!*

It's just another reason why...

WOR is first in gross billings — first in number of accounts — first in total audience — first in market coverage — first in news listening — first in mail results — first in sales results.

*according to March PULSE, New York report
FASTEST GROWING TWO-YEAR-OLD IN RICHMOND

After two years, television has lost none of its magic in Richmond, though much of its mystery. From the moment WTVR, the South's first TV station, was unveiled it became the most sought-after guest in more homes than set makers could frequently supply. Today, more than 27,000 Richmond homes are television-equipped and the number continues to grow in beanstalk-like fashion.

In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the only complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV
WCON FM
FIRST STATIONS OF VIRGINIA

ANOTHER NATIONAL AWARD FOR WMAZ

We acknowledge with sincere appreciation, one of the highest honors in broadcasting.

This makes WMAZ the only station in the entire South ever to win both a Du Pont and a Peabody award—top achievements in the field of radio.

We are grateful to the Du Pont and Peabody groups and to those others who have filled our walls with thirty-odd citations and scrolls for service. But our deepest thanks go to the listeners and advertisers whose continued loyalty for 28 years has made all this possible.

10,000 W. • 940 KC • CBS
MEMBER THE GEORGIA TRIO

10,000 W. • 940 KC • CBS
MEMBER THE GEORGIA TRIO
Closed Circuit

CBS SHORTLY will announce new affiliate—WKOW Madison. Wisconsin station is headed by Stewart A. Watson and managed by Ralph A. Ammon, operates on 1070 kc with 10,000 w day, 5,000 w night, is now on MBS and is represented by Headley-Reed.

WITH settlement of strike at Chrysler plant in Detroit, radio advertising plans will be revived in near future. Ruthrauff & Ryan, New York, understood to be preparing spot announcement campaign as well as TV network show for Dodge Division.

NOTE TO AM-is-a-dead-duck zealots: Important group of businessmen, with $2 million bankroll, has commissioned well-known radio firm to find half-dozen network-affiliated stations in Southeast (NBC or CBS preferred). No TV strings are attached, and one condition said to be in signing stage:

RMA presidential bee still buzzes but with no indication as to where it will light. There are dozen serious possibilities, but no meeting of nominating committee minds since Gen. Lucius Clay turned them down fortnight ago. When committee does meet, it's certain it will consider such names as FCC Chairman Wayne Coy (who hasn't been formally contacted); Lt. Gen. Edmund B. Gregory, former quartermaster general, and perhaps Ray Cosgrove, now honorary president, who might be prevailed upon to accept on interim basis until heat is off and new funds raised.

WITH UNCONTTESTED naming of Frank T. Bow, former counsel of House Select Committee to investigate FCC and ex-Portsmouth, Ohio, newspaperman and commentator (WPAY), as Republican candidate for House from 16th Ohio District, you can look for radio issue to be strongly injected in campaign. His opponent is incumbent Rep. John McSweeney (D-Wooster, Ohio). If elected in November Mr. Bow will introduce resolution to investigate FCC with emphasis on broadcast matters.

SULLIVAN, STAUFFER, COLWELL & BATELS, New York, has recommended summer spot radio campaign to its client, Lever Brothers, for Lifebuoy soap.

IT'S NIP AND Tuck whether Cuba will attend upcoming NARBA conference looking toward equitable distribution of AM broadcast facilities among North American nations. Official and private opinion in Cuba, it's reported, is divided and no determination yet has been reached as to participation after February-March bilateral conference fiasco.

WITH NARBA sessions planned for August in U. S.—probably Washington—talk already has developed concerning possible "TV-NARBA" whereby television facilities would be allocated among North American nations (Continued on page 78)

Upcoming

May 9: BMB Board meeting, BMB Hdqts., New York.
May 9-11: Joint Conference on Electronic Components, Dept. of Interior Auditorium, Washington.
May 16-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens. (Other Upcomings on page 40)

Bulletins

CLARK GRIFFITH, owner of Washington Senators and a founder of American League, said Friday telecasting of team's games would be discontinued next year, and said he anticipates similar action by other major league teams. He cited recent attendance at games as reason.

MBS has total of 960 local and regional sponsors for Game of the Day, Monday through Saturday broadcast. First year contact is in, he added, for second year broadcasting. MBS research director, announced Friday.

HOUSE APPROVAL GIVEN FCC BUDGET

FCC budget of $6,600,000 for 1950-51 approved Friday without amendment in House consideration of overall appropriations for fiscal year beginning July 1. Bureau awaits routine House passage of package bill, then goes to Senate where Appropriations subcommittee hearings temporarily disrupted. No schedule set for FCC appearance. Group holding own sessions preparatory to study of House bill.

FCC operating budget cut estimated $227,000 below this year's figure, $287,000 under President's budget estimates, though Commission is given additional $25,000 for employment of outside consultants to plan staff reorganization program. "Cut" stems from fact that FCC must absorb salary and per diem boosts provided by Congress in 1949. (Broadcasting, March 27)

D. C. LOCAL NETWORK

FORMATION of Metropolitan Network by five Washington (D. C.) area daytime stations to offer programs for joint sale was announced Friday. Network at outset will offer one-hour program daily: 7-8 p.m. musical show originated by WARL Arlington, Va. and picked up from UN-AM and rebroadcast by other network members—WPIX Alexandria, Va., WFXA Falls Church, Va., WGGY Silver Spring, Md., and WBCC Bethesda-Cherry Chase, Md. Negotiations for formation of network were handled by Howard R. Hayes, WPIX; Raymond W. Baker, WARL; Joseph L. Brechmer, WGGY; Lamar A. Newcomb, WFXA; Willard D. Egolf, WBCC.

Business Briefly

SHAMPOO PROSPECT • Joseph H. Katz Co., New York, looking over availability for possible radio campaign on behalf of Mini-Poo shampoo.

LOOKING OVER TV • Illinois Meat Co. through Arthur Meyerhoff, Chicago, thinking of buying TV spot series starting in New York and Chicago next fall.

DAIRY SPOTS • Fletcher D. Richards, New York, preparing four-week spot announcement campaign for Foremost Dairies, Jacksonville (Triple Goodness ice cream bars).

GENERAL FOODS BREAKS • General Foods, New York (Post Sugar Crips), has bought one-minute station breaks in 14 cities, starting today (Monday), five to seven weeks. Agency, Benton & Bowles, New York.

COY, WALKER ADVOCATE IMPROVED PROGRAMMING

NATIONWIDE campaign by listeners and lookers to improve radio-TV programming advocated by FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker Friday in speeches stressing is too Education by Radio, Columbus, Ohio (also see early story page 26). "It is high time for the American radio listener to stop being a Casper Milquetoast," Chairman Coy said in transcript speech urging formation of listener councils. "It is time for him to stop accepting supinely anything the broadcaster chooses to dole out to him or snapping off the switch and sulking silently. Broadcasting is too important to be left to the broadcasters. The listener—not the broadcaster, not the advertiser and not the government—is the most important party in the American system of free radio."

Comr. Walker, on educational TV panel, questioned wisdom of spending billions on education and yet permitting TV to be "em- ployed extremely for time-wasting, numbing or shoddy entertainment, crime and horror, while educational programs are given short shrift." TV's advent, he suggested, marks time for government, public, and industry to "re-examine the public service standards of broadcasting."

He was "personally anxious to see some provision for noncommercial educational [TV] stations," and suggested educators might prepare for TV operation by starting with FM.

"We are going to need sound broadcasting no matter how television expands," he said. Chairman Coy reiterated hope that TV freeze may be lifted by year's end. Comr. Walker thought "shaw" may bring one of biggest booms in American industrial history, with possibility of 2,000 stations on air in five years if construction can resume early next year.

MEDIA POST TO HACKETT

JOHN J. HACKETT, formerly with media department of Calkins & Holden, has joined Marshalk & Pratt, New York, as assistant media director.

Page 4 • May 8, 1950
IN DETROIT...

MORE POWER

for WKMH

now...

5000 WATTS

BROADCASTING ALL TIGER GAMES
NIGHT AND DAY
AT HOME AND AWAY

MICHIGAN'S MOST
POWERFUL INDEPENDENT

Multiply by five that aggressive sales job WKMH did as a thousand-watt fulltimer. Now 5000 watts, there's plenty of power for Detroit and a lot to spare for bonus areas. You liked that 33¢ per 1000 before. You know what five times more power means... more listeners, more times, less cost. Weed's got the story. Get it today.

BONUS: Ann Arbor, Pontiac, Ypsilanti, Toledo and Sandusky, Ohio.
LATEST CONLAN RADIO REPORT

-- SHARE OF AUDIENCE --

<table>
<thead>
<tr>
<th></th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
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<tr>
<td>&quot;A&quot; Network—50 Kw.</td>
<td>27.6</td>
<td>26.5</td>
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<td>WHLI</td>
<td>26.7</td>
<td>25.9</td>
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<tr>
<td>&quot;B&quot; Network—50 Kw.</td>
<td>10.2</td>
<td>8.1</td>
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<tr>
<td>&quot;C&quot; Network—50 Kw.</td>
<td>14.3</td>
<td>14.3</td>
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<tr>
<td>&quot;D&quot; Network—50 Kw.</td>
<td>10.8</td>
<td>13.1</td>
</tr>
<tr>
<td>&quot;E&quot; Independent—50 Kw.</td>
<td>2.0</td>
<td>2.2</td>
</tr>
<tr>
<td>&quot;F&quot; Independent—10 Kw.</td>
<td>2.3</td>
<td>1.5</td>
</tr>
<tr>
<td>All Others—FM-TV</td>
<td>6.1</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

- AND IN HEMPSTEAD 63% B M B -

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, President

Page 6 • May 8, 1950
with great pride

WWJ

ACKNOWLEDGES RECEIPT OF THE

George Foster Peabody Award for 1949

"For outstanding public service by a regional station... in at least four series of programs."

Protect Your Child . . . . "An intelligent approach to sex crimes."

The Best Weapon . . . . "Dealt wisely, but not alarmingly, with the polio epidemic."

Meet Your Congress . . . . "Brought... an understanding of problems and issues of joint interest."

World Forum . . . . . . . . . "Carried listeners beyond national horizons."

WWJ was also the proud recipient of the coveted Alfred I. du Pont Award for 1949
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT RADIO
On April 28, 1950, the headquarters of Edward Petry & Co., Inc., moved to the new office building at 488 Madison Avenue. The new telephone is MUrray Hill 8-0200.

Our new enlarged headquarters, our increased staffs and our new departments are designed to give the maximum in efficient service to advertisers, advertising agencies and the stations we represent.
Radio is the biggest thing in Boston!

Boston is Boston… and there’s no place like it. Take radio. Today 99.2% of all homes in metropolitan Boston—the largest percent for any city area in the world—are radio homes.

More Boston families are listening than ever before. In 1948, there were 210,599 families listening to radio during the average evening quarter hour between 6 PM and midnight, all week long. In 1950, there are 229,077… a 9% increase! And...

The station is

**WEEI**

Columbia's Friendly Voice in Boston
Columbia Owned

WEEI is the biggest thing in Boston radio. Bigger than ever! Today, the number of families listening to WEEI during the average quarter hour between 6 and 8 PM is 50% greater than in 1948. Between 8 and 10 PM—20% greater. Between 10 PM and midnight—43% greater. Today, WEEI delivers not only more listeners than any other Boston station—but also bigger audiences than ever. And WEEI sponsors get more for their money than ever before!

Sources: BMB, 1949. Pulse of Boston, Jan.-Feb., 1950
Agencies


EDWARD MOTTERN, copy chief of Raymond Spector Co., New York, appointed vice president in charge of all creative activities. He joined firm year ago after having been member of plans board of Roy Durstine Inc.

CHARLES F. METZGER joins copy staff of Grant Adv., Inc., New York. He was previously associated with Vick Chemical Co., New York.

R. R. RULLMAN appointed vice president in charge of Los Angeles office of Caples Co. He was previously manager of, same office.

IRVING LEHRER, formerly head of his own public relations organization in New York, appointed director of public relations and sales promotion for Brinacker, Wheeler & Staff, San Francisco. He also will work with New York and Los Angeles branches of agency.

LINCOLN LEWIS SCHEURLE joins television-radio division of Hugo Wagen- sell & Assoc., Dayton. He was with CBS for three years and is experienced television-radio producer-director-writer.

JAMES T. SHAW joins Henri, Hurst & McDonald, Chicago, as assistant radio and television director. He formerly was producer at Brand Productions, same city, handling Action Autographs on ABC-TV.


RICHARD M. DUNN, radio and television producer-director with N. W. Ayer & Son for past nine years, named manager of radio and television department of Stackton-West-Barkhart Inc., Cincinnati. After month in Cincinnati, he will headquarter at agency’s New York office, to be opened about June 1.

GLADYS THOMPSON, account executive at J. Walter Thompson Co., Chicago, elected president of Women’s Advertising Club of Chicago for next year. Serving with her are Mrs. LAURA OMAN, J. R. Peshall Co., first vice president; Mrs. JEAN SIMPSON, Lee Burnett Co., second vice president; LEONA MURPHY, Glenn, Jordan, Stoetzel Inc., recording secretary, and KATHARINE FITZSIMMONS, McCann-Erickson, treasurer.

CLARENCE E. BURDETTE, formerly with Foster & Kleiser Adv., Los Angeles, joins Campbell-Ewald Co., Los Angeles, as account executive.


WARNER M. WILSON, formerly with Poette, Cone & Belding, joins Dancer-Fitzgerald-Sample, New York, as account executive.


ANDERSON, BEVER, GRANT Inc. formed in Los Angeles by K. W. ANDERSON, formerly owner of Anderson Adv.; GLENN BEVER, formerly president and general manager, American Releasing Corp. (TV film releasing agency), and U. S. GRANT of U. S. Grant Supply Corp. Mr. Anderson acts as president; Mr. Bever and Mr. Grant as vice presidents. Offices are at 2900 East 11th St. Phone: Angelus 3-7171.

JOHN CHRIST, formerly radio director and producer, J. Walter Thompson Co., Hollywood, joins The Bogert’s as radio and television director. Mr. Christ had been with Thompson Co. for past 20 years, first joining New York office of agency.

COMMERCIAL RADIO SERVICE, New York, changes name to Lavoito Adv. Agency.

TURNER, LEACH & Co. formed by HAWLEY TURNER, former vice president of Lennen & Mitchell, and DONALD A. LEACH, former head of Lindstrom,

(Continued on page 21)
TODAY Network Radio is the only medium that's 95% as big as America — 40,700,000 radio families, up 12 million in 10 years—and 86 million sets, twice the 1940 total. It is a selling force of fabulous appeal and influence.

And as always in Network Radio—the first choice is NBC. Because NBC is Bigger, Busier, More Economical.
BIGGER According to Broadcast Measurement Bureau, Study No. 2, NBC has the biggest audience in all radio—day and night.

Specifically: the combined total *weekly* daytime audience of the stations of the NBC Network is 35,430,000 families—3,000,000 more than the second network. At night the figure is 37,750,000 and that’s 4,870,000 more than the second network.

NBC’s margin of leadership on the basis of *daily* audience is 12% more families daytime and 14% more families at night than the next network.

BUSIER In 1949, advertisers invested more money in NBC than in any other network.

*And in 1950,* advertisers are again making NBC their first choice.

One recent record-breaking example: General Mills has signed with NBC to sponsor 65 evening half-hour programs to run through the summer.

More Economical NBC today costs about 15% less per 1,000 homes reached than it did 10 years ago.

Even more important to the advertiser: NBC today reaches more people at lower cost than any other national advertising medium—including the other networks.

sell America you need NBC

*America’s No. 1 Advertising Medium*

*A service of Radio Corporation of America*


Acacia Mutual Life Insurance Co., Washington, is mapping radio-TV spot campaign in all major markets served by firm. Radio announcements are 20-second spots; TV, one-minute. Possibility of extending campaign to other states is to total of 38, by next year. Acacia appoints Lewis Ryan Adv., Washington, as its agency. Gordon Manchester is account executive.

Kwikly Inc., Los Angeles (food processors), through Charles Ross Adv., that city, will expend $50,000 for three month radio and television campaign to start about May 16 in Southern California markets to introduce its processed Italian style spaghetti and meat balls.


Network Accounts

United States Steel will renew sponsorship of The Theatre Guild on the Air, on NBC, Saturday, 8:30-9:30 p.m., beginning Sept. 10 for 33-week period. Current series of program goes off the air for summer hiatus on June 4. On following Saturday, June 11 U. S. Steel will sponsor NBC Symphony Orchestra as summer replacement in same time slot, for 13 weeks. BBDO, New York, is agency for U. S. Steel.

Frigidaire Div. of General Motors will sponsor Bob Hope's second telecast Saturday, May 27, with one and one-half hour show on NBC-TV from New York. Variety program is scheduled to start at 10 p.m., CST, and will replace New York portion of Saturday Revue. Show will be aired live on 29 stations and by kinescope on 26. Foster, Cone & Bolding is agency.

Seeman Bros. Inc. (Air-Wick) signs 52-week renewal contract with ABC continuing its sponsorship of Monday Morning Headlines over 261 stations, Sunday, 6:15-6:30 p.m., EDT.

Lincoln-Mercury's Toast of the Town, CBS-TV, Sunday, 8-9 p.m., adds seven new outlets, which brings to 31 total number of stations carrying show. New stations are: WDAF-TV Kansas City, Mo., WRY-TV Oklahoma City, KOTV (TV) Tulsa, KRLD-TV Dallas, WMCT (TV) Memphis, KLEE-TV Houston and WDSU-TV New Orleans.

Northern California Chevrolet Dealers sign through Campbell-Ewald Co., San Francisco, for sponsorship of Dave Scadfield's thrice-weekly newscasts on 11 Northern California Don Lee stations.


Colgate-Palmolive-PEET Co., through William Esty, New York, purchases series of spot announcements for two of its detergents, Fab and Vei, over Alaska Broadcasting System network.

Adpeople

Jack Petersen, former advertising and sales promotion manager of G. E. Supply Corp., Chicago, appointed assistant advertising manager of Motorola Inc. At same time N. H. (Terry) Terwilliger, with company for past year, appointed sales promotion manager.

Gerry Brant, formerly director of advertising for National Assn. of Manufacturers, named promotion director of Tea Bureau Inc.
*your perfect customer prospect:

Now you can reach a radio audience in transit — Workers — Shoppers — while they are on their way to earn money or spend money!

Transit Radio is the new, economical effective way to:  ● deliver your commercials within minutes of point of purchase  ● reach listeners with all the impact of the spoken voice  ● get a counted, guaranteed audience of transit riders and the FM home audience which is great now and growing larger  ● make every advertising dollar count, at the lowest cost-per-thousand.

For full information—rates, audience, success stories, sample schedules—call or write

Now available in all these markets (and coming soon in scores of others)

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
   (and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS
   (and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WJIL-FM
Houston, Tex. KPRL-FM
Huntington, W. Va. WPLK-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KSON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KOKI-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES
12th and Delmar, St. Louis 1, Missouri

250 Park Ave., New York, N.Y.—MU. H. 6-3780 • 35 E. Wacker Dr., Chicago, Illinois—Financial 6-4281 • Union Trust Bldg., Cincinnati, Ohio—Dunbar 7715

Broadcasting • Telecasting

May 8, 1950 • Page 15
This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, without losing a penny's worth of your original equipment investment.

Actual switching in the RCA TS-20A system is done by d-c operated relays located in the video line itself. Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap
Switching RELAYS!
for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching and presetting, so that the sound switches with the picture automatically!

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 EB, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.

Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.
Mr. Advertiser . . .

In Cleveland, it's now

WDOK

Serving . . .
Ohio's 1st Market
24 Hours A Day

5000 watts fulltime
1260 kilocycles

Represented by Everett-McKinney

Feature of the Week

TWO sportscasts and a three-hour record show have combined to make Don Dahl, staff announcer at KDAL Duluth, Minn., the triple-threat star of radio in the western Great Lakes region.

With his two daily On the Lime sportscasts, the "Minnesota Irishman" keeps a finger on the high school and college sports pulse in the KDAL tri-state listening area. Station reports he has built up a large following, particularly in the rural, small-school regions, through which he has made repeated trips.

These journeys into the "hinterland" permit Mr. Dahl to interview coaches, talk shop with outstanding athletes and for station-fan relations, giving him the chance to address school gatherings.

Mr. Dahl's brain child, however, is the KDAL "Band Stand," a completely portable turn-table and p.a. system that brings the name bands, via recordings, to the area's teenage dances. He thought up the idea as host on KDAL's three-hour Open House record show each Saturday afternoon. Proof of the show's draw, KDAL reports, is the flow of more than 4,000 letters received each month, all on a write-in request basis, and advance bookings for "Band Stand" throughout the northern portions of Wisconsin, Michigan and Minnesota.

With all these matters to keep tabs on, the versatile Mr. Dahl sees no let up in the future, reports KDAL. The "Band Stand" has hit its stride and Mr. Dahl now spends at least two nights a week entertaining enthusiastic teen-agers.

On All Accounts

A ROUND Salt Lake City it has been said of Ed Kash of the David W. Evans Advertising Agency: "For one guy he sure casts a large shadow in radio and television circles." Edward Ellery Kash has been casting such a shadow in Utah's capital for only two years, but in that short space of time he has won several citations. Included was grand first prize for group beamed radio programs in the National Retail Dry Goods Assn. radio contest taken by one of the agency's clients.

Despite his comparatively brief service in Utah radio, Ed stands out for his capability in the field and also has become a recognized leader in television.

The course he took to achieve his position has been a varied one and, looking at the record, a harsh and arduous one at times.

Ed Kash got his first taste of advertising by selling space for a college yearbook. He attended Cornell U. as a freshman and St. Mary's College, Moraga, Calif., as a sophomore. Ed then went to the Pasadena Community Playhouse. From there he took a job as announcer at a Southern California station and later left for a writer-an-
nouncer spot at another outlet. Next, he accepted a production job at XMHA Shanghai, China. Showing his ability to inject American blood into what had been British dominated programming, he convinced a British brewery it should sponsor baseball broadcasts of an American league made up of American businessmen, the Navy's Yangtze Patrol, Chinese and Japanese teams. Broadcast simultaneously on long-wave and shortwave, the games were heard in China, Japan and even in Singapore.

In addition, Ed recalls the Ewo Brewery increased its sales tremendously in China and opened up new sales outlets in areas never before attempted.

In 1941 Ed wrote and produced Commentator's Clearing House, a weekly news show on which American foreign correspondents in China collaborated. This program attracted the attention of Generalissimo Chiang Kai-shek who retained Ed to write a 15-minute show to be broadcast weekly from Chungking.

Ed vacated China just before the outbreak of war and was in Manila the day of Pearl Harbor. He later became co-director of the Voice of Freedom broadcast which origin-
NETWORK BOXSCORE

Number of commercials on four nationwide networks, March 31 .................................................. 567
Number of commercials starting on networks during April ................................................................. 7
Number of commercials dropped from networks during April .......................................................... 6
Number of commercials on four nationwide networks April 30 ......................................................... 568

April Additions

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
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<tr>
<td>General Foods</td>
<td>Milwaukee Brewers</td>
<td>CBS</td>
<td>Sat., afternoons</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Pillsbury Mills</td>
<td>Festival of Song</td>
<td>CBS</td>
<td>Sun., 5:30 p.m.</td>
<td>Victor Bennett</td>
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<td>Arthur Godfrey</td>
<td>CBS</td>
<td>M.W.F., 10:15-10:30 a.m.</td>
<td>Leo Burnett</td>
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<td>Escape</td>
<td>CBS</td>
<td>Fri., 10:10-10:30 p.m.</td>
<td>Morey, Humm &amp; Associates</td>
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<td>Strike It Rich</td>
<td>CBS</td>
<td>Sat., 3:30-4 p.m.</td>
<td>William Ery</td>
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<td>Brock Candy Co.</td>
<td>CBS</td>
<td>Sat., 7:30-8 p.m.</td>
<td>Lillian, Neel &amp; Associates</td>
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<td>Campbell Soup Co.</td>
<td>NBC</td>
<td>Mon.-Fri., 10:30-11 a.m.</td>
<td>Ward Wheelock</td>
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April Deletions

| Bordeau Co. | Country Fair | NBC | Sat., 9:30 p.m. | Kenyon & Eckhardt |
| Tonna Co. | Arthur Godfrey | CBS | Sat., 5:30 p.m. | Feola, Cone & Beling |
| Wm. H. Wise & Co. | Get More Out of Life | CBS | Sat., 3:30-4 p.m. | Twining & Altenza |
| Libby, McNeill & Libby | My True Story | ABC | M.W.F., 10:10-10:25 | J. Walter Thompson |
| Anshutz Corp. | True or False | MBS | Sat., 5:30 p.m. | Feola, Cone & Beling |
| Hollywood Star Theatre | NBC | Sat., 8:30-9 p.m. | Sullivan, Steffler, Caldwell & Berry |

April One-Timers

| Hotpoint Inc. | Dinner at Eight | CBS | April 5, 5-6 p.m. | Moxon Inc. |
| General Mills | Welcome Back Baseball | CBS | April 13, 10:30 p.m. | Knott Reeves |
| Ford Motor Co. | Lem 'n Almer | CBS | April 17, 19, 10:30-11 p.m. | J. Walter Thompson |
| Ford Motor Co. | Pursuit | CBS | April 18, 10:30-11 p.m. | J. Walter Thompson |
| Ford Motor Co. | Adventures of Philip Marlowe | CBS | April 19, 10:30-11 p.m. | J. Walter Thompson |
| Ford Motor Co. | Broadway's My Best | MBS | April 21, 9:30-10 p.m. | J. Walter Thompson |
| Gifts By Mail Inc. | Modern Romances | ABC | April 18, 11, 11:15-12 a.m. | Huber Hope & Sons |
| Ford Motor Co. | Dots With Judy | ABC | April 20, 8:30-9 p.m. | J. Walter Thompson |
| Ford Motor Co. | Blondie | ABC | April 21, 8:30-9 p.m. | J. Walter Thompson |
| General Mills | Welcome Back Baseball | MBS | April 16, 7-7:30 p.m. | Knott Reeves |
| Ford Motor Co. | Dangerous Assignment | NBC | April 10, 24, 10:30-11 p.m. | J. Walter Thompson |

Carolyn Turner

CAROLYN TURNER, 46, senior timebuyer of radio and television for Young & Rubicam, New York, died Saturday, April 29, at Harkness Pavilion, New York. She had been with the agency for the past eight years. Surviving are her parents, Mr. & Mrs. Henry C. Turner Sr.; a sister, Mrs. John Guyon, and a brother, Henry C. Turner Jr. ated at Corregidor. At the time of the Corregidor surrender he was among those captured.

For 42 months Ed was a prisoner of the Japanese. After being released from Toyama prison in Japan, it took him two years to recover.

Deciding to return to radio work, he joined David W. Evans Advertising Agency, in early 1948. In his two years there he has been responsible largely for the firm's winning first five, first second and two third place awards in the National Retail Dry Goods Assn. radio competition, plus BAB's special commendation for best overall radio job for retail store advertising in 1948 and the grand first prize for group beamed radio programs in 1949. The client was ZCMI, classed as an outstanding department store.

Makes Hollywood Study

Ed supervises all radio and TV activities for the Evans agency in a department which has grown from one (himself) to four people. Only a short time ago he spent considerable time in Hollywood studying television technique.

The 25 accounts he directs include leading business houses of the area and cover a wide range of products. To mention only a few who use radio, in addition to ZCMI and ZCMI Wholesale Distributors: Milk White frozen chicken, Milk White eggs, Rheem Mfg. Co., State Savings & Loan Assn., Utah-Idaho Sugar Co., Utah Lumber Distributor, Utah Symphony Orchestra Assn.

Ed says he finds little time for clubs because of his agency demands but manages to get to an Ad Club meeting occasionally and is a member of the Disabled American Veterans.

Ed found time eight months ago, however, to take an important step in his life—marriage. His wife, the former Miss Von Ekins, in her own right is a talented radio and television personality.

For a hobby, Ed dabbles in the kitchen, brought on partially by his conviction that he could, someday, be a great amateur chef.

BROADCASTING • Telecasting

Page 19

May 8, 1950

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

This amazing success is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday. It is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.
Spot' Breakdown
EDITOR, BROADCASTING:
I am very much interested in your article "Spot's All-Time High" ... April 17 issue of BROADCASTING with particular regard to spot radio expenditures.
Our management is very much interested in the activity in this medium, not only as to total expenditures for product groups, but by total expenditures for individual products or companies.
D. E. Velso
Advertising Dept.
Lever Bros. Co.
New York.
[EDITOR'S NOTE: Next spot survey will be geared to include this data.]

Cites Duty to Farmers
EDITOR, BROADCASTING:
Radio can greatly benefit the farmers and ranchers in the fight against soil erosion across the nation. And, personally, I believe soil and agriculture work is one place where about 75% of the nation's stations are falling down on the job. If we don't support and help our nation's farmers and ranchers the backbone of our national economy will have a tendency to collapse. Then what happens to us?

Jim Hairgrove
General Manager
KFRD Rosenberg, Tex.
[EDITOR'S NOTE: Story on KFRD winning a small stations' Scripps Howard award for soil conservation efforts is in this issue.]

Sears' Promotion
EDITOR, BROADCASTING:
I give credit to BROADCASTING for helping to make a very excellent sale for WGEZ (Beloit, Wis.) due to the last article you carried on Sears—don't do too much of this type of thing and I am glad that you are moving to more of it.

Sears' saturation campaigns are helping to make more and more Beloit area merchants promotion minded.

It is this type of success story that is of immeasurable help to the small station manager—\( I \) know from the sad, digging on barren ground, experience in several medium markets.

Gordon Allen
General Manager
WGEZ Beloit, Wis.
[EDITOR'S NOTE: Mr. Allen refers to BROADCASTING, March 31, which featured the sales success story of Sears, Roebuck & Co. in Burlington, Ia.]

Keep Idea File
EDITOR, BROADCASTING:
...On the day of the opening of major league baseball we had four lovely ladies parade up and down the business section of town, listening to portable radios tuned to KSJO. The comment was terrific.

CITES WCCO CAMPAIGN
EDITOR, BROADCASTING:
Wow—page 11 issue April 17, 1960—
Wow—Wow—page 52—WCCO story.

What some smart newspaper space salesman will do with that.
WCCO, whose great signal covers the Northwest and 17 other counties, spends $25,000 in a NEWSPAPER campaign—to tell radio listeners "take along your portable."

Where's Mitchell?
Bert Wick
Director
KDLR Devils Lake, N. D.

CHILDREN'S SHOWS
Coy Gets Bay Area Analysis
CRITICAL analysis of radio programs for children in the San Francisco area was sent to FCC Chairman Wayne Coy last week by Mrs. Frances L. Mitchell, chairman of the children's committee of Radio Listeners of Northern California (BROADCASTING, May 1). Mr. Coy released the report "because of the general interest I am sure there will be in the manner in which you are attempting to raise the standards of children's programs in your community."

The report, which explored the questions of whether radio meets the needs of and has a moral obligation toward children, concluded radio bears the "heaviest responsibility" of all media of communication since "children spend more hours at the radio than in the classroom."

It found San Francisco's eight stations "devote less than 3% of their time to children."

Of 43 programs in the area studied, the report judged 15 as excellent, 10 good, 5 fair and 13 poor.
Kate Smith celebrated her 20th year as a coast-to-coast network personality with her broadcast on May 1 of "Kate Smith Speaks," on ABC. Concurrent with the anniversary broadcast Miss Smith began her 18th consecutive year as commentator for the show.

Don McNeill, toastmaster of ABC's Breakfast Club, five-a-week, 8 to 9 a.m. CST, and his colleagues observed their 5,000th consecutive broadcast in Chicago April 21 before an SRO throng at the network's Civic Studio. Mr. McNeill was given a distinguished service citation by the Chicago Assn. of Commerce and Industry. The show, on the air since June 1933, is sponsored by Swift and Co., Philco and General Mills.

KGO-TV San Francisco celebrated its first anniversary May 5 with a filmed telecast of the origination and development of its TV facilities in the city's famed Sutro Mansion.

Ernie Swan, chief engineer of CKEY Toronto and its predecessor CKCL, May 1 marked 20 years with the station. He has been in radio since 1920.

In recognition of its 18th year on the air, NBC's One Man's Family was presented an honorary scroll by the Los Angeles Church Federation's Commission for incorporating "within its structure the finer principles of family life, characteristic of what the Church would envision." Carlton E. Morse is creator, writer, director and producer of the program which is claimed to be the longest running radio family story on the air.

Mr. District Attorney celebrated its 10th anniversary on NBC under sponsorship of Bristol-Myers with its April 19 broadcast. The series first took the air on April 2, 1939, on a five-a-week basis, then changed to half-hour, once-a-week format the following June. Ed Byron has been producer-director of the program since 1940, except for wartime service. The chief actors, Jay Jostyn, Len Doyle and Vicki Vola, have been with the show almost since its inception. Program is aired Wednesday, 9:30-10 p.m.

Billy Leach, baritone star of WBBM Chicago and CBS network programs, celebrates his fifth year as member of the WBBM staff early in May. Mr. Leach had been associated with WMBJ Wilkes-

Burg, Pa., as announcer, arranger and producer, and as vocalist with the Raymond Scott and Guy Lombardo orchestras before joining WBBM.

Howard Neumiller, music librarian at WBBM Chicago, has begun his 20th year as station staff member.

**BLOCK'S SHOW**

Elicits Official Praise

VOICE of America's international radio program, Make Believe Ballroom, featuring Disc Jockey Martin Block elicited plaudits from Capitol Hill and State Dept. alike on the occasion of its first anniversary last Monday.

Rep. Jacob K. Javits (R-N.Y.) singled out the show in an issue of the Congressional Record, which included a statement from the State Dept. on the nature of Mr. Block's program and its international popularity.

Mr. Block volunteers his services, recordings and facilities for the show, beamed to Europe, Latin American and the Far East. Program is designed to popularize American music, the American way of life and to complement the Voice's overall schedule, and has attracted thousands of letters from the world over according to State Dept. Anniversary was celebrated Monday by a special one-hour program which featured congratulations and greetings from leading American entertainers.

**Milestones**

Agencies

(Continued from page 11)

Leach & Co. New agency will be located at 10 East 40th St., New York.

ALFRED N. MILLER Adv., New York, expanding service to include radio and television department, with HAL BROWNE as director. Mr. Browne formerly with WMCA New York and transcription companies.

ROBERT KIBRICK, former director of research for New York Sun and previously research analyst with New Jersey State Chamber of Commerce, joins Kenyon & Eckhardt, New York, as business manager of research department.

GEORGE JOHNSON joins copy department at Doremus & Co., Chicago.


ELLIS ADV. Co., Buffalo, expands to larger quarters in Erlanger Theatre Bldg. New department of publicity and promotion opens under direction of JO WILLIAMS.

of audience than any other station in the country...

of the audience in Charlotte—morning, afternoon and evening!

try WBT for size!

CHARLOTTE, NORTH CAROLINA • REPRESENTED BY RADIO SALES
More North Carolinians Listen To WPTF Than To Any Other Station.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
$100,000 FOR ARMY SPOTS Will Use Over 1,400 Stations

A NATIONWIDE $100,000 radio spot announcement campaign over 1,400 stations in 1,124 cities was disclosed officially last Thursday by the U. S. Army and Air Force recruitment office [BROADCASTING, March 6, Feb. 27].

In another branch of the armed forces—the National Guard—there also is activity affecting radio. Either today (Monday) or tomorrow a new agency is expected to be named, succeeding Gardner Advertising Co., St. Louis.

The selection will be made when a board of officers meets to study a list of less than a half-dozen agencies competing for the account. Last fall the National Guard radio expenditures were in the neighborhood of $50,000.

The Army-Air Force expenditure, a Pentagon spokesman told BROADCASTING, is in line with its revised radio policy. The latter calls for more spending in the advertising budget for radio time purchases than for the posts of producing programs for public service broadcast [BROADCASTING, April 10].

Drive Starts May 15

Additional details encompassing the new campaign are:

- Drive gets underway in about a week with May 15 set as the tentative target date.
- Announcements are one-minute long and on a paid time basis.
- The spots are being placed nationwide, augmenting local spot announcements campaigns being handled concurrently through the six Army commands.
- The recruiting messages will be offered adjacent to baseball broadcasts, or sports summaries, and will run on consecutive game days for intensive coverage.
- Placement is being handled by Gardner Advertising, of Chicago, which has been the Army-Air Force's agency since last January.
- The Army-Air Force officials said the joint drive is being conducted coincidental with the spring college and high school graduation period. It is designed to attract graduates to the Aviation Cadet Training program and to numerous other careers open in the Air Force and the Army.

Acknowledging in effect the complaints of stations who have been using public service recruiting programs on a free-time basis, the spokesman said announcements would be placed on stations "carrying public service recruiting programs (but) who have not participated in any paid time programs so far this fiscal year.

It also was revealed that the $100,000 expenditure will come out of the 1950 Army-Air Force recruitment advertising budget. The services' year is computed on a July to July basis, as are all government budgetary operations. Accordingly, this concentrated spot campaign is expected to end the first or second week in July 1950.

The spot announcements, the Pentagon said, are in addition to advertising being placed in other media and will tie in with themes directed to graduates in national magazines, newspaper supplements, local newspapers, direct mail and public service radio programs during the same period.

Lt. Col. Donald J. Wilkins, Air Force officer concerned with recruitment advertising media, told BROADCASTING the monies allotted for the radio spot campaign "indicate the services' position. He said it contradicts reports circulated a few months ago that the Army and the Air Force "were not going to buy any more radio.

On the contrary, Col. Wilkins said, the two services have not deviated from a charted course— that of buying time in peak recruitment periods on stations which carry public service programs produced by the services and placed on a free-time basis.

May Spend More

Also revealed to BROADCASTING was an indication that the $100,000 now planned for the campaign is not a static sum but regarded as the minimum amount to be expended. It is possible, according to spokesmen, that the total amount spent for the campaign will top the $100,000 figure. Such a development would occur if rebates are received from other expenditures in the overall recruiting program, it was explained.

Col. Wilkins said the drive, as in past years, has been "timed for when it will be the most effective.

The policy, he said, was to saturate the market with an intensive spot campaign at an opportune period.

The colonel pointed out that the effectiveness of the campaign is tested through reliable research surveys—such as the services' Information and Education Division which conducts a "Troop Attitude Research" survey—and independent checks such as that made by the agencies.

Use Local Agencies

While Grant Advertising is directing placement of the national drive, local agencies, it was pointed out, are handling supplemental purchases made by the six field armies.

The spot campaign will take the radio advertising program of the two services through to about mid-July. However, all radio placement after that time is conjecture, spokesmen said, as it is dependent on the 1950-51 budget. As in the case of the National Guard, Congress must set appropriations.

Realignment of the recruiting program's radio policy was made known to the industry only last month. It followed a series of meetings by Maj. Gen. J. Hanley Jr., chief of personnel procurement for services, with Charles Batson, of Broadcast Advertising Bureau, and various members of the NAB including its president, Judge Justin Miller. Also present were executives from the Grant agency.

In the last meeting, Gen. Hanley (Continued on page 40)

BARRY TO NBC

Would Be Radio Program Chief

CHARLES (Bud) BARRY, ABC vice president in charge of programs, will be appointed radio program chief of NBC, BROADCASTING learned Friday. Although NBC would neither confirm nor deny the appointment, it was learned authoritatively that announcement of Mr. Barry's joining that network would probably be made this week.

NBC was understood to have offered Mr. Barry the position at a salary of more than $40,000 a year to entice him to leave ABC, where he has been a vice president since July 1947. As ABC program vice president, Mr. Barry last year was paid $36,666.56, which represented a salary increase of nearly $8,000 over his earnings the year before.

Whether Mr. Barry would join NBC with the rank of vice president could not be learned at the time this story was written. Elections to officership must be made by the NBC board of directors. The NBC board was in session when this page went to press.

McCray Shift

NBC has been considering a number of candidates for chief executive of its radio programming, a job created by the network's decision to shift Thomas C. McCray, now national program director, to Hollywood.

Mr. McCray has been awaiting the appointment of a program chief at network headquarters before proceeding to the West Coast, where he will be in charge of network shows and other operations.

Mr. Barry, who is 38 years old, entered radio in the NBC employ. He joined the network in Washington in 1937 as a sports and special events announcer. Before that time he had been, progressively, a publicity director of a Boston department store, a copywriter for Montgomery Ward in New York, and advertising manager of Groser's, Washington, D. C.

In 1938 he became night manager of WBC and WLW, Cincinnati, then both NBC stations. In 1941 he was made New York assistant program manager of the Blue Network, and a year later became national director of programs, a position he kept when Blue became ABC.

In 1946 he returned to Washington as a representative of ABC and in July 1947, he became the network's vice president in charge of programming.
ADVERTISING

Barry Accents Big Role

ADVERTISING will continue "to play a big job in getting more goods to more people at less cost in terms of their outlay of money or energy," Walter R. Barry, vice president and general manager of the General Mills Advertising Week Forum, sponsored by the Advertising Club of Chicago, said Friday. He spoke to members of the Advertising Club of Chicago in a case (N.Y.) and the U. of Syracuse.

 Asserting that "dynamic distribution," backed up with advertising sales and service, will make an expanding American economy, Mr. Barry said "distribution channels are adequate, but we must not make the fatal blunder of regressing distribution solely as a pipeline through which commodities flow automatically.

 Manufacturers who believe in and use advertising "have made and will make a tremendous contribution in the field of new products," Mr. Barry said. "Without this leadership, daring, risk of development expense and the willingness to spend in advance of demand, there could not be the much needed expansion of production and of markets.

 Mass production, with lowered costs, is only possible through mass distribution, and advertising plays a vital part," he said.

 Advertising, however, "must keep pace with the quantitative growth of the country, and must always herald news of improvements..."

 PNR NETWORK

Being Organized in Wash.

NEW Pacific Northwest Regional Network, consisting of Am stations in Washington and Oregon, is being organized with Glasco Branson, commercial manager of KCMC McMinnville, Ore., elected chairman pro tem.

 A joint sales and production center, to cover adjoining areas, will be established. The group also has offered to link with the recently formed Pacific Regional Network in California [Broadcasting, April 24].

 Facilities of KPFM (FM) Portland will be made available for programming and for direct feed by FM carrier to affiliating stations, it was said.

 Court Delays Hearing

LATEST extension in the case of Salt River Valley Broadcasting Co. (KTUC Tucson, KFYI Phoenix) against CBS for $225,000 damages carries the hearing to May 29 in Chicago Federal District Court. CBS petitioned for an extension April 28.

 Hoffman Named

Is KOB-AM-TV Manager

APPOINTMENT of Phil Hoffman, former vice president, general and sales manager of WOL Washington, as general manager of KOB-AM-TV Albuquerque, M., has been announced by T. M. Peppercray, publisher of the Albuquerque Journal and owner of the KOB properties. Mr. Hoffman succeeds R. R. Seal, who has resigned. The AM outlet is the kw NBC affiliate.

 Mr. Hoffman started in radio in Iowa in 1927, first as an announcer with the old KTNJ Muscatine. He later served at KTVI Marshalltown and WMT, then in Waterloo, and joined the Cowles organization as manager of WIAS Ottumwa. WIAS was later merged with other cowled owned outlets, KWCR Waterloo, which with acquisition of WMT Waterloo, was destined to become WMT Cedar Rapids. He later went to KSO Des Moines and in 1935 joined the Cowles organization's KNT des Moines.

 In June of 1948, Mr. Hoffman, as vice president of the Cowles Broadcasting Co. and superintendent of operations of KRT and WAX Yankton-Sioux City, went East as general manager, general and sales manager of the Cowles-owned WOL. He served in that capacity until early this year when KSB was purchased by WDWC Washington.

 WLW POSITION

'War' Not Planned—Duvaline

STATEMENT that WLW Cincinnati is not declaring war on any station, or group of stations, in spite of a WLW presentation currently being shown to various agencies and sponsors, was voiced last week by R. E. Dunville, president of the Crosley Broadcasting Corp., which owns and operates WLW.

 Mr. Dunville said that although the WLW presentation is a departure from the usual practice of listening to local stations within the next four years, "we have meticulously avoided singling out groups of stations in an effort to transfer business from those stations to WLW.

 "The presentation," he continued, "does state that, in our opinion, based upon the trends in the past two years, plus a projection of those trends to 1954, the small, local stations located within television areas will suffer the most; and the stations outside of the television areas will undoubtedly suffer because of the retrenchment of national funds on spot radio for pinpoint markets."
ONE YEAR ago the Assn. of American Railroads knew it had hit on a successful public relations formula in its 30-minute versions of operettas and musical comedies. Having just completed an exhaustive study of the program, AAR now has discovered that a year ago it really didn't know its own radio strength, though it began to suspect this power when some 600 listeners went to the trouble to mail Christmas cards to the association. AAR has developed a tremendous entertainment enterprise. Is it paying off? The answers are supplied in these columns.

The audience growth is swift—not skyrocket but steady. Radio's flexibility was used in an emergency to bring a message to the public within a few minutes of a major development. The audience is of high quality and friendly, and the association can prove it.

It's a consistent audience, with new people coming in every week.

In less than two years the carriers have built up one of industry's most powerful public-opinion instruments.

The closing 20-second commercial has amazing potency.

The commercial side of this purely institutional broadcast is getting a lot of attention at the Assn. of American Railways headquarters in Washington. First of all, the program is designed to tell the railroad industry's story, not to sell rail traffic. The association doesn't peddle goods off a shelf to buyers, so it can't measure sales as easily as a single-company sponsor.

Since the main goal of The Railroad Hour is to convince the public that the roads are doing a good job and can do a better one, the original institutional theme is still followed.

But something quite new, and effective, has been added to the basic theme, a reminder slogan with a touch of financial pastel: "It's Good Business To Do Business With the Railroads."

Don't get the idea that this vast service industry is adopting the LS/MFT technique of hammering over and over, and then over some more. On the contrary, it has adopted a quasi-institutional way of inserting a use-our-facilities (Continued on page 42)
Hennock Hits Programming at Ohio State

FRIEDA P. HENNOCK, FCC Commissioner, last week sharply criticized the present level of radio programming in America during the opening general meeting of the 50th Ohio State U. Institute for Telecasting at Colum-
bus. She spoke Thursday during a symposium which had as its theme "Do We Need a New Na-
tional Policy for Radio and Tele-
vision?"

Other chief speakers were Ralph Hardy, NAB director of government relations, Washington; Mor-
ris Novik, AFL radio consultant, and president of WLIR New York, and Dr. H. Gordon Hullfish, pro-
fessor of education at Ohio State.

Sounding an affirmative note, the Commissioner said: "As long as the objectives of American broadcast-
ing are commercial it isn't going to go very far to make radio a creative force in our so-
ciety."

Comr. Hennock praised the insti-
tute for "doing some of the most important work in American broadcasting" by attempting to raise the level of programming which, she said, "is far from sat-
sfactory."

Public Service Role

As to radio's public service role, Comr. Hennock said that in her judgment the gap of a broadcasting system is to "aid in the development of an enlightened public opinion." Toward this end, she said, radio must be used to give the public information on all matters in which it is vitally in-
terested and that "all reasonable points of view on any question of public importance must have a chance for expression."

She sounded a note of warning to station managers stating: "We [FCC] have not in the past denied licenses solely because of inade-
quacies in programming, but the Commission is undeniably... giving closer scrutiny to this facet of each station's operations."

Comr. Hennock reminded the educators that expansion of tele-
vision is about to begin and that

they should explore its possibilities and participate in TV broadcast-
ing from the beginning. She con-
gratulated the licensees of educa-
tional AM and FM stations and asked where are the titans of our educational system now that the time has come for you to demand your rightful place in the televi-
sion picture?"

Hullfish warned against "official control" of mass commu-
nications, but added that restric-
tions do not always flow from offi-
cial sources. He said: "We want to try the market. But neither do we want a town crier who is free to limit his voice to the service of a special group." He further stated that "the matter of responsible public opinion also involves facilities of mass communications is a major public concern."

Three other general sessions, nearly 40 smaller group meetings and the annual IER dinner on Sunday were to make up the IER four-day program.

American Exhibition of Educational Radio Awards

IMPROVED programming in aural broadcast-
ing was reflected in the list of awards announced for the 14th annual American Exhibition of Educational Radio programs, sponsored by the Institute for Edu-
cation by Broadcast. A total of 110 awards, each with a citation, was announced last week at the 20th annual Institute in Columbus, Ohio. This was the second largest list of honors awarded in any one year by the Exhibition. It was exceeded only by last year's list of 125 awards.

The awards covered programs in four general classifications heard during 1949 in the U. S. and Can-
da. The judges made 58 first awards as compared with 57 last year. A total of 59 programs won honorable mention certificates—the same number awarded in 1949—and there were seven special awards compared with nine last year.

The network program classifica-
tion was judged live by a New York board. NBC had seven firsts in aural broadcasting plus three in television, three honorable men-
tion, and 900 in additional citations. CBS and CBC had five firsts and three honorable mentions each in aural broadcasting and CBS won two in television. Three programs, one special citation and CBS and two second awards. MBS won three firsts and a special citation, while ABC was recognized with three honorable mention awards.

In the network classification there were 25 firsts, 12 honorable men-
tions and five specials.

It was the second year that judg-
ing had been decentralized, giving a number of committees in various metropolitan centers the final word on awards.

There were more than 700 programs were entered and of these approximately 200 were network shows.

National Networks and Or-

Organizations

Religious—Eternal Light (NBC), Catholic Hour (NBC) and Family Theatre (MBS), all three first awards.

RCA EARNINGS

CONSOLIDATED gross income of RCA for the first quarter of 1950 amounted to $127,369,550, an in-
crease of $35,041,723 or 38.0% over the gross of $92,327,327 for the like period of 1949. David

Sarnoff, chairman of the board of RCA, made the announcement at the annual stockholders meeting last Tuesday. Held in NBC's Studio 8-H in the RCA Bldg., New York, the session was the largest in company history, with approxi-
mate 5,000 in attendance. The net income for the first quarter of 1950 amounted to $5,932,085, Gen Sarnoff
reported. After provision for pre-
ferred dividends, earnings per com-
pany share were $0.33, compared with $0.20 per share for the first quarter of 1949.

Dividend Declared

On the basis of these earnings and the prospects for the rest of the year, Gen. Sarnoff said that the board has declared an extra divi-
dend of 2c a share on the RCA common stock, first

After some commendation to Stories from the Bible (CBC)—"Citizen: ... a series conspicuously in filling a long-
standing need for a religious program devoted for children.

Agricultural—RFDF America (NBC), first award. American Farmer (ABC), honors mention.

Cultural (excepting music)—Stage "42-29" (CNBC and NBC Theatre (ABC), Invitation to Learning (CBS), honorable men-
tion. Special award to NBC Wednesday Night Club for its courage in carrying on that program.

Cultural Music—Pioneers of Music (NBC) and CBS Symphony (CBS), both first awards. Metropolitan Opera (ABC), honorable mention. Special award Symphonies for Youth (MBS) and CBC, both honorable mention.

Other chief speakers were Ralph

Deletion

Requests to change existing facilities

Deletion of licenses to March

Deletion of construction permits

(Continued on page 48)

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

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First quarter net up 89.4%

(Continued on page 48)
WHO'S HIT BY TV?

By HERBERT KRUEGER
COMMERCIAL MANAGER
WTAG WORCESTER, MASS.

There's nothing like digging your own grave—and paying for the privilege!

This television, . . . it's doing an awful job on radio audiences!

Everyone knows that! I know it, you know it, Hooper & Rubinack knows it, BBD0 knows it and the proprietor of Helen's Hatte Shoppe on Main St. knows it!

And that, broadcasters, is what I mean when I say we are digging our own graves, and paying for the privilege!

In our city there are no television stations. We are in a "fringe listening" area. Before television our Hooper reports showed the usual negligible rating under the "Others" column. Then came "FM & Others" and the rating was still small, usually "not suited to TV & Others" and that started small, but kept growing and growing.

Certainly it wasn't the "Others" or the "FM" that caused the increase.

Looking at a current index and comparing it with the same period a year ago, one gets a quite a shock.

For years we've used Hoopers as a sales tool. We turn them out, showed the client, rubbed our hands and said, "See, I told you you had something there!" We still take out the Hoopers and show them to clients. This is what happens? The proprietor owns a television set in his home. Thousands and thousands of people in our city don't own television sets. But this fellow does—and he uses it. He looks at the Hooper, runs his finger horizontally across the page and says, "Wow, Television is sure cutting into your audience, isn't it?"

Client's Decision

Right there the client decides two things. First, he's going to be darn sure to use TV if it ever comes to his city. Second, maybe he'd better cut down on his radio expenditure and pour a little more back into good old newspaper advertising.

The salesman comes back to the office and says, "What can I tell him?" So you again point out the growth of your audience, you get out the new NMB, you repeat the stuff about impact and the many tried and true sales pluses of radio. You tell the salesman that television is not a mass medium, it is reaching only a minority, and a small minority when it stacks up against other advertising media.

Then you admit that a person looking at a television screen can't be listening to a radio program. But, he also can't be reading a newspaper, or listening to a record, or out riding around looking at billboards, or reading his mail . . .

We have always led the advertising field in research for our clients. So maybe it was a natural and logical step to drift into Hoopers, or Nielsen's, or Pulses, or whathaveyou that gradually noted the trend toward television.

But if we become objective in our viewpoint we recognize the radio and television and magazines and newspapers are all competing media. Our relationship with television is certainly closer than with the others in that it is "broadcast" advertising. However, we must realize that we do compete with television, whether we own it or somebody else owns it.

A Word on Research

The next step then, is a suggestion that the research firms recognize this competition also. When we order a Hooper survey, we order a "broadcast" survey. It will give us the breakdown and division of the radio audience. When Hooper interviewers call a home and the respondent says the radio is on, it is not to be assumed he is reading a magazine, or a newspaper, or playing Canasta, that doesn't show up in the Hooper. Why then should the Hooper go out of its way to ferret out the television viewers?

Maybe the sets-in-use figure will change, and maybe the overall proportion will be altered somewhat, but the result will be a fair picture of how many people are listening to radio programs—and that's what the survey was ordered for.

In television markets there can be television surveys and radio surveys; order one, or order both. Each will give a fair picture of its own particular audience.

'Evaluate All Media'

If advertising agencies then want to find out the facts about competing media in a given market, let them gather their own data, at their expense, or at least at the expense of the respective media. Let them evaluate all media covering the market, each in its own relative position.

That radio is not alone in the steamroller path of television is of how many people are listening to radio programs—and that's what the survey was ordered for.

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That radio is not alone in the steamroller path of television is inevitable, when the others work with the association's steps to improve the industry's advertising position.

When the All-Radio Presentation was set in motion over two years ago he was given the job of handling finances. The NAB sales managers group spawned the idea that led to formation of the present Broadcast Advertising Bureau. At WTAG, Worcester, Mass., Mr. Krueger is commercial manager. He raises in this article a point that all broadcasters should recognize, and appreciate.

We here have had the attention of Herbert Krueger for many years. As a member of the NAB Sales managers group, he was a key figure in the association's steps to improve the industry's advertising position.

When the All-Radio Presentation was set in motion over two years ago he was given the job of handling finances. The NAB sales managers group spawned the idea that led to formation of the present Broadcast Advertising Bureau. At WTAG, Worcester, Mass., Mr. Krueger is commercial manager. He raises in this article a point that all broadcasters should recognize, and appreciate.

 awaits! What, then, are we doing with TV figures on our Hoopers? Drop that shovel—let somebody else dig the grave.

As broadcasters, we have become victims of our own zeallessness.

Client's Decision

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But if we become objective in our viewpoint we recognize the radio and television and magazines and newspapers are all competing media. Our relationship with television is certainly closer than with the others in that it is "broadcast" advertising. However, we must realize that we do compete with television, whether we own it or somebody else owns it.

Radio Bigger Than Ever

Running like a frightened rabbit, the broadcaster hasn't time to stop and look at the facts. Radio today is bigger than it ever was, with nearly 90 million sets in use. It's a rare home with only one radio set. It's a rare car without a radio set. It's also a rare station or network that has increased its rates in accordance with the tremendous increases in delivered audiences.

Meanwhile, other media, at the drop of an ABC report, will announce an increased rate, backing it up solidly with circulation data. It's happened with newspapers; it's happened with magazines; and if you've had any printing done lately you'll find it's happened in direct mail.

And radio, delivering fuller impact, non-divided attention, the smoothest and most effective type of advertising to more and more people every day, is cutting rates!

Mr. Krueger
TELEVISION Authority, an amalgam of live talent unions, last week started a drive to gain recognition from the television industry and to establish wage scales and working conditions.

The first to protest the claims of the Associated Actors & Artists of America,parent body of AFL talent unions, last week was its first meeting with representatives of television networks and the American Assn. of Advertising Agencies.

Although TVA had prepared a full "code" of wage scales and working conditions which it proposed to seek as a basis of bargaining, it was learned that industry representatives at the meeting raised the question of whether or not TVA could claim to represent all talent in television.

Although both are members of the Associated Actors & Artists of America, the Screen Actors Guild and Screen Extras Guild have repeatedly protested the 4A's action in granting jurisdiction to TVA and announced they would continue to represent performers in television film.

Film Also Covered

The "code" presented by TVA embraced proposals covering television film, and the perplexing question at issue is whether the industry could enter an agreement with TVA covering film performances while the screen Guild's claim to jurisdiction in this regard is still unresolved.

The TVA proposals for wages and working conditions were detailed at length in a letter distributed to members of the various pertinent groups.

The TVA proposed a union shop for all television performers, and limits each collective agreement to one year.

It further espouses the principle that any film or kinescope used more than once in any area "must require additional payment of fees to the performers involved."

Specific wage minimums sought by TVA are:

1. For one hour telecasts: Minimum fee of $115 plus rehearsal fees, with rehearsals not to extend over more than five consecutive days including the day of presentation.

2. For half-hour telecasts: Minimum fee of $100 plus fees for rehearsals that are not extended over more than five consecutive days including day of presentation.

3. For quarter-hour telecasts: Minimum fee of $75 plus fees for rehearsals that shall not extend over more than three consecutive days including show day.

Rehearsals fees where set at $6 an hour, but not to be less than three hours in any one day. TVA seeks a schedule of no less than a three hour minimum call for 15-minute shows, a six-hour call for half-hour programs and a nine-hour call for hour programs.

After minimum rehearsal periods, fees are $5 per hour or any part of an hour, computed in half-hour periods.

All foregoing fees apply for live telecasts, except standard acts that are defined as "any performer or group of performers who render and perform a self-contained theatrical performance with material and theatrical routines furnished by the production employer."

Such performances must have been previously rehearsed and/or used by such standards prior to their employment by the television producer-employer."

The TVA set minimum scales for standard acts as $201 for singles, $500 or more for groups of two, $580 for groups of three and $500 for groups of four.

Minimum Scales

"To all these payments there must be added all prescribed rehearsal fees at regular rates, plus 2% of the gross receipts of any station carrying the show by live, kinescope or similar device," the TVA proposed. These minimums are to apply to any show regardless of the length of the program. TVA also seeks to set scales for filmed telecasts, defined as those which are "filmed prior to and for transmission by or from any television transmitter and may be used for telecasting purposes only.

Film Fees Set Minimum fees for filmed programs will be the same as those pertaining to live performances, except that the five-hour minimum required call in any one day, less one hour for meals. "No film telecast may be used more than once in an area," the TVA proposal adds, "without payment of additional compensation, (as provided for in the collective bargaining agreement.)"

Repeat telecasts of any kind of television performance, live film or kinescope, require payment to performers of fees equal to those received for the first telecast.

An exception to that proposed rule is made in the instance of a live repeat performed "for the purpose of supplemental coverage of the same network within 48 hours of the original performance and for filmed or kinescoped telecasts used within 30 days of the original performance."

TVA retakes on films or kinescopes will mean payment of additional fees to performers, computed at a rate of one-half of the program fee plus any rehearsed days.

TVA seeks to prohibit telecasts from any television studio or elsewhere that admission is paid. The TVA "code" of proposals also embraced provisions covering "commercial inserts, doubling, rest periods, demonstrations, auditions, previews, after-shows, television screen tests, walk-ons, extras, sportscasters, understudies" and other activities.

Preliminary Meeting

The meeting with industry representatives last week was described as preliminary in nature. Another meeting is scheduled late this week. It was made clear by television management representatives who attended that there were many difficult problems of procedure, in addition to that of TVA or any other union, to be settled before discussions with either of the two union groups reach a negotiable stage.

Jones Hits 'Inertia'

Jones hits 'Inertia'...
SELECT 1949 radio and television programs, including those of five stations and three networks, were honored last Thursday at the 10th annual presentation of the George Foster Peabody Radio Awards at a Radio Executives Club of New York luncheon, held at the Roosevelt Hotel.

Awards were presented by Edward Weeks, editor of The Atlantic Monthly and Chairman of the Peabody advisory board. John J. Karol, CBS sales manager and REC president, presided at the luncheon. Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, introduced the speakers.

WQXR New York broadcast the award presentations (1:30-2 p.m.) and the proceedings were taped for broadcast later that day by CBS (5:30-5:45 p.m.), ABC (10:45-11 p.m.), and NBC (11:30-11:45 p.m.).

WWJ Detroit Lauded

WWJ Detroit was lauded for its public service programming as a regional station. Cited were four programs in a series which showed an "admirable appreciation of social responsibilities of broadcasters." The programs were Protect Your Child, an "intelligent approach" to the sex crime problem; The Best Weapon, dealing with a polio epidemic; Meet Your Congress, presenting problems and issues of joint interest; and The World Forum, similarly an aid to a better understanding of world events. Don DeGroot, WWJ public affairs manager, was commended for his part in arranging the series.

Public service award for a local station went to KXLJ Helena, Mont., based on the station's Legislative Highpoints broadcasts which spanned sessions of the state legislature.

A point was made of KXLJ's donation of transcriptions of the series to the state library and the station's publication of a book suitable for school and library use. Programs demonstrated "democracy in action through the medium of broadcasting," the citation said.

In the reporting world, Eric Sevareid, chief CBS Washington correspondent, was commended for his "rich background and understanding" of events he reports or interprets. He reveals a "depth and clarity, a perspicacity and lucidity ... " when reporting, according to the citation.

Similar citation was awarded Erwin Canham, editor, Christian Science Monitor, for his reporting and analyses on ABC's Monitor Views the News. Both Mr. Canham and the program were named.

The program was underscored because ABC aired "the only news program on which the editor of a major U. S. daily is the chief spokesman."

Also cited was WMAZ-CBS Macon, Ga., for its news coverage, particularly on local news. Station devoted 140 of 1,170 minutes of broadcast time each day to news, spending some $60,000 during the year on local news coverage and discouraging advertising support "which might in any way jeopardize unbiased reporting of the facts," the citation explained. The Peabody Committee suggested, "this station may well serve as a model for those that would do a better news job."

Entertainment Winner

Chosen as standout in the entertainment and drama field was Jack Benny, CBS radio comedy star, for avoiding "habit, staleness and artificiality" in his show. The award noted the "masterly timing and delivery" of Mr. Benny's lines and his "good sense in subordinating his role in the interest of many a comic situation. . . ."

A special unclassified citation was awarded ABC's The Greatest Story Ever Told which dramatizes teachings from the New Testament. The Committee noted that the program maintains a high degree of integrity, free of denominational bias.

(Continued on page 43)
CESSATION of three-week Congressional hearings on Justice Dept.'s bill to prohibit interstate transmission of gambling information and Senate approval of a far-reaching crime probe highlighted developments on Capitol Hill last week.

Meanwhile, speculation that the Senate Interstate Commerce communications subcommittee might subpoena radio and television broadcasters appeared to have subsided, for the time being at least, as Subcommittee Chairman Ernest McFarland (D-Ariz) announced Thursday that further hearings were recessed "subject to call of the chairman."

The announcement followed Senate approval of a $150,000 sweeping crime investigation proposed by Sen. Estes Kefauver (D-Tenn) which some authorities felt would only touch on phases already covered by the McFarland subcommittee in its communications probe.

The Kefauver plan (S Res 202) calls for a five-man committee, three members from the Senate Interstate Commerce group, and two from the Senate Judiciary Committee. While selection of members rests with Vice President Albright Barkley, it was generally believed that Sen. Kefauver would be named chairman of the special group, to include Sens. Edwin C. Johnson (D-Mo.) as chairman, Zobey (R-N.H.) and Sen. McFarland, as well as Sen. Alexander Wiley (R-Wisc.)

Authorities close to Sen. Kefauver said last week that the probe probably will not get underway for at least one or two weeks pending compilation of necessary data and addition of staff personnel.

Communications Secondary

It was believed most of the witnesses already called by the Senate Commerce subcommittee would not be invited by the special committee to testify but rather that the communications phase would be secondary to the overall crime investigation, in which Sen. McFarland is expected to take part.

Meanwhile, possibility was held out that the Senate communications subcommittee might hold further hearings, but they would not be extensive, authorities felt. The subcommittee will review testimony given during the past three weeks and compile necessary data with a view to preparing its report on the proposed Justice Dept. bill [May 1, April 24, 17, 10], which might be used by the special Kefauver committee.

Sen. McFarland declined to comment on what action his subcommittee would take but already has indicated it may adopt a compromise version of the FCC plan and Justice Dept. bill (S 3885). The subcommittee disclaimed any intention last week of subpoenaing broadcasters, with hearings now recessed, though Sen. McFarland twice expressed surprise during Wednesday's session that none had requested to appear. Once he remarked, "I take it that they favor the legislation."

Chairman McFarland's comment came during testimony by Elmer Davis, president of Radio Correspondents Assn., who opposed the measure, as did management executives of AT&T Long Lines Dept., Western Union, Armstrong Daily Sports Inc., U.S. Independent Telephone Assn., AP, INS and Transradio Inc.

Four days running, Monday through Thursday, the subcommittee heard further views on Justice Dept.'s proposed bill which would outlaw interstate transmission of gambling data on sports events; require that stations delay broadcast of details at least an hour after completion of horse races, and limit stations and networks to one race broadcast per day—not including "special events."

FCC's plan would eliminate transmission of all information on bets, odds, or payoffs paid in betting on any sports event in interstate commerce. The Commission's version seeks to limit definition of "gambling information" to evil purpose or enable radio-TV stations to carry as many horse races as they chose if they abide provision on odds, bets and prices paid.

Implications Outlined

Mr. Davis told the McFarland group that "...If the principle is established that the transmission of certain kinds of news may be prohibited or delayed because evil men may use it for an evil purpose, you could prohibit the transmission of any other kind of news if Congress is decided to unite them all in an evil purpose could be frustrated thereby."

Recalling his opposition to similar bills on newspapers andcontending that arguments advanced for the Justice Dept. bill could logically apply to them, Mr. Davis alluded to the lottery law governing broadcasting.

This served an undoubtedly worthy purpose; it also got the camel's nose inside the tent. S 3885 would get its ears inside too and about half his neck, and after that there is no telling where he would stop."

Mr. Davis, appearing at the direction of the association's executive committee, said he thought FCC's proposed limitations on beta, odds and prices in all media would be "those his president though the principle would be just as bad." Furthermore, since it would apply to newspapers as well, that would serve to unite them and kill the bill itself, he noted, adding that was "the wrong way to fight gambling, however."

Mr. Davis said he had no opinions on the proposed hour time lag but felt that permission to publish such news with the time lag requirement would be "useful to the publishers of evening newspapers, which would no longer be in danger of being beaten on racing news."

Chairman McFarland told Mr. Davis his subcommittee had received no requests from radio or television stations opposing the legislation "to appear and comment on it." He remarked: "Evidently they favor it." Mr. Davis said he didn't know whether they favor it or not but countered that "so far (Continued on page 44)
"It seems that the new sales manager has a brother with another agency"

Well, don’t take it so hard, old man. Clients change agencies for all kinds of reasons.

And here’s a helpful hint about how to keep your clients happy in Baltimore—you buy W·I·T·H, the BIG independent with the BIG audience.

Then you’re sure of getting more listeners-per-dollar than from any other station in town. Then you’re sure of low-cost results.

If you’d like to know all about W·I·T·H, just call in your Headley-Reed man today. He’ll give you the whole story.

W·I·T·H
Baltimore, Maryland

TOM TINSLEY, President

Represented by HEADLEY-REED
International WAVE

ATMOSPHERE at WAVE Louisville is taking on an international tint. By request of the United Nations Paris office, Bill Hodapp, WAVE continuity editor, and Clarence R. Graham, Louisville public librarian, are preparing a 5,000 word article which will be translated into all foreign languages and circulated at a UN meeting in Sweden this summer. Paper will compile suggestions as to how foreign nations can benefit from WAVE-Louisville Public Library efforts in field of education, public service and audio-visual aids. Choice of the writers grew out of their collaboration on an article, "Television's Town Hall," published in Library Journal last year.

GEORGIA MEET

Mitchell Institute Speaker

ADDRESS by Maurice. B. Mitchell, director of NAB's Broadcast Advertising Bureau, demonstration of the effect of radio advertising on sales and a showing of the radio promotional film, "Lightning That Talks," will highlight the 39th annual Radio Institute at the U. of Georgia May 18-20, the institute has announced.

Mr. Mitchell, secretary of the committee which produced the film, will speak following the film showing. Also scheduled is a panel discussion on radio advertising led by Mr. Mitchell and Allen M. Woodall, WDAK Columbus, past president of the Georgia Assn. of Broadcasters and currently a member of NAB's admissions committee.

Previously announced institute speakers are Malcolm Johnson, Pulitzer prize winning reporter now with INS, and John M. Cooper, director of radio for INS who will lead a session on radio news.

The institute is held annually under the sponsorship of Georgia U.'s Henry W. Grady School of Journalism. Institute committee is headed by Lewis A. Doster, WGAU Athens.

Arthur Rubicam

ARTHUR RUBICAM, 50, account executive of Morey, Humm & Johnstone Inc., New York, died April 27 at his home in Upper Montclair, N. J. Born at Plymout Meeting, Pa., Mr. Rubicam attended New York U., and was associated with several advertising agencies until 1943 when he joined General Electric as advertising and promotion manager of the heating equipment division. In June 1944 he joined Morey, Humm & Johnstone. Surviving are his wife, his sister and his mother.

LEVER ELECTS

Babb To Succeed Luckman

Mr. Hancock Mr. Babb

JOHN M. HANCOCK, partner of Lehman Bros., was elected chairman of the board of directors of Lever Bros. Co., and Jervis J. Babb, executive vice president of S. C. Johnson & Son Inc., was elected president at an annual meeting in New York on May 2.

The new board of directors of Lever Bros. will consist of Mears, Hancock and Babb, and the following: William H. Burkhart, vice president of Lever Bros. Co.; J. Laurence Heyworth, director of Lever Bros. & Unilever Ltd.; Franklin J. Lunding, president of the Jewel Tea Co. Inc.; Charles A. Massey, president of Lever Bros. Ltd. (Toronto); Robert B. Smallwood, president of Thomas J. Lipton Inc., and Louis F. Watermueller, vice president of Lever Bros. Co. Other officers of the company, and of the Pepsiocol and Kelke divisions will remain the same.

Succeeds Luckman

Mr. Babb succeeds Charles Luckman, who resigned two months ago. The new Lever president who is expected to assume office in about 60 days, was born in Pennsylvania and graduated from Haverford College in 1921 and from Harvard Business School in 1924. In 1923, Mr. Babb joined Standard Oil Co. of Indiana where he was manager of sales research and then manager of retail sales. He became vice president and general manager of the Booth Fisheries Corp., Chicago, in 1941 and in 1944 went with S. C. Johnson Son Inc. as executive vice president and director.

Mr. Hancock, a director of a score of leading U. S. corporations, including Sears, Roebuck & Co., International Silver Co. and American Lines, graduated from the U. of North Dakota in 1903. He served in the Navy during the First World War and in 1919 was named vice president of the Jewel Tea Co., president in 1922, served as chairman of the board from 1924 to 1942 and was re-elected in 1948. He joined the firm Lehman Bros. bankers, as a partner in 1994. He became a member of the War Resources Board in 1939 and was Bernard M. Baruch's alternate as a member of the U. S. delegation to the United Nations Atomic Energy Commission in 1946.

MORE than 500,000 and FM stations in New York State are broadcasting transcriptions produced by State Radio Bureau concerning state income tax and disability benefits law.

BROADCASTING • Telecasting

GET THE STORY...

How just one announcement brought...

10,000 REQUESTS

FOR "CISCO KID" MASKS

Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

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

This amazingly successful 1/2-hour Western adventure program is available 1-2-3 times per week. Transcribed for local and regional sponsorship.

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BROADCASTING • Telecasting

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MORE than 500,000 and FM stations in New York State are broadcasting transcriptions produced by State Radio Bureau concerning state income tax and disability benefits law.
Only a combination of stations can cover Georgia's first three markets.

**WAGA**
Atlanta
5000 W - 590 Kc

**WMAZ**
Macon
10,000 W - 940 Kc

**WTOC**
Savannah
5000 W - 1290 Kc

**The Trio Offers Advertisers at One Low Cost:**
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties
- In Georgia's first three markets

**The Trio**
The C.B.S. Affiliates in Georgia's First 3 Markets

**WAGA**
Atlanta
**WMAZ**
Macon
**WTOC**
Savannah

Represented, individually and as a group, by
New York - Chicago - San Francisco - Dallas
Atlanta - Detroit - Kansas City - Los Angeles

**The Katz Agency, Inc.**

Broadcasting & Telescating

May 8, 1950 - Page 33
Neighboring States Love Him Too

Powered by 50,000 watts, WWL's programs include varied rural fare—weather and market reports, on-the-scene rural broadcasts, 4-H Club programs. Plus services like herd improvement contests win strong listener loyalty throughout this rich Deep South market.
South’s Greatest Salesman wins Hearts...and Hoopers

WWL’s evening share-of-audience exceeds that of next two stations, combined. WWL features CBS—and CBS features the world’s greatest array of top-flight stars. And the whole family loves the South’s greatest salesman.

WWL keeps families tuned in hour after hour—with more favorite programs in all age groups, headline shows, local shows of network quality, more complete reporting of local news and events.

His Listener Promotion Is Greatest Ever

Already far in the lead, in all forms of listener promotion. WWL now adds the biggest, most highly concentrated station newspaper campaign New Orleans has ever seen. WWL gives you more of everything to build sales!
THE VENERABLE continues to wear off that story that TV is taking its toll exclusively from radio. Latest word is that Bulova is canceling its space in large weekly consumer magazines while retaining its radio station breaks and adding TV.

Phrase That Never Fails

"PUBLIC interest, convenience and necessity." If you've been in radio more than a week, you must have collided with it dozens of times. It is the catch-all phrase in the Communications Act of 1934 which the FCC uses to justify its action in any case. It can be a grant or a denial, left or right, up or down.

It used to be even more ambiguous. In the original Radio Act of 1927 it was "... and/or necessity." Then, in the 1934 act, major surgery was performed to eliminate the diagonal (/) and the or. What is the public interest? Let's take a look at the current record.

WWJ Detroit has been on the air continuously for 50 years. Only one other station can make that claim (KDKA Pittsburgh). Last week WWJ won the coveted Peabody Award, for outstanding "public service." A few weeks earlier it had received the equally significant duPont Award. It has won a half-dozen other awards for service during 1949—all because of public service programming.

WWJ is on the FCC carpet, hat in hand. The UAW-CIO had asked the FCC to cite the station for renewal proceedings because it had refused to sell or allot time to argue the union case in the Chrysler strike. The refusal came after the station had asked Chrysler whether it would use equivalent time—a proffer that was declined. The station wanted balanced discussion, in keeping (it thought) with the intent and spirit of the Communications Act, and of FCC policy. Indeed, its position seemed affirmed by the FCC ruling a few weeks ago involving WLJB New York wherein it said it was the affirmative duty of the station to seek out the other side on another controversial issue—PEPC.

Here you find "public interest, convenience and necessity" in action. It rides down both sides of a one-way street in either direction. It means what the FCC says it means either way, and on virtually the same set of circumstances. It does not mean what the public says it means in handling to WWJ, for example, all of the public service awards worth winning.

What a job Gilbert & Sullivan could have done with: "The public interest, convenience, and necessity!"

NOW THAT Congress has killed the administration proposal for a 10% excise tax on TV sets—recognizing that it could torpedo a new industry so important in the national economy—it behooves all concerned to press for elimination of that discriminatory impost on sound radio. Radio has the local color medium, what with 85% of the nation's homes equipped. The 10% tax falls in the "luxury" class. Radio is as much a luxury as the food we eat and the clothes we wear.

John's Other Bull

YOU WOULD think that in those breathless days of hot heads and cold wars; of Marshall Plan vexation and the quest for American dollars, there would be no evidence that the British would forget their crusade to BBCize what's left of this democratic world.

Unhappily, that does not appear to be so. Indeed, there is evident a resurgence of activity in the neighborhoods through either misguided or naive pedagogues, or others with axes to grind.

One would have to be small pickin's indeed if he didn't receive during the past two or three weeks either:

1. A reprint from the "BBC Quarterly" of a bombastic article by Robert M. Hutchins, chancellor of Chicago U. and erstwhile boy wonder of higher education, taking U. S. radio to the cleaners and vigorously supporting "subscription radio";

2. A couple of plus enclosed, from Dean Kenneth G. Bartlett of Syracuse U., soliciting a group for a junket to Europe, under BBC auspices to "study European broadcasting systems in action."

The Hutchins diatribe is just so much anti-commercial radio eye-wash. It was mailed from Chicago, whether by the University itself or by proponents of "subscription radio" we just haven't bothered to ascertain.

That junket smells like a Trojan horse of another breed, though it may have trained in the same stable. Prof. Bartlett candidly says the study was developed by Sam Slate, head of BBC in New York, who in mid-April was in London completing details. It is perhaps significant that more than half of the time on the continent would be spent in London covering BBC activities.

If British leadership is seriously bent upon stemming its declining economy by increasing home consumption, it would do itself a favor by inviting American broadcasters, advertisers and agency executives over to show BBC how it's done the American way. Unfortunately, the BBC career bureaucrats always prevail and always seem to have enough funds to carry on their world-wide proselyting.

The Peabody Beautiful

NOT ANOTHER moment should pass without a round of applause for the Peabody Awards Committee, a body possessed of such astonishing energy that it not only can easily dispose of its job of guarding all the broadcasting of 1949 but has enough strength left to investigate activities in other fields as well. Or perhaps it was because the committee had two citations left over after completing its admittedly noteworthy radio and television awards, and flung them forthwith, before they burned a hole in its pocket, to Harold Ross, a magazine editor, and H. T. Webster, a newspaper cartoonist.

Mr. Webster admittedly is a talented cartoonist whose work is admired by those he lampoons, but we doubt that any program was ever derided or trampled by his drawings.

Mr. Ross, who edits a magazine that is a cherished oasis of articularness, humor and reason in the publishing field, may have performed a St. Georgian effort in slaying the monster at the Central Terminal, but his prey was not of the genus radio. He may deserve an award for creating a magazine or a trophy for disposing of the loudspeaking system in the railroad terminal, but it is not the province of a radio awards committee to grant him either.

This journal has often stated its belief that most broadcasting awards are shallow, insane and meaningless. The Peabody and duPont awards are probably the worst of the other batch like those presented last week and the Peabodys will look like most of the others.

(Continued on page 38)
More people listen to WTOP than to any other radio or television station in Washington*

...and more people are listening to WTOP this year than ever before!
Cited for Americanism by Catholic War Veterans

"...BECAUSE he represents fearless American reporting of actions, background and reasoning which contribute to the movements of world events—and "BECAUSE he has always recognized that all men are equal in the plan of Our Creator—never stooping to tinge with religious or racial association the contents of his reports—and "BECAUSE he indicates by his workmanship that he—in accepting the privilege of 'Freedom of Expression'—is always conscious of the responsibility of protecting that Freedom for himself and all who equally appreciate it..." The DEPARTMENT OF NEW YORK, CATHOLIC WAR VETERANS OF THE UNITED STATES OF AMERICA awarded a Scroll of Honor to Fulton Lewis, Jr. He is the first radio commentator to be cited in the 12-year history of the awards, which are presented annually to individuals who have distinguished themselves as outstanding citizens during the year.

The Fulton Lewis, Jr. program, currently sponsored on more than 300 MBS stations, is available for sponsorship in some localities. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Yes, no matter where they are—at home, at the office, in the car, at the store—in Milwaukee they all “LIS’N TO WISN.” And why? Because WISN has the finest local and network programs and personalities in the greater Milwaukee area.

Hooperatings continue to show that WISN is the “MOST LISTENED-TO STATION” in Milwaukee. WISN programs for ALL the listeners. WISN leads in Public Service Awards.

**WISN**

5,000 WATTS DAY AND NIGHT

Gaston W. Grignon, General Manager

MILWAUKEE'S CBS OUTLET

REPRESENTED BY THE KATZ AGENCY
agreed to change the Army-Air Force accounting system so that the cost of producing programs for free broadcast and the cost of time purchases would no longer be lumped together in reports of radio earnings received.

Among the competing agencies, for the National Guard account, who survived a field of 11 submitting written bids covering advertising and facilities under the Air and Army National Guard, it was learned, are Albert Frank-Guenter Law Inc., Buchanan & Co., Owen & Chappell Inc., and Robert W. Orr & Assoc.

The Gardner Advertising already has won the air force broadcast account, as its advertising expenditures divided approximately equal between radio, TV, newspaper, and other media. Appropriations for 1949-51 have not been set yet by Congress.

Plans have not been completed for a proposed fall recruiting campaign by the guard, but Maj. E. L. Smith, public relations officer, indicated that radio and television will be allotted their shares of the advertising budget once the agency and funds have been determined for the coming fiscal year.


Smith Davis Moves

SMITH DAVIS, radio and television station broker, has moved from the Waldorf-Astoria to 110 East 52 St., Mr. Davis, Vincent J. Manno and Howard E. Stark compose the firm doing business as individuals in concerns under the name Smith Davis Telephone at the new quarters is Butterfield 8-2941 and 8-5185.

ALVIN ENUS NELSON, 66, pioneer radio and advertising man, died of a heart attack last Wednesday.

He suffered the fatal stroke in a San Francisco superior court where he was engaged in a civil action. He was believed in good health up to the time of the attack.

At the time of his death, Mr. Nelson headed his own advertising agency, A. E. Nelson Co., 300 Montgomery St., San Francisco.

Mr. Nelson was born in Chicago June 9, 1893, and worked his way through Northwestern U. He acquired his interest in radio while still in school.

In 1923 he founded WIBO Chicago and operated the station until 1933 when his wave length was awarded by court order to the State of Indiana.

He then became a trouble shooter for NBC, being first sent to Denver as general manager of ROA. He made the station into one of the most successful in the Western plains.

In 1937 NBC sent Mr. Nelson to Pittsburgh to take over and do the same job for the Westinghouse-owned KDKA. That job was accomplished, in 1938 he was moved to New York and named sales manager of the NBC blue network. Transferred to San Francisco in 1938, he became general manager of KGO and KPO (now KNBR) in 1940.

Mr. Nelson promoted and directed the building of NBC’s modern Radio City Bldg. in San Francisco and headed the combined operations of the two stations until the Red and Blue networks were separated in 1941, and KGO became an ABC station.

He was an assistant vice president of NBC when he resigned to form his own advertising agency in 1942.

Mr. Nelson is survived by his wife, Ethel Nelson, and a son, Alvin Jr., both of San Francisco; a daughter, Mrs. Jane Bowes, of Denver; a brother, Earl Nelson; and a sister, Mrs. Mae Thorson, both of Chicago.

**WDOK OPENS**

**COURT REVIEW**

**House Reports Out Hobbs Bill**

House Judiciary Committee last Thursday voted to report out —with limitations—legislation to provide for appeals. In a brief court review of certain FCC actions could file appeals in a three-judge district court in their home jurisdictions.

Authorities felt, however, that the measure (HR 5487), introduced last year by Rep. Sam Hobbs (D-Ala.), would have little practical significance to the FCC or applicants, since the committee specified it should not apply to Sec. 402 (b) of the Communications Act covering:

(1) Any applicant for a station CP, license or renewal, or for modification of an existing license whose application had been refused by the Commission.

(2) “Any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.”

(3) Any radio operator whose license has been suspended by the Commission.

Thus, final FCC actions on revocations, transfers, and rules and regulations having an immediate and final effect could be appealed to the special “home” court.

Under present procedure they are appealable to statutory three-judge courts, which would be abolished under the Hobbs bill.

The rest of the measure would remain substantially the same as proposed by Rep. Hobbs. The judicial courts and the U. S. Court of Appeals for the District of Columbia would have “exclusive jurisdiction to enjoin, set aside, suspend (in whole or in part), or to determine the validity of, any final action of the Commission.” Rep. Hobbs’ bill supersedes a similar one he had sponsored earlier last year [Broadcasting, Feb. 28, 1949].

**Upcoming**

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N.C.

May 25-26: Virginia Assn., of Broadcasters annual meeting, Tides Inn, Alexandria.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5-6: Pennsylvania Assn., of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.


June 19: NAB Board directors’ meeting, Statler Hotel, Washington.


June 25-26: Advertising convention, of the West convention, Ambassador Hotel, Los Angeles.
RCA Earnings
(Continued from page 26)

Radio Corp. of America and Domestic Subsidiaries
Consolidated Statement of Income
For the Quarter Ended March 31

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
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<tbody>
<tr>
<td>1950</td>
<td>$1,812,466,673</td>
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<tr>
<td>1949</td>
<td>$2,014,705</td>
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</tbody>
</table>

WCPA Is Now WJLK

WCPA Asbury Park, N. J., was scheduled to become WJLK at 7 a.m. May 1. The new call letters honor the late J. Locke Kimmington, under whose leadership the Asbury Park Press, owner of the station, WJLK will operate with 250 watts on 1300 kc while WJLK-FM will continue on Ch. 232. 94.3 mc, with 1 kw, according to Thomas B. Tighe, manager.

KPHO REVAMP

Change-Over in Owners

REORGANIZATION of ownership in KPHO-AM-TV Phoenix was announced last week with sale by Rex Scheppe of his 43% interest in KPHO for $101,000 and sale by朋友圈-AM-TV, KPHO's 57% interest, holding in the AM station for $20,000 to principals in the TV station. Transfer papers are being prepared for FCC approval.

Mr. Scheppe, president and general manager of KPHO, and Mr. Borroff, KPHO-AM general manager and former ABC vice president in charge of the central division, both announced their resignations concurrent with sale of their holdings. Buyers are John C. Mullins, Phoenix attorney; John Mills, owner of Westward Ho Hotel there; and Dr. J. N. Harber, also Phoenix. They plan to divide the interests equally, it was said.

It was expected that Mr. Mullins would be elected president to succeed Mr. Scheppe with Carl Wester, KPHO-AM vice president, continuing second in command. KPHO, an ABC outlet, is assigned 5 kw on 1949, 1,487 Mc operating $3,870,000 and $39,754,750.

Schepp Stock

Mr. Scheppe owned 3,825 of the total 8,760 shares in Phoenix Broadcasting Inc., KPHO licensee, and 8,760 shares in Phoenix Television Inc., licensee of KPHO-TV. Mr. Borroff held 750 shares in Phoenix Broadcasting. Other stockholders in Phoenix Broadcasting include: Mr. Mills, 2,925 shares; Citizens Pub. Co., Tucson, 750 shares; Erskine Caldwell, 400 shares; and George W. Chambers, 100 shares.

Other holders of Class A voting stock in Phoenix Television include: Mr. Mills, 6,750 shares; Mr. Harber, 4,000 shares; Mr. Mullins, 1,750 shares; Phoenix Broadcasting, 500 shares; Citizens Pub, Co., 2,600 shares; Mr. Caldwell, 250 shares; Mr. Chambers, 100 shares; Mrs. R. E. Ellwooding, 200 shares; John Ellwooding, 230 shares. Total of 480 shares Class B common non-voting stock is held by: Mary Harber, 200 shares; Mary Myers, 100 shares; Carolyn Careton, 75 shares; Fred and Ethel Kindley, 100 shares.

Berns Joins WJZ-AM-TV

WILLIAM BERNs, former special events director for WNEW New York, and more recently on a special publicity assignment for NBC-TV's Saturday Night Revue, has joined WJZ-AM-TV New York, where he is now in a promotion manager. Before his entrance into the radio and television field, Mr. Berns handled special promotions for Warner Bros, Eagle Lion and United Artists.

May 8, 1950 • Page 41
Selling Good-Will
(Continued from page 25)

hint in a dignified and human nar-
rative.

The association wants to do
in show the public that the rail-
roads have an attractive service to
offer those who travel or ship com-
mmodity.

The relatively new commercial
theme is linked with AAR’s gen-
eral publications advertising. More
and more the radio campaign
(partly 50% AAR’s own public-
relations budget) and the publica-
tions advertising are dovetailed.

Signs of the wisdom of this re-
<stdio_embedding_added_trueelogical}

way up, quickly and related

discov-
ery occurred when AAR decided to
repeat an audience analysis tried
during the Railroad Hour’s opening
season.

After all, AAR is spending
$1,180,000 a year on its radio cam-
paign and wants to know who it is
reaching, how many of them, and
what they are like. When AAR
does anything, it does it in a big
way and that’s what happened
to the audience study was started.

Out of the project came one of
the top examples of audience dis-
secting. The technique was simple
and scientific, and AAR certainly
certainly hadn’t the slightest desire to
kid itself by shirrming up the results
with statistical fantasies.

Details Outline

It worked this way. On the Jan.
23 broadcast the middle commercial
told listeners they would be mailed
a railroad question-answer booklet
titled Quiz if they wrote to The
Railroad Hour, Transportation
Bldg., Washington, D. C.

On February and Feb. 13 pro-
crams the closing-20-second com-
mercial was devoted to the Quiz
offer.

And what happened? Well, 63,794
persons wrote to AAR for the book-
let. Every letter and postcard was
checked, showing 98.5% of requests
correctly addressed in every detail,
even down to the zone number.
AAR thought the original two-
minute offer would be the best mail
puller but discovered that the three
20-second reminders drew almost
as heavily as the middle commer-
cial. As a result this brief windup
is getting more attention with
Singer Gordon MacRae reading the
lines.

This doubling-in-brains idea is
working out nicely. Mr. MacRae,
who admits he is a “frustrated an-
nouncer,” handles the lines with
smugness and reliability in intimate
chat with the AAR’s family of 15
millions.

Though AAR made no sugges-
tion of any sort in its four Quiz
announcements, 11,316 (18%) of
those writing took time to comment
on the NBC program. Of these,
11,298 were favorable, 1 definitely
critical (he once had a dirty train
ride) and 12 mixed (“is a good
show, but . . .”).

AAR’s statistical staff went to
work on the 7,161 of the letters
that could be identified by occupa-
tion of the listener. It found that
61.40% were men, 38.59% women,
5.86% children and .41% uniden-
tifiable. The group included the fol-
lowing:

60 college teachers
186 college students
136 high school teachers
1,360 high school students
40 primary school teachers
2,316 primary school children
101 libraries
21 clergy
31 doctors
31 dentists
31 writers, editors, commentators
13 bankers
899 businessmen
22 presidents
62 public officials
741 employees
133 service personnel
595 from foreign countries (mostly
Canada).

Besides this Quiz mail, AAR gets
stacks of unsolicited letters of com-
ment. Most of the writers say they
enjoy the program and many like
the commercials. Every letter is
answered, and all suggestions go to
AAR’s “club” of 15 million Bowies.

Audience Studied

With all this information, AAR
believes it knows as much about its
audience as any sponsor. While
the program’s results can’t be added
up at cash registers, the audi-
ence is known to be of high qual-
ity and ratings prove it is consist-
ten and appreciative.

These conclusions are definitely
confirmed by the results of a simi-
lar study a year ago, when the Quiz
booklet was offered on eight programs
and drew 45,883 responses. All these
figures show composition rather
than size of audience.

The Railroad Hour’s average
share of audience increased from
15.1% in the October-December
period of 1948 (pleasing for a new
show) to 20.9% in the same 1949
period, rising 38% in a year, based
on Nielsen data. The Nielsen rating
in late 1948 was 6.5% compared to
8.1% in late 1949, a 26% gain.
Highest rating, 13.8%, was at-
tained last Nov. 21. A fan maga-
azine panel classified the program as
“excellent” and “most pleasant” on the
air, rating above Bob Hope.

A Benton & Bowles study last
week showed that during October
1949 through January 1950 the pro-
gram gained 21% in average audi-
cence rating and 33% in share of
audience over the same period a
year before. The audience re-
mains fairly level throughout the
entire 30 minutes whereas a year
ago it had declined “almost stra-
dy” from the program lasted 45
minutes.

Interesting comment by the
agency was that the program is
paying considerably this year in
cities and rural areas as well as
medium-sized cities.

Stimulating interest in The Rail-
road Hour are 1/4 million railroad
engineer and their families, spurred
by the promotional efforts of the
individual carriers whose house
organ, stations and vehicles carry
posters and other material.

As a major advertiser, AAR be-
lieves in advertising its advertising,
and results show that the formula
is paying off on all sides. Even
smallest settlements and suppliers to
the road are joining in the promo-
tion. A great majority of railroad
public relations and ad-
vertising directors are enthusiastic
over it and their acceptance is
growing.

Through The Railroad Hour,
AAR is telling the nation about
the tremendous increase in rail-
road efficiency as a result of vast
investments in facilities during
and since the war, though costs are
much higher. The story of im-
proved safety and the attractiveness
with other advantages of passen-
ger travel.

Current Problems Included

At first the broadcasts had em-
phasized the railroad’s role in
the nation, but the messages have
been broadened to include current
problems as they arise along with
more commercial and controversi-

tal phases of the industry.

Railroad employee reaction is
favor-
able among all. Employ-


ers, listeners and the program
cast are developing a family feel-
ing. This has convinced many rail
executives, long-range minded, they
have a valuable and reliable sales
instrument that will grow in popu-
lar-
ity and influence through the
years.

The program is readily adap-
ted to television, and AAR is
looking into the visual medium in
a preliminary way pending its event-
ual development as a fully nation-
wide service.

AAR’s officials are sure they are
on the right track. The Railroad
Hour format will be varied some-
what during the summer months,
continuing Mr. MacRae and the
other talent but shifting May 29
to a musical memory motif.

But the railroad broadcast will
carry on its same institutional
theme, minus the lasty coating of
traffic promotion.

And the program will continue to
tell the public a great industry’s
intimate story, telling it with
backing by friendship to millions of
people who listen because they
want to listen.
1981

Generoso Pope 1950

A SOLEMN Requiem Mass for Generoso Pope, 54, president of WHOM New York and publisher of Il Progresso, Italian language newspaper, who died on Friday, May 1, at St. Patrick's Cathedral in New York.

The funeral cortège was led by 300 New York City policemen and the Police Department band. Mr. Pope, who was an honorary Deputy Police Commissioner, was given the funeral honors of that rank. Mayor William O'Dwyer and Police Commissioner William F. O'Brien headed the line of honorary pall-bearers.

Italian Born

Born April 1, 1891, in the province of Benevento, Italy, Mr. Pope arrived in the United States at the age of 10 and worked as a water boy for a sand company on Long Island. Fifteen years later he was president of Colonial Sand and Stone Co., largest organization of its kind in the world.

In 1928 Mr. Pope purchased the Italian language newspaper and in 1946 acquired WHOM, a station with a large Italian audience. Generoso Pope Jr., executive vice president and general manager of the station.

Throughout his life Mr. Pope had been active in many charities and served as chairman of the Committee of Americans of Italian Origin for the American Red Cross. During the last war he was chairman of war bond drives and sold over $400 million worth personally.

Congressional leaders from New York last week paid their respects to Mr. Pope. Tributes were offered on Capitol Hill by Rep. Abraham Muter, Gary L. Clement and Anthony F. Tauriello, all Democrats, and were inserted in the Congressional Record.

Surviving are his wife, opposite Genero Jr.

NAB BRIEFING

Precedes Board's June Meet

SUMMER meeting of the NAB board of directors, to be held June 20-22 at NAB headquarters in Washington, will be preceded by an indoctrination session for new members [CLOSED CIRCUIT, MAY 1]. NAB announced last week. Eleven new board members will take part in the catherine, scheduled June 19.

Serving as instructors will be NAB President Justin Miller; General Manager William B. Ryan and Secretary-Treasurer C. E. Arney Jr., flanked by department directors from the NAB staff.

Mr. Ryan assumed his NAB post last Monday and devoted the first part of the week to meetings with staff members. He is expected to take part in the scheduled May 16 meeting between NAB officials and representatives of the new networks [BROADCASTING, May 1].

The network meetings will be held at the Waldorf-Astoria Hotel, New York. Tentative agenda as proposed by Judge Miller includes such topics as NARBA, international relations and activities of the various NAB departments.

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Mr. Fellows

FELLERS ELECTED

Heads Boston Radio Club

Mr. Fellows was elected to the position of President of the Broadcasting and Television Executive Club of Boston at the final business meeting of the 1960-61 season last Wednesday (May 3) at Hotel Tournai.

Amelia Viot, chairman of broadcasters and agency executives attended the session.

Highlight of the meeting was presentation of the all-industry film, "Lightning That Talks," by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau. Mr. Mitchell delivered a tighter, 20-minute version called "Lightning That Sells," being prepared.

Other Officers Named

Other officers elected were: Edmund J. Shea, radio and TV director; James Thomas, WFAN Co., first vice president; Jan Gilbert, radio and TV director, Harold Cabot Co., second vice president; Eimer Ketter, station representative, treasurer; Rudolph Bruce, advertising manager, New England Coke Co., secretary.

Named to the board of directors were: W. C. Swartley, manager of WBZ-AM-TV, representing Boston stations; Gerald Harrison, president of WMAS Springfield and WLH Lowell-Lawrence, out of town stations; Paul Provandie, vice president, Hoag & Provandie Inc., advertising agencies; Stacy Holmes, publicity director, Jane's, advertisers; Ronald George, Trans- cast Corp., related businesses.

ZUGSMITH SUIT

Court Grants Defense Motion

A DEFENSE motion to amend the complaint filed four months ago by Albert Zugsmith, who is suing Smith Davis, radio stations and newspaper brokers, for $2.5 million on charges that Mr. Zugsmith was improperly deprived of his share of revenue from the brokerage firm, was granted last week by federal court.

The defense motion to dismiss the complaint for lack of a cause of action was, however,

Federal Judge William Bondy, sitting in the U. S. District Court, Southern District of New York, ordered that some sections of Mr. Zugsmith's complaint be stricken "by alleging the facts relied on to sustain the conclusions."

Judge Bondy also granted a motion to quash the service on Smith Davis Co., of New York, and one of the several defendants named in Mr. Zugsmith's suit.
‘Gambling’ Hearing

(Continued from page 30)

as I know, not a single member of the radio gallery here” deals with racing news.

Pursuing the same tack, Sen. McFarland observed that sports news, odds and even races are broadcast by radio and TV stations and that he had received no request from stations to stop. “I take it that they favor the legislation,” he commented dryly.

Mr. Davis acknowledged that “certain kinds of broadcasts do promote gambling at race tracks” but objected that prohibition of news about it “is not the way to go about it.”

Sen. McFarland reminded Mr. Davis that he had “depicted some of these radio stations and companies of a free broadcast from you” by banning broadcasts from the committee room. Stations also make similar representations involving “admitted violators of the law” who testified but the committee concluded “that was not a very good thing,” he remarked.

Brenner Testifies
Jacob Brenner, president and general manager of Armstrong Daily Sports Inc., told the subcommittee that Armstrong programs are in “great demand” and that stations solicit “the organization for racing news.” “Several requests for the program have been made to us within the past few weeks,” he added.

Singling out WTUX Wilmington, Del., Mr. Brenner accused Andre J. Kavannaugh, Wilmington public safety director, of making “irresponsible statements” before the subcommittee last month and before FCC last year. Mr. Kavannaugh testified that the service was soliciting stations to transmit gambling information by promoting its “hit sheet” [BROADCASTING, April 24].

Mr. Brenner said Armstrong does not buy time from WTUX or other stations, only spot advertising and that announcements, and that “odd” other advertisers also buy time during afternoon periods on WTUX. He said that prior to October 1948

when Armstrong news began on WTUX, the station had broadcast a racing news program with results “much more quickly than under the Armstrong programs.”

Walter Semingsen, assistant vice president of Western Union Telegraph Co., said the company is “unalterably opposed to any legislation which will make common carriers burden or responsibilities which are unreasonable, impracticable or impossible of fulfillment.” The bill would make Western Union a “police or censoring agency,” he declared. Furthermore, WTU did not give preference to racing interests during wartimes on use of its telephone wires.

Mr. Semingsen said the telegraph company annually derives about $800,000 from its baseball ticker service and another $200,000 from services for football, hockey and basketball. Baseball information is transmitted by WTU employees at the ballparks play-by-play, every inning and at the end of games. No racing news is carried by the company’s CND (Commercial News Dept.) reports, he said.

While he felt that radio has cut down on the number of WTUX advertisers, Mr. Semingsen said the firm has some 2,574 tickers in 529 cities, with transmitting stations at Dallas, Atlanta, Chicago, New York and San Francisco. Up to 5,600 baseball-sports tickers are used during the peak of the baseball season, he estimated.

WU Circuits Shown
He showed a Western Union exhibit of circuits which are leased to both Armstrong Daily Sports Inc. and Morning Telegraph who transmit racing news by means of teleprinter. Stations served by the Armstrong circuit included WIBR 11, WJZ 13, WBTM 15, WGR 17, WSM 19 and other stations.

Mr. Semingsen described the broadcasts coming “at intervals” as racing results.

Mr. Semingsen thought it clearly recognized that furnishing or retransmitting news of racing sports data is not “gambling” and itself illegal, and added that it must be noticed by federal or local authorities that the facilities are being used illegally.

(Meanwhile, last week Western Union asked FCC to amend its tariffs to permit to it to discontinue acceptance of money or wages in and out of the state of New York at the request of the state attorney general who ruled the practice illegal.)

S. Whitney Landon, general attorney, AT&T Long Lines Dept., said the Interstate Commerce Commission should approve the bill, “it should be aimed at senders” and not common carriers. Additionally Mr. Landon felt that it would not be “in the public interest” for telephone companies to be required to censor telephone conversations, which in turn would make them a “law enforcement group.” Long Lines has refused to make facilities to sport sheet services, he added.

Similar fears of a possible communication censorship were expressed by Clyde S. Bailey, executive director of the Radio Association, and the Independent Telephone Assn., who felt that placing the burden on both senders and receivers would be “unrealistic” and “far-reaching.” It would turn companies into “crime detection agencies,” he charged.

With respect to the proposed FCC bill to ban outright all betting, odds and bookmaking on all sports, Mr. Bailey thought it had “certain advantages” over the Justice Dept. proposal by providing a “more certain and clear definition of the word ‘gambling,'” and specifying an offense only when transmission is done “knowingly.”

Mr. Bailey contended that “this leaves much to be desired” and felt the FCC version could give rise to “many vexatious questions” in the determination of whether it is done “knowingly.”

Represents Independents
Mr. Bailey’s association is a national trade organization representing approximately 5,000 independent companies who are not members of the Bell System.

Herbert Moore, chairman of the board, Transradio Press Service Inc., felt the proposed Justice Dept. bill “skirts so close to the basic problems of freedom of information that we require the most searching scrutiny.”

Mr. Moore told the subcommittee that whatever bill (FCC or Justice Dept.) is accepted, radio and television would be in the “inferior role,” and expressed doubt if betting has been increased by radio broadcasts of race results. He felt the proposed one-hour time lag after radio broadcasts or telecasts “involves the recognition of a dangerous principle of discrimination against radio versus the newspaper.”

Mr. Moore explained that Transradio sports wire subscribers include about an equal proportion of radio, television and newspaper clients, and a general wire which primarily serves radio stations. Stressing the importance attached to the commission’s role in pointing to television’s rapid strides, Mr. Moore termed broadcasters “illiterate” in the fight for news freedom because of “investigative license” in media and told the subcommittee radio “must look to you, in great part, to defend a free and non-discriminatory policy for radio news.”

He added warily: “I’m sure this committee is well aware of the danger of any law which would in any way give the communications companies and the FCC a sort of police function, which I’m sure none of them want and none is equipped to exercise. The FCC’s task has become so complicated by the vast new developments in radio, television, communications generally as to discourage loading more functions on it.”

Frank Starzel, general manager of Associated Press, characterized the bill as “dangerous legislation” and that it is “wrong in principle to prohibit transmission of news that is legal at its point of origin. He said AP services only one radio station in the West and none in the East with racing and other sports information.

ONE WORLD

Awards to McBride, Murrow

MARY MARGARET MCBRIDE, women’s commentator on WNBC New York, and Edward R. Murrow, who have been selected as the 1950 radio award winners by the One World Award Committee, was announced Wednesday by Prof. James H. Sheldon, chairman of the nominating committee. Mr. Sheldon also announced that Roger Baldwin, international affairs chairman of the Civil Liberties Union, will receive the One World Flight Award and will make a radio broadcast under the organization’s auspices sometime later this year. Quentin Reynolds will receive the press award and William Wyler, producer-director of “Best Years of Our Lives” and other movies, the motion picture award.

The 1950 One World Awards will be presented at a dinner to be held on July 7 at New York’s Waldorf-Astoria Hotel, when the organization also will present special awards for international statesmanship to Ben Cohen, As-
CONSULTING RADIO ENGINEERS

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26 Years' Experience in Radio Engineering
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AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2133
Riverside, Ill.
(A Chicago suburb)

CONSULTING ENGINEERS
Color Hearing Climax
(Continued from Telecasting)

We must face one conclusion: FCC has no stock outstanding.

Questioned on competitive aspects of color, he declared there is "not a hue here to be the color of a dog has fleas." He claimed CBS has not put any money on the line for manufacturing. As to adapters, he said, "We should build VHF equipment here and sell it."

Chairman Coy asked Gen. Sar- 

This RCA plan would be "announced as the one-gun tube at demonstrations but that his engineers insisted the three-gun tube also has advantages at this point.

Gen. Saroff said doubling of color data on the tube face would bring substantial improvement that RCA would soon have some new tricks to show.

Chairman Coy asked a series of questions about use of UHF alone, with abandonment of the VHF band, but Gen. Saroff said no engineer can build VHF equipment and guarantee the same range.

Opposes Use of Compulsion

Gen. Saroff repeatedly said gradual abandonment of VHF for UHF would delay establishment of color, and "it is not all that good and the auto-
matic devices in use are firmly 

Chairman Coy’s query about feasibility of requiring all TV signals to be in color brought the reply that it would be "too costly and it might cost more than some investment in black-and-white."

Opening the Monday session, Dr. Baker mentioned that FCC turn the hearing record over to industry the National Television System Committee which he heads, or an equivalent body. He said he expected to agree on simultaneous systems within 18 months and that then standards could be issued.

Salant’s Reply

"You have no recollection," Mr. Salant retorted. "I mean that RMA did its job, color was put on the shelf, and you have conveniently forgotten it since that is correct?"

"No, I would not say that," Dr. Baker replied.

He said it was his understanding that further work on RCA's 1946-47 simultaneous system showed it would not work, and that it was dropped.

Under questioning by Conn. Hen- 

He said he did not think FCC would have VHF free until the VHF-UHF allocations hearings have been completed.

Dr. Baker continued on the stand for further cross-examination on Tuesday by Conn. Jones. To questions concerning his views on television during the past decade, he frequently replied, "I don't remember all the details. If it's in the record, then I said that."

The witness vigorously attacked
TELEVISION advertising not only increases use of the sponsor brand, it also tends to increase use of the product generally. As the length of television set ownership increases so does the use of a video advertiser's product.

These conclusions may be drawn from a study on Product Usage in Television Homes and the Advertising Effectiveness of Television released by Advertest Research as another report in The Television Audience of Today series. Material was gathered during the first 10 days of March in 872 television homes in the New York metropolitan area.

In the homes surveyed, it was found that beer was used to a slightly greater extent by regular users of beer-sponsored programs than by non-viewers. In this classification, however, non-viewers outnumbered viewers in their use of the advertised brands. Adequacy of set ownership increased did use of the television advertised brands. Pabst beer, which was used by 6% of the buyer families which had owned a TV set for less than six months, was used by 12.4% of those families which had owned a set for six months or longer.

Dish Soap Use

Dish soap was found to be in use in 88.6% of the homes covered. Of these, 99.9% who regularly watched Colgate Theatre use dish soap as compared to 87.2% use in non-viewing homes. Of these who viewed the advertised product, was used in 11.7% of the viewing homes as compared to 7.2% for non-viewers. As the length of set ownership increased the use of Vel by buyer families increased from 5.6% (1-6 months) to 9.6% (over 7 months).

Canada Dry was found to be used in 41.6% of the homes where Super Circus is viewed regularly as compared to 25.7% in non-viewing homes. In 79% of the TV homes ginger ale was found to be used. Over 90% of the viewers used it compared to 74.3% for non-viewers. Use of the advertised brand increased slightly with length of set ownership.

Pipe tobacco, Advertest reported, is used in 28.8% of the homes surveyed—30.7% by viewers of Martin Kane-Private Eyes 37.3% by non-viewers. Old Briar, one of the advertised brands, was used by 4.9% of the viewers as compared to 1.2% among non-viewers. For these restrictions the brand was used on the show, 3.7% of the viewers used it as compared to non-viewer use of 4.8%. Length of set ownership increased use of Ivory only slightly for both brands in the 1-6 month period to 4.8% for Model and 3.2% for Old Briar where the set had been in the home for over seven months.

Ivory's Ad Effect

Ivory soap was found in the homes of 40.4% of those who watch Fiveide Theatre as compared to 21.7% for non-viewers. Toilet soap was used for the hands and face was used in over 99% of the homes surveyed with less than 1% spread between viewers and non-viewers. Buyer families increased their use only slightly as the length of set ownership increased. In 64.2% of the homes Advertest found candy bars to be used. Povel, the other bar the brand in 5.4% of the homes where Captain Video is seen as compared to 2.1% among non-viewers. Questions on this category were asked only in families with children.

Two other classifications—powdered scouring cleaner and frozen and concentrated orange juice—were also included. No information on this product program in either group is available and Advertest reportedly plans to use the material for comparison at a later date.

Television's Status in Milwaukee

ADVERTISAL is the most popular make television set in Milwaukee, according to the 1950 Consumer Analysis of the Greater Milwaukee Market just released by The Milwaukee Journal (WTMJ-TV).

On Jan. 1, 25% of the sets in greater Milwaukee were Admiral, as compared to 15% at that time last year. When the 1949 survey was made RCA was the leading make with 19.7% and Admiral second. General Electric was shown in third place for both years. There were 28 different makes of TV sets found in 1949 as compared to 55 the first of this year.

Income and Ownership

The largest number of television sets were reported owned by the income group between $4,000 and $5,999. The largest percentage of ownership falls in the income group above $7,500.

The Milwaukee Journal market analysis shows the most popular tube size to be 10 to 10½ inches, accounting for 40.8% of the sets. The 11 to 12½ inch size is second, appearing on 38.5% of the local homes.

Plans to buy a television set in 1950 were registered by 18.2% of the families. On this basis a potential market for 46,230 TV sets is seen by the Journal for 1950. The largest number of sets will be purchased by families in the $3,000-$3,999 income group, the report said.

Additional Data

This is the 57th such yearly survey prepared by The Milwaukee Journal. In addition to the material on television, the book also contains similar detailed information on food products, soaps and allied products, drugs and toiletries, beverages, homes and appliances, automotive and a general section.

Tele-Que Reports On Los Angeles Viewing

MOST popular television program in the Los Angeles area in April was Hopalong Cassidy, according to the latest Coffin, Cooper & Clay Tele-Que survey. Survey covers 2,604 homes during the week of April 2-8. Next four programs in popularity as revealed by the survey were The Movies, Texaco Star Theatre, Triple Theatre, Lone Ranger.
When Mr. Bauer asked whether RCA's purchase of rights under the Farnsworth patents hadn't dimmed Farnsworth's incentive for further research, Gen. Sarnoff replied that on the contrary, the money Farnsworth figured he was going to get from RCA had "kept them alive."

Judge Rosenman said CBS which previously had waived all cross-examination rights, felt it desirable to make some additional investigation. Gen. Sarnoff said he had (1) "summed up" RCA's case although CBS had understood summing up was not to be permitted; (2) presented a production which he called "for the first time" and (3) made "some irresponsible threats" to FCC about bankruptcy and world scorn resulting from a decision adverse to its system. Judge Rosenman read a statement, which he attributed to C. B. Jolliiffe, vice president in charge of the RCA Labs Division, asserting confidence in the basic principles of the RCA system although some improvements remained to be made. When Gen. Sarnoff expressed appreciation of the statement, Judge Rosenman said that the statement was made in 1946-47 about RCA's sequential system, not about its present system.

Gen. Sarnoff contended the statement was correct when it was made, and that no change has been made in the basic principles of the RCA system. He also quoted testimony of Messrs. Jolliiffe and Engstrom in 1946-47 to the effect that much work remained to be done on the RCA system and that standards could not be set at that time.

He said RCA would have worked on its 6-m color system in a "more orderly" fashion in the laboratory if CBS hadn't announced development of its own 6-m system. Judge Rosenman put the RCA chief through a long series of questions designed to show similarities between developments in the 1946-47 period and in the present proceeding. His purpose, he said, was to show that RCA's sole purpose has been to "go in after CBS" and block the CBS ingenuity. Gen. Sarnoff retorted that since

CBS questioned RCA's good faith he would make a charge he had intended to pass over—that Columbia's "principal purpose" in announcing its color developments had been "bust Black-and-white television."

Chairman Coy intervened to say that acrimony was perhaps a natural development in competitive proceeding, but that FCC actually is little concerned about such matters. He pointed out that no one filed 6-m color proposals until after RCA had called forth the Commission specifically invited it last May.

Judge Rosenman contended Dr. Engstrom, testifying in 1946-47 as an RCA witness, concurred with the Commission in its confidence that industry agreement on color standards might be expected in about 18 months. The RCA research chief's more recent estimate that standards might be fixed in six or seven months has "similarly come to naught," he asserted.

Gen. Sarnoff felt that more television sets would be sold if color is available than if it is not, provided the color system is the one "assessed" by Judge Rosenman. Gen. Sarnoff observed: "I can appreciate your difficulty in your unfamiliarity with the radio business;" but Sarnoff argued that RCA had reprinted and circulated copies of a Coronet magazine article, "How Much Bunk in Color Television", which he said, "de-bunked the bunk" about color.

Gen. Sarnoff accused CBS of misrepresenting to the public what it was doing in its winter demonstrations of color. He said CBS was giving a "degraded" black-and-white picture and called it a "fraud on the public."

Judge Rosenman drew an analogy between RCA's attitude toward CBS color and its promotion of the 45 rpm recording system. Reciting RCA's handling of this development, Gen. Sarnoff contended there was no analogy because the recording industry is not subject to federal licensing. C. B. Jolliiffe, vice president at Roberts, DuMont counsel, centered around RCA's patent position and relation to the NBC television network. A really suggestion RCA would force its own stations and affiliates to use RCA equipment. Answering a query by Chairman Coy he guessed RCA produces less than 20% of TV sets and its licensees another 40%. Many questions about patent content were unanswered on objection of RCA counsel.

Comr. Jones brought up testimony by Gen. Sarnoff at 1940 and 1946 proceedings, which brought replies that the situations were no way comparable because TV was an unborn industry in 1940 and RCA's success in 1947 was relatively slight, especially since the tri-color tube had not been developed.

Gen. Sarnoff refused to be pinned down on his policy toward adapters if the FCC sets standards other than RCA's but promised to cooperate when the FCC hands down its color decision. He recalled bitterly how the FCC had given him the green light on TV a decade ago and then reversed itself shortly after.

Comr. Jones described adoption of 525-line 60-frame color: "freezing," but Gen. Sarnoff as any standard would amount that "I didn't like standard anards to be frozen into a legalistic strait-jacket," he added.

"I don't know where color begins and ends any more than I know sound radio is integrated into television," Gen. Sarnoff said. "RCA must travel with caution."

(Continued on Telecasting 11)

**DOUBLE BUNDS**

Advertisers on WLW-Television are now getting extra benefits from two sources:

1. GREATER MARKET
   Set ownership in the WLW-Television Three-Station area jumped from 80,200, Nov. 1, 1949, to 185,400 on March 1, 1950. This is an increase of 131% as against the national growth of 60% for this period.

2. SUMMER DISCOUNTS
   With the WLW-Television schedule of summer discounts in effect from May 1 through September, advertisers can earn up to 60% discount.

No better time than now... no better way than WLW-Television to sell the markets covered by WLW-T WLW-D WLW-C CHANNEL 4 CHANNEL 5 CHANNEL 6 CINCINNATI CINCINNATI CINCINNATI DALLAS COLUMBUS

**CABLETELECASTING • Page 5**

**Page 55 • BROADCASTING May 8, 1950**
Color Hearing Climax
(Continued from Telecasting 3) and pick up more momentum after that.

If the CBS system alone is approved, RCA would manufacture and sell transmitting equipment, receivers, converters, adaptors, tubes, and parts, including RCA's tri-color picture tubes—but not, according to present plans, build CBS adapters into regular black-and-white sets in the factory.

If the CTI system alone is approved, RCA policies in general "would be the same as if the RCA system had been adopted."

If multiple standards are adopted, RCA again "would do what I have outlined in the event the RCA system were adopted" and "would manufacture and sell multiple receivers to the extent of public demand," though these would necessarily involve "substantial additional expense to the set owner."

Gen. Sarnoff made clear that if he did not expect FCC to "outlaw" the RCA system, he opposed multiple standards except as a "choice of evils," to be preferred only as an alternative to the approval of an inferior or doubtful system alone.

He said the basic question of the hearing was whether television shall move "forward or backward." The non-compatible CBS system, he charged, would "saddle an all-electronic art with a mechanical business."

"The adoption of the CBS system, whose obsolescence is already foreshadowed in this fast-developing electronic art, would earn the scorn of the world. And I am afraid, adopted exclusively, would also earn the dissatisfaction of American families," he declared.

He pointed out that American delegations at a current meeting of the International Radio Consultative Committee in London are urging establishment of world TV standards on a basis equivalent to existing U. S. monochrome standards.

"For this Commission to degrade the standards of American television by adopting the inferior CBS system only," he claimed, "would be to show the world that we do not have any faith in the standards which our own State Department is recommending to the world," he asserted.

Evaluation Urged
He urged the Commission to evaluate the deeds as well as the words of the color contenders.

"It is significant," he said, "to compare the results of CBS color development with those of RCA. Contrast on the one hand the use of a spinning wheel—hardly an invention of this age—and the "criss-crossing circuits"—whose ancestor is doubtful—with the development of the RCA color television system with its compatibility; picture dot interlace; dot sequential presentation of color; mixed high frequency transmission; and the tri-color kinescope.

"Now ask yourselves the question, if you are left in doubt, who has made the real contributions to color television?"

Gen. Sarnoff emphasized that CBS said at the outset of the hearings that its system was fully developed and that if the RCA system could not be improved.

Now, he said, CBS has "borrowed horizontal dot interlace from the RCA system" to improve CBS development, and has welcomed RCA's development of the tri-color tube as a means of eliminating the CBS mechanical defects.

RCA, he said, "has always been in the forefront of color television development" and "the world leader in development of television generally. At the recent hearings, he recalled, RCA "said that its color apparatus could be improved and made simple." Events, he asserted, have shown that "we have done what we said."

On RCA's plans against building adapters into black-and-white sets if the CBS system alone is adopted, he pointed out that present black-and-white production is about $5 million sets a year, and said:

With an estimated minimum figure of $20 for built-in 'automatic adapters, the public would have to pay at least $10 million a year for an adaptation to a degraded system which is non-compatible.

We do not believe that the public will want adaptation to a degraded CBS picture at this or at any other price. Nor do we believe that the public should be forced to pay this premium.

He conceded public demand could dictate a change in RCA policy. "We will have to make receivers with adapters, if future experience proves that is what the public wants."

Gen. Sarnoff scoffed at the Commission's apparent fear that a decision for CBS might be "frustrated" unless manufacturers commit themselves in advance to produce for the CBS system.

"No Compulsion Needed"
He assumed that if FCC adopted the CBS system it would do so in the conviction that it is "the best system. It goes without saying," he asserted, "that no commitment or compulsion will be needed to sell the public the 'best.' . . . The need to apply force would be conceded.

RCA's confidence in its new tri-color picture tube is "so strong that we are already proceeding with plans for acquiring a new factory and the machinery necessary to manufacture these color tubes in quantity," he said. He estimated mass production would start by June 1951.

"Within the next six weeks," he disclosed RCA will demonstrate a color converter utilizing the new tube.

Within 60 or 90 days, he said, some 10 development model RCA color sets will be available for field tests in the Washington area, and "during September" RCA expects to start building five or six sets a week for testing purposes and for use of other manufacturers for test and design purposes.

Asked under cross-examination by FCC Assistant General Counsel Harry M. Plotkin whether he thought FCC should accept Dr. Babcock's suggestion that NTSC be permitted to draft color standards, Gen. Sarnoff said he considered FCC "competent" and that he was opposed to any procedure that would result in delay.

Gen. Sarnoff estimated the ultimate cost of the tri-color tube at about 50 to 100% more than a comparable black-and-white tube, with the final figure nearer 50% than 100%.

Assigning to the tube, he estimated, color sets probably will cost 25 to 50% more than comparable black-and-white sets without picture tubes.

He agreed RCA is no longer advocating the simultaneous system of color television as it was known in 1946-47, but would not agree it was given up because of fundamental defects, as Dr. Baker had suggested. He stressed that RCA's present system employs the principles of the simultaneous system.

He scored CBS' failure to back its system with manufacturing investments.

Patent Licensing Statement
Gen. Sarnoff had read a statement that he would not license the structure of RCA patent licensing was approved by the Justice Dept. and the courts in 1932 and reaffirmed by the courts in 1942. "If the unavoidable nature of RCA's licensing policies are apparent from the assistance which the industry has received as a result of that judgment, it is asserted: "I believe it will be conceded by all concerned that we would not have the highly competitive, highly successful television industry that we have today were it not for the affirmative assistance which the RCA has made available through its patent licenses and otherwise."

Because of the position it was in with RCA's patents, he asked not to be "drawn into detail" on the patent situation.

Within limits necessary to protect the company's position in current litigation, he agreed to answer general questions within his knowledge or designate the officials who know the answers.

RCA needs to acquire patent rights to manufacture and sell its infringe- ment suits and to assure its engineers of complete freedom of action in their developmental work. Gen. Sarnoff said "our exclusive rights under patents rather than the patents themselves, he asserted.

He contended there is "nothing unusual" in the settlement agreements with other companies, and pointed out that licensees are free to go to the patent owners, rather than to RCA, to secure rights.

Chairman Coy said to know whether RCA's patent structure and policies didn't tend to encourage them, from the standpoint of economy, to go to RCA instead of the individual patent owners. Gen. Sarnoff agreed it is their economic advantage to secure rights through
TV advertised brand among non-owners who had no exposure to television, rather than the 25.6% figure applying to all non-owners, whether they had seen TV or not, is 'the percentage that can be expected if one were to compare the percent buying in TV homes, for it is the best measure we have of the sales of these brands when there is no exposure to their TV advertising,' the presentation says.

On this basis, the percentage of buyers among TV owners (35.3%) is 9.8% higher than the same percentage among non-exposed non-owners, representing 9.8 new buyers per hundred sets or 98 thousand.

Figuratively, 35.3% of the customers (the loss experienced by competing brands not on TV and the loss which the TV advertiser would experience if he were not on TV) the 60 existing customers among non-owner guest viewers, NBC calculates there are a total of 195 extra customers for TV advertised goods among non-owners. This is the closest estimate we can make of the total difference television means to the advertiser as between using and not using the medium, according to the presentation.

Ad Costs Estimated
Adapting those figures to an estimate of advertising costs, Dr. Coffin cited the case of one of the TV advertised product advertisers, without otherwise unidentified. The weekly cost of its program, including time, talent and commercials, was $11,958. Since two-thirds was spent in the show, Dr. Coffin charged each with $5,994, or half the total.

On the network carrying this program, New York accounted for 41.6% of the TV circulation, and accordingly its share of the cost was $2,488 per product per week. This figure, converted to cost per thousand sets, was $4.16 per week, or $16.60 per month.

This advertiser gained 257 extra regular users per thousand TV sets, according to NBC surveys. Dividing the extra users into the cost per thousand sets per month, Dr. Coffin found each extra buyer cost the advertiser $4.85 cents per month.

"In other words," Dr. Coffin says, "through television this advertiser could buy an additional customer for 87 cents over and above those he was already getting though other media—for 64 cents per month."

Further reviewing the figures for this advertiser, Dr. Coffin says that according to national averages, a regular user spends $1.17 per month for this product. Therefore for the 257-per-thousand new users acquired through television spend a total of $300.69 per thousand sets per month.

That means that for an advertising cost of $16.60 per thousand circulation per month, the advertiser got $300.69 in new sales—or $18 in new business for every dollar invested in TV, according to Dr. Coffin.

The case was typical of all television advertised brands studied in the Hofstra survey, he said.

The average return for all

**TBA CHANGES**

**New Committee Chairmen Are Named**

REORGANIZATION of eight committees of the Television Broadcasters Assn. will follow the appointment of new committee chairmen announced last week by J. R. Popple, WOR-TV New York, president.

Joseph A. McDonald, ABC vice president, general attorney and secretary, will head the newly organized commercial operations and legal committee.

George B. Storer, president of The Port Industry Co. and Frank M. Russell, NBC vice president, will be co-chairmen of the membership committee, which will launch a drive for members among all TV stations.

Finance committee chairmanship will be taken over by Dr. Allen B. DuMont, president of DuMont Laboratories Inc., and Lawrence W. Lowman, vice president of CBS, will be in charge of the advisory committee on TV programming.

Paramount Television Production's president, Paul Raibourn, will be named head of public relations and publicity. Executive committee of affiliates will be headed by Ernest B. Lovean, vice president of Philo Broadcasting Corp., and Edward C. Holmgren, chairman of stations at Yale U., will act as chairman of the educational and public service committee. Frank Marx, ABC vice president.

**ALEX ROSENMAN**

**ALEX ROSENMAN Joins Official Films Inc.**

ALEX ROSENMAN, who a fortnight ago resigned as vice president of Paramount Inc., has announced that he will become executive vice president of Official Films Inc., film distributor, Aaron Katz, president, announced yesterday.

Chairman of the board of Official Film is Isaac D. Levy, Mr. Levy and his brother, Dr. Leon Levy, who is a member of the board of the company, formerly owned WCAU and are important stockholders in CBS.

In his new post, Mr. Rosenman will devote most of his efforts to the expansion of the firm's television operations, working with William Black, vice president of Official Television Inc., a wholly owned subsidiary of Official Films Inc. Major firms studied was $19.27 in extra sales for every dollar spent in television cost, Dr. Coffin says.

Other elements turned up in the Hofstra survey included the findings that the use of TV advertised brands increases in relation to the frequency of viewing the program on which its commercials are carried, that television products have high commercial recall and high commercial liking (seven out of ten who remember commercials say they liked them) and that the more viewers like commercials the more of the advertised products they buy.

**VIDE CODE STUDY**

Lowman Heads TBA Unit

Program principles and policies issued by Television Broadcasters Assn. in 1948 will be reviewed by a new TBA advisory committee on TV programming, established last week by TBA with Lawrence W. Lowman, CBS vice president, as chairman.

Other members of the committee are to be named soon. They will go over the 1948 policies of TBA in the light of video experience since that time.

The principles drafted by TBA in 1948 in essence urge television broadcasters to recognize their obligation to observe the highest standards of good taste and fairness in programming their stations and suggest that until such time as a more specific code may be drafted that they use the motion picture production code and the NAB Standards on public service in the general principles of service in the public interest.

**KBTV CHANGE**

**Becomes WFBA-TV May 21**

FOLLOWING the stroke of midnight, May 21, KBTV (TV) Dallas will become WFBA-TV. Special inaugural shows planned for the call-letter change, Martin B. Campbell, WFPA and KBTX general manager, announced.

Though housed in a separate building in another part of downtown Dallas, the television setup has been integrated with the WFPA-AM-FM.

Purchase of KBTV from Oilman Tom Potter by A. H. Belo Corp. —owner of the Dallas Morning News and WFPA—received FCC approval [BRO CASTING, March 18].
TV'S SALES EFFECTIVENESS

NBC LAST WEEK began showing advertisers and agencies its new Hofstra study of television sales effectiveness, a painstaking research job that gives substantial testimony to the persuasive selling power of video [CLOSED CIRCUIT, April 24].

The essence of the Hofstra findings is that among television owners the use of television advertised products increases sharply while the use of products not advertised on television declines.

The study, which forms the backbone of NBC's new presentation, was conducted by Hofstra College, Hempstead, N. Y., under commission by NBC. Dr. Thomas Coffin, then chairman of the psychology department of the school, was in charge of the project. Last September he joined the NBC television staff as a research associate.

The technique used in the study was personal interviews of two groups--television set owners and non-owners, matched for neighborhood, age, education, family size, standard of living and buying power.

The two groups, according to NBC, are "statistically indistinguishable."

Compares Groups

"Both have access to the same newspapers, magazines and radio programs," the NBC presentation explains. "Both pass the same billboards. Both shop in the same stores, choose from the same assortment of brands, are served by the same clerks. Both are exposed to the same advertised and unadvertised specials and the same word-of-mouth advertising."

"Consequently if the buying of the non-owner group is taken as the norm, then any difference in the buying by set-owners must be due to television. Other influences have been neutralized as completely as competent research can achieve."

A total of 3,270 personal interviews were conducted, about half of them in the first part of the survey. Four months later Hofstra interviewers revisited the original group and achieved a record of reaching 96.6% of all the people reached in the first survey.

In the first survey 902 non-owners of television sets were interviewed and 749 owners, for a total of 1,651. By the time of the second survey 72 of those who four months before had not owned sets, had acquired them. The breakdown in the second survey was 810 non-owners and 809 owners, for a total of 1,619.

Months after the second set of interviews, Hofstra researchers conducted a pantry-check of 550 new respondents, also consisting of matched owners and non-owners. These were asked the same buying questions used in the former surveys and their answers were checked against brands actually found in the home. Nearly 98% of the purchase claims were confirmed.

Products Surveyed

Fifteen products advertised on television and 13 competing products not on television were investigated. All products were widely advertised in other media, all were well established brands.

Among television advertised products, the study found the average brand was bought by 25.6% of non-owners of television and 33.3% of the set owners. This represents a 30.1% "sales increase" for TV-advertised brands in TV homes.

"Stated in numerical terms, the difference between the figures for the two groups is 7.7. "This means that for every 100 sets there are 7.7 additional, or new customers--or 77 new customers per thousand sets for the average TV-advertised brand," the presentation states.

Sales increases for TV-advertised goods in TV homes were noted in every product category and for each of the 15 brands.

Among the 13 products not advertised on television, the study found, the average brand was bought by 18.3% of the non-owners and by 14.8% of the owners.

19.1% Sales Loss

This represents a sales loss of 19.1%, NBC points out.

"This illustrates the double-edged effect of television," the NBC presentation says. "Not only does TV increase sales of television-advertised brands in television homes, it cuts down the sales of non-television brands in those same homes."

"Thus the TV advertiser is ahead in two ways: He has obtained new customers for his product, and he has 'saved' some 35 of his previous customers which . . . he would have lost had he not been in television."

Lower sales of non-television advertised goods in television homes were noted in every product category and in each of the 13 brands.

In analyzing the buying habits of the 72 people who acquired television sets between the time of the first interview and that of the second, Hofstra found that "right from the start, owning a television set means more buying of television brands, less buying of competing brands not advertised on television."

Before owning a set 20.4% of those respondents bought the average non-television advertised brand. After acquiring a set, 40.5% bought it. This 40.5% gain in sales of television advertised brands after TV entered the home.

Sales effectiveness of television does not depend upon the novelty factor of recent television acquisition, the Hofstra study found. Indeed, the longer the set is in the home, the more television advertised products are used there.

Length of Ownership Factor

It was found that the average TV advertised brand was bought by 32.9% of owners having sets one to nine months, by 33.8% of those having sets 10 to 15 months and by 33.9% of those owning TV 16 months and longer.

Another discovery by the study was that television advertising influence was not exclusively exerted on owners of television sets. It was found that two-thirds of the non-owners interviewed had seen television within the previous month, watching it for an average of 7.9 hours.

Only 23.5% of the non-owners who were not exposed at all to television bought the average TV advertised brand. Of non-owners who had seen television 26.5% bought it.

This difference represents 30 bonus customers per thousand non-owners, according to NBC.

"Since there were about two non-owner viewers per TV set, this means 60 bonus customers per thousand sets," the presentation adds.

The 23.5% buying of the average

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**TV ADVERTISERS' TOTAL CUSTOMER GAIN**

<table>
<thead>
<tr>
<th>NEW CUSTOMERS</th>
<th>SAVED CUSTOMERS</th>
<th>BONUS CUSTOMERS</th>
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</thead>
<tbody>
<tr>
<td>OWNERS</td>
<td>NON-OWNERS</td>
<td>GUEST VIEWERS</td>
</tr>
<tr>
<td>33.3</td>
<td>14.8</td>
<td>26.5</td>
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<tr>
<td>35</td>
<td>16.2</td>
<td>29.9</td>
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<tr>
<td>60</td>
<td>36.7</td>
<td>23.3</td>
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<tr>
<td><strong>TOTAL EXTRA CUSTOMERS PER M SETS</strong></td>
<td><strong>193</strong></td>
<td><strong>491</strong></td>
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*May 8, 1950*
**APRIL PULSE**

Reported For Three Cities

LATEST television reports from The Pulse Inc. show Godfrey & His Friends as the top once-a-week show in Chicago, Texaco Star Theatre lead the Los Angeles and Philadelphia list.

The report covers the period April 27-30. Television program average ratings for the cities are cited by The Pulse as follows:

**CHICAGO**

One-A-Week Shows

Godfrey & His Friends 46.4
Texaco Star Theatre 52.8
The Movie 53.2
The Toast of the Town 42.8
Goodyear & His Friends 46.8
Kraft TV Theatre 35.6
Selling to the Movies 35.0
Shop the Movie 33.8
Saturday Night Theatre 34.6
Soufroulous Hour 30.9

* including re-broadcast Shows

Hoddy Dandy 18.3
Koko, Frank & Ollie 17.7
Lucky Pop 15.0
Wrengler Club 14.8
Smell Fry Club 14.7
Fred Johnson's Pop 13.0
Films & Showroom 13.0
Carters JNL 13.0
Judy Splinters 10.9

**NEW YORK**

One-A-Week Shows

Texaco Star Theatre 34.1
Hollywood Comedy 30.0
The Movie 29.4
The Toast of the Town 29.5
Moviestein: RSVP 24.6
Paul Bunyan 22.0
Ed Wynne 22.5
Herman's Show 21.5
Baseball 20.8
Alan Young Show 19.0

**MID-AMERICA**

One-A-Week Shows

Texaco Star Theatre 35.5
Hollywood Comedy 30.0
The Movie 25.2
The Toast of the Town 23.2
Moviestein: RSVP 23.0
Paul Bunyan 22.5
Ed Wynne 22.5
Herman's Show 21.5
Baseball 20.8
Alan Young Show 19.0

**INTERCONNECTION**

Favored In Hearing

**TV SET TAX**

House Committee Says No

A UNITED industry stand spurred by Radio Mfrs. Assn. against a Treasury Dept. proposal to tax television receivers last week appeared to have turned the tide in favor of TV manufacturers, distributors, retailers and installers.

The House Ways and Means Committee last Tuesday tentatively turned thumbs down on the suggested 10% excise on TV sets, which the Treasury Dept. had recommended in the interest of a proposed $45 million annual intake in taxes [Telecasting, Feb. 20, 19].

Authorities stressed the action was tentative and subject to change but conceded they hope to offset this amount by closing certain "loopholes" in the present tax structure and obtaining revenue from other non-taxable cable installations as recommended by President Truman. RMA had no comment on the action.

The committee reportedly side-tracked the 6% tax on TV receivers, and an earlier one calling for the full 10% based on what some members felt was the "industry's inability to pay," presented the President had urged general excise cuts throughout the list of items and imposition of taxes on present tax-free firms in his annual budget message to Congress.

Meanwhile, in other action the committee voted to exempt from tax excise television radio receivers designed for commercial navigation and navigation and sold to the government, and proposed a reduction from 25% to 10% on domestic telegraph, radio and cable dispatches. It was proposed leased wire excises be cut from 25% to 20%.

**HAYES-PARNELL**

Get Film Library Rights

EXCLUSIVE television releasing rights to a library of 3,000 reels of films has been acquired by Sam Hayes, head of Hayes-Parnell Productions Inc., Hollywood, from Hollywood Film Enterprises Inc., that city.

Relaying plans are being set up and pictures will be made available to all stations and networks, with distribution handled by his own organization, Mr. Hayes. He also said he pointed out that his contract for TV rights has no time limit.
SUCCESSFUL test of the practicality of a new television technique by which the audio part of a television show could be recorded beforehand and merely pantomimed by the actors during the telecast, has been announced by the program’s joint producers, WKRC-TV Cincinnati and Robert Acomb Inc., Cincinnati advertising agency.

The experimental show, called “Jerry’s Animaland,” was taken off the air after a seven-week showing when Robert Acomb, agency president, and Richard von Albrecht, WKRC-TV production director, were satisfied it was practical.

Station reports that one network and a film company have expressed interest in syndicating the show.

The program told the story of Jerry, the 10-year-old son of a circus animal trainer, and his daily experiences with his animal friends who were being trained by his father.

Working together on ideas, story and direction, Mr. Acomb and Mr. von Albrecht said they were confronted with something new and different in television production. This was because one person was to take the part of all animal voices. They decided to try the technique and planned the experiment.

Mr. Acomb wrote and produced the show. The station, through Mr. von Albrecht, directed and telecast it four times a week, 7:45-8 p.m. At the end of seven weeks both reported the answer was clear that this technique would make TV production better, easier—and less expensive. They found that continuity slip-ups were eliminated, actors were more at ease during the actual telecast and production and talent costs were kept at a minimum.

The part of Jerry was played by Gerald Harris, 10-year-old Cincinnati student. Victor Moore Jr. did all the animal voices so that the two were the only principal characters needed.

During the experimental period, Messrs. Acomb and von Albrecht said, the program caught on rapidly and gained a large following.

WHAS-TV Louisville sponsored a debate a fortnight ago but it was a case of one of the two principals being sure to win.

The debate was between Victor Schild, general manager of WHAS, and Bill Corum, president of Churchill Downs race track. The question was: “Should the Louisville area have a live telecast of the Kentucky Derby?”

In their debate, both Mr. Corum and Mr. Sholis agreed that neither wanted to kill America’s blue-ribbon turf event which was held last Saturday. Mr. Corum, debating on the negative side, was much the one-sided winner because, long before the broadcast, officials of Churchill Downs official family had decided and announced the answer. It was: “No” for telecasters.

Trying their luck by breaking a swath before their WHAS-TV debate are Mr. Sholis (1) and Mr. Corum, “the man who couldn’t lose.”
COLOR HEARING CLIMAX

THE RCA-CBS color television battle was virtually in the hands of the FCC late last week after Brig. Gen. David Sarnoff, RCA board chairman, wound up major presentations with testimony in which he said RCA could have sets for its system in production by June 1961.

In a move to speed termination of the long-drawn proceedings, FCC meanwhile announced session would be held for as long this week as may be necessary to complete cross-examination and rebuttal evidence, leaving only a further demonstration of the CTI system in San Francisco on May 17 and, on May 25-26, CTI cross-examination and rebuttal.

The testimony of Gen. Sarnoff, on the stand in a marathon performance for two days and one evening, highlighted a full week which also produced these developments:

- Dr. W. R. G. Baker of General Electric Co., head of RCA's engineering department, recommended that FCC let the National Television System Committee, which he heads, or some equivalent industry body draft recommended color standards within a broad policy framework to be fixed by the Commission.
- In the same vein, Dr. Thomas Goldsmith Jr., research director of Allen B. DuMont Labs, said he thought a group of engineers by "getting in a corner" could do a better job of settling the color controversy than can be done via additional formal hearing procedure.
- It was learned that the Bureau of Standards Committee on color television, set up to study and report to the Senate Interstate and Foreign Commerce Committee, has its report in the "first-draft stage" and, though studies are still in progress, is expected to complete its work and report within a few weeks.

Hearings to Start June 5

- FCC announced that hearings on the next phase of the overall television case—a Bell System proposal to allocate the 470-500 mc band at the lower end of the UHF region to common carrier operations instead of TV—will commence June 5, with cross-examination to follow immediately upon completion of the direct testimony.
- Laying plans for CTI's May 17 demonstration, to be attended by Chairman Wayne Coy and Comr. Rosel Hyde, as well as key staff members, FCC said CTI officials report "a significant improvement" in the operation of their system.
- FCC rejected Hallicrafters Co.'s request for permission to participate in the color hearings, on grounds that the data the company has to offer would not help FCC to write rules and standards. Hallicrafters' request stressed the importance of having a compatible color system and urged FCC to lift the VHF freeze and make UHF assignments.

Gen. Sarnoff, who said he had read all of the estimated 10,000 pages of the color hearing transcript, appeared to have anticipated most of the questions which were put to him, with the exception mainly of detailed interrogation on patents and patent policies.

His appearance Wednesday, Thursday and Thursday evening, brought out one of the largest audiences the color sessions have had since their early days last September and October. CBS President Frank Stanton and Executive Vice President Joseph H. Ream were present to hear him castigate the system they oppose. RCA President Frank M. Folsom was among the top-level officials of his own organization on hand.

Final Cross Examination

- He was preceded by Drs. Goldsmith and Baker, and was to be followed by wind-up cross-examination of President Conway Coe and Drs. E. W. Engstrom and George Brown of RCA; CBS President Adrian Murphy and Dr. Peter Goldmark, developer of the CBS system, and Dr. Goldsmith (see late story AT DEADLINE page).

Gen. Sarnoff was subjected to extensive questioning on patents by FCC counsel, the DuMont attorneys and Comr. Robert F. Jones in particular.

Judge Samuel Rosenman, counsel for CBS, probed pointedly and at length, contending RCA had consistently sought to block CBS color and arousing Gen. Sarnoff to retort that Columbia's announcements of its color systems were intended to retard black-and-white TV.

Chairman Coy revived his query about the possibility of moving all television into UHF, and was told VHF definitely should be retained for both color and black-and-white, but that steps also should be taken promptly to open and develop UHF for both services. Very little is known about UHF despite the work that has been done in that area. Gen. Sarnoff asserted. He argued that opening of UHF and abandonment of VHF would retard commercial color.

In a give-and-take attack on the CBS system, Gen. Sarnoff called upon FCC to set standards based on compatibility, 6-mc bandwidth, and color quality comparable to black-and-white. Standards based on the CBS system, he claimed, would be "a fatal mistake," resulting in a set-sales recession that would bring "ruination and bankruptcy" to many small manufacturers.

On the question of RCA's color manufacturing policies—one of the main points which led to Gen. Sarnoff's appearance—he testified:

- If the RCA system is given commercial approval "soon," RCA would have color sets in factory production at a rate of 200 a week by June 1951, increase the tempo to 1,000 a week by the end of the year.

Set Production by Mid-'51-Sarnoff

PEABODY AWARDS in television (see story page 29) were conferred on the following:

**Cruise In Europe**—Left photo: Roy Larsen (I), Time Inc., sponsor, and Mark Woods, ABC vice chairman, looking over script.

Coverage of UN General Assembly—2d photo: Frank Stanton (I), presi-

dent of CBS, and Henry Ford II, sponsor, at Lake Success.

Ed Wynn—3d photo: Star of Ed Wynn Show.

Kukla, Fran & Ollie—Right photo: Burr Tillstrom, creator, and Fran Allison with the puppet stars, the blue-nose Kukla and Ollie the dragon.

*Continued on Telecasting 8*
IN LESS THAN 5 MONTHS...
MORE THAN
15,292

ENTHUSIASTIC!

TV set-owners

As first I planned not to buy a set
until we had good programs. But after
watching a couple of your telecasts I
knew we had good programs and I bought.

Each of your live programs has its own appropriate
background, which characterizes the whole spirit of the program. Many local programs in other
towns tend to use too complicated scenery. You're
not so complicated.

Your telecasting and sound are per-
fected. Being in the theatre business for
15 years, I know pictures and
sound. Yours are as good or better
than any place in the country.

I bought a set while the
charm was in progress. After watching your exhibition
I felt the set was half
guarded for as far as I'm concerned.

I had my set before you went on the air...
waiting to see what you could do. From the
beginning I've been enjoying your wonderful
programs. I wouldn't sell my set for a
Black Land Farm.

Seeing and listening to WOAI-TV would convince
you easier and quicker, but these "pat-on-the-back"
letters are the best proof we have. We have
lots more to show you when you can accept our
invitation to visit us soon. To entertain and sell an enthui-
astic South Texas audience there's no substitute for
San Antonio's FIRST television outlet, WOAI-TV. For
availabilities, ask Petry.

Sponsors enthused, too!

Four more of WOAI-TV favorite local programs
join the ever-increasing list of sponsored shows:

- "Fashions in Your Living Room"
- "Wrestling Personalities"
- "Wrestling from Wrestlethon"
- "Hoffman Hayride"

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York  Chicago  Los Angeles  St. Louis
Dallas  San Francisco  Detroit  Atlanta
Television set ownership is growing at a phenomenal rate. Every day television is paying off more . . . to more advertisers.

Even the time when networking breaks into the black is very near. That's why it is extra important now to remember certain things about television:

In the beginning . . . there was Du Mont. Yes, Du Mont did it first—built the first network between its New York station WABD and its Washington station WTTG. Now the Du Mont Television Network contains 54 stations from coast to coast.

As for coverage, Du Mont gets 'em all—99% of the nation's telesets are within reach of the Du Mont signal. (And don't forget that Du Mont signals are just as good as anybody's.)

With no vested interest in other media, Du Mont concentrates—gives its undivided attention to television. Du Mont believes in television—with a young-minded singleness of purpose that bodes the best for sponsors.

Du Mont continuous program research pioneers the way to larger audiences, smaller budgets. Du Mont cuts the cost of television—labors to deliver more viewers per dollar. And that's only part of the reason why—

Large advertiser or small, there is Du Mont time and talent, Du Mont programs and spots suited to you. For the rest of the story—write, wire, phone or run over to:

THE DU MONT TELEVISION NETWORK
IER Awards
(Continued from page 26)

NBC United Nations Report (NBC and UN Radio), both first awards. People's Choice (CBS) and Teddy My Son (NBC), both honorable mention.

News, Analysis-Comment—Edward R. Murrow and the News (CBS) and Howard K. Smith from London (CBS), both first awards. Special award, Voices of Europe (NBC)—Citation: "Although not strictly in the category of News, Analysis-Comment, the judges recommended this program in recognition of the creative use of technical aids to bring news to listeners in an informative and educative manner."

Canadian News and Editorial Awards—This Is Newfoundland (CBC), first award. Children of the Commonwealth (CBC), honorable mention.

Television Awards
Programs of various types—Mr. I. Magination (CBS), Studio One and Ford Theatre (CBS), Meet the Press (NBC), Kuklux, Pro and Oleo (NBC), and Your Show of Shows (NBC), all five first awards.

Author Meets the Critics (ABC), NBC Television Opera Series and CBS Television Opera Series (NBC and CBS), Arthur Godfrey and His Friends (CBS), Today with Mrs. Roosevelt (NBC), Fred Waring Show (CBS), and Escape (CBS), all six honorable mention.

Regional Networks, Regional Organizations and Regional Clear-Channel Stations
Religious—Here's to the Family (WBNM New York) and committee of Catholic Lay Organizations, first award.

Agricultural—Modern Farmer (WBNM New York), first award.

Extension Service of the Air (WSUS
Winston - Salem, N. C.), honorable mention.

Women's Programs—Martha Deans Program (WOR New York), first award.

Cultural (excepting music)—Music for the Connoisseur, Municipal Broadcasting System, New York, first award. History and Myth on Stage (WHA U. of Wisconsin), honorable mention.

Personal and Social Problems—We Human Beings (WOPC WCPM-FM Boston), first award. Everybody's Story (WNBC New York), honorable mention.

Presenting Public Issues—Take It From Here: The New England Story (Lowell Institute Cooperative Broadcasting Council, WHDH WHDH-FM Boston), first award. Also three honorable mentions: W-J-N-D Forum of the Air (WIND Chicago); Murder on the Highway (WCAU Philadelphia); Junior Town Meeting (WJR Detroit).


Furthering International Understanding—Three honorable mention awards: After the Atom (WAVE Louisville); World and You (WHDK Chicago); and MC Square (Radio House U. of Texas, KFJZ Fort Worth). Special award—United Nations Proceedings (WNBC New York)—Citation: "For unique and consistent endeavors in bringing full coverage of UN sessions to the public. Interpretative background presented with clarity, dignity, and showmanship."

One-Time Broadcasts—Base Prejudices (WWMA Chicago) and FTC Strike (WCAU Philadelphia), both first awards. Kidnap (WWJ Detroit), honorable mention.

Children's (Out-of-School Listening)—King's Three Ring Circus (KING Seattle), first award. Honorable mention to Sounds Fun (CBL Toronto) and Carnival of Books (WMAQ Chicago).

Teen-Agers (Out-of-School Listening)—Young Americans Rock Review (WABC New York) and Young Ideas (KZL Denver), both first awards. Young America Speaks (WLAND Minneapolis, Family Table (WIND Chicago) and River Story (WAVE Louisville), all honorable mention.

In-School Use (Intermediate Grades) Children of Other Lands (CBL Toronto) and Tales From the Four Winds (WNBC New York), both first awards. Music Book (KMBB-KFMR Kansas City), honorable mention.

In-School Use (Intermediate Grades) —Classmates Overseas (WSUI-ESUI Iowa State U.), first award. Dr. Tim's Geography (KREX Denver), honorable mention. Special award Music Map of America to Standard of Old California (KXLA Los Angeles and western NBC network)—Citation: "For 22 years of fine service to West Coast elementary school children in presenting unusually high-quality musical enjoyment; for efforts to provide a program which will integrate historical and cultural understanding."

In-School Use (Junior-Senior High)—Young People's Symphony Preview (KUNI); WMC 27.9 (The Twin Cities); and WMC 22.9 (Lowell, Massachusetts)—Citation: "For unique and consistent endeavors in bringing full coverage of UN sessions to the public. Interpretative background presented with clarity, dignity, and showmanship."

Local Stations and Organizations
Agricultural—Indiana Farm Journal of the Air (KIOU Kokomo, Ind.), first award. Freedy Farm Chat (WSTV Steubenville, Ohio), honorable mention.

Cultural (excepting music)—NBC Theatre (WAVE, U. of Louisville), first award. WAVE Special, The City of New Orleans (WDFM Louisville Public Library), honorable mention.

Personal and Social Problems—Syracuse It's Your Problem (WATER Syracuse U.) and PTA of the Air (WIRA Fort Pierce, Fla.), both honorable mention.

Presenting Public Issues—On the Spot (KTCB Austin, Tex., U. of Texas) and Camel Major Control (WCIN Nashville, Tenn.), honorable mention.

WCTC (WABE FM, Atlanta), first honorable mention.

Children's (Out-of-School Listening)—Adventure in Folk Song (Gloria Chandler Recordings), first award.

Teen-Agers (Out-of-School Listening)—That Ignorant, Ignorant Cowboy (Columbia U.), honorable mention—Citation: "For an unusual and unique educational experiment in TV control."

In-School Use (Intermediate Grades) —Big Week in Nature (Carnegie U., WTCN Board of Education), first award.

Children's (Out-of-School Listening)—Story of Books (WAVU, Pullman, Wash.), honorable mention.

Children's (Out-of-School Listening)—Features of the Week (WUOM, Milwaukee), honorable mention.

Paul Laven
FUNERAL services for Paul Laven, 43, gay writer on the NBC Bob Hope Show, were held in Los Angeles on May 5, with burial in Woodlawn Cemetery, Cleveland, Ohio. Mr. Laven died at his Los Angeles home on May 1 following a heart attack. Surviving is his wife, Betty.

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U. of Michigan, An Arbor, first award.

In-School Use (Primary Grades)—WBBM-FM Story Hour (KUNI-BBM-FM, Newark Board of Education), honorable mention.

In-School Use (Intermediate Grades)—Under A Tree (Radio Commission), honorable mention.

In-School Use (Junior-Senior High)—4-A Quiz (WBBM-FM Newark Board of Education) and Teen Topics (WAVE-FM, Atlantic Board of Education), both honorable mention.

Organizations Preparing and Distributing Transcribed Series
Religious—All Aboard for Adventure (Radio Commission), first award.

Cultural (excepting music—University Hour (U. of North Carolina)—first award. American Heritage (Armed Forces Information and Education Div.), honorable mention.

Personal and Social Problems—Outreach University Forum ( Rutgers and New Jersey State U. over WCTC New Brunswick and WAAT Newark), honorable mention.

Furthworth International Understanding—Ol Ambassador of Goodwill (Armed Forces Information and Education Div.), honorable mention.

Special One-Time Broadcast—The Only Good Indian (American Restitution and Fighting of Old Wrongs Inc.), honorable mention.

Presenting Public Issues—Outreach University Forum (Rutgers and New Jersey State U. over WCTC New Brunswick and WAAT Newark), honorable mention.

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Peabody Winners
(Continued from page 29)

bias or prejudice. Its "peculiar niche" (at a religious feature) has been "carved by both quality and populariry," the citation concluded.

Its music entertainment won WQXR New York an award in that category. All types of the "best" in music, the committee said, are brought by WQXR to a half million families in New York plus homes in 14 other states and Canada. Prominent 1949 offering on the station, the committee observed, was Our Musical Heritage Series.

Author Meets The Critic was judged tops in educational programs. The program has been heard regularly for the past 10 years over ABC—in 1947 it was aired on both radio and television. The Committee noted perseverance of Producer Martin Stone who stuck with the program even though it often lacked a sponsor. Lauded also was the editorial ability of John McCaffery, program host.

In children's programming, the bell was rung by WTIC-NBC Hartford for Mr. Foamy Manners, which underscored the theory that it is smart for teen-agers to have good manners. As a new approach to the juvenile program, the judges found the WSB program obtaining the approval of parents, teachers and the youngsters themselves.

NBC's UN Project Cited

As an outstanding contributor to international understanding, a commendation was given to NBC's United Nations project. No subject, the committee said, is more vital to the welfare of mankind than international understanding. The program concentrated its effort to explore the "structure, philosophies, and accomplishments of the agency most concerned with world harmony" and was "adjunct to the UN itself in the fulfillment of its far-flung mission," the judges said.

For television entertainment, veteran comedian Ed Wynn, "The Perfect Fool," was voted first place. The Ed Wynn Show on CBS-TV, the judges found, brought to the TV screen the "best of the techniques of stage, screen and radio."

As an educational program, THE UNSEEN AUDIENCE—Mr. Crusade in Europe, telecast by ABC-TV, copped honors. Also recognized were the personalities involved in making the program available: Gen. Dwight D. Eisenhower, author of the book by the same title upon which the film was based; Henry R. Luce, editor, Time and Life; Roy E. Larson, president, Time Inc.; Richard de Rochemont, producer, and Arthur Tourtellot, assistant producer, "March of Time."

In the judgment of the Peabody Committee the most worthwhile TV undertaking in the news area during 1949 was CBS's United Nations in Action, a series of programs reporting activities and proceedings of the world body. This program was underwritten by the Ford Motor Co. as a public service. Video's best children's program in 1949 was NBC's Kukla, Fran & Ollie, according to the judges. The puppet show was cited for the "whimsy and general satire of the Webster's cartoon last Friday. James Barrie-Lewis Carroll sort."

Special citation was awarded to cartoonist H. T. Webster, for his weekly cartoon, "Unseen Audience," as the most "graphic and civilized criticism of radio." The Herald-Tribune Syndicate releases the strip. Other special citations went to the UN and the American broadcasters in general, as represented through NAB, for broadcast contributions to better international understanding; and to Harold Ross and The New Yorker for its successful campaign in behalf of the rights of the so-called "captive audience."

SAUDEK ELECTED

Is New REC President

ROBERT SAUDEK, ABC vice president in charge of public affairs, has been elected president of the Radio Executives Club of New York for the 1950-51 season, John J. Karel, CBS sales manager, current REC president, announced at last Thursday's luncheon session. Other officers for the coming year will be: Vice president, Ralph Wel, WOV New York; treasurer, John W. Brooke, Free & Peters; secretary, Claude Barrere, Foreign Language Quality Network. They will be installed at REC's final meeting of the present season, May 18 at the Hotel Roosevelt.

Speaker at that luncheon meeting will be Clarence B. Goshorn, President, Benton & Bowles, and retiring chairman of the AAAA.

KVOO shows a radio family audience in the 1949 BMI report of 799,050 daytime against 683,920 in the 1946 BMI report; and a 1949 nighttime audience of 1,270,040 against 997,040 in 1946. Write KVOO for complete BMI 1949 report.

Edward Petry & Co., Inc. National Representatives

50,000 Watts

25th Anniversary Year

May 8, 1950 • Page 45
 ACTIONS OF THE FCC

APRIL 27 to MAY 3

SP Construction Permit

CP-effective radiated power

STL-studio-transmitter link

sync., asynchronous

SSTA special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this page, accompanied by a roundup of new station and transfer applications.

By Examiner Jack P. Blume, El Dorado, Ark. — Granted an extension of time for application from May 3 to Aug. 3.


By Examiner Leo Renneck, FCC General Counsel — Granted time for petition requesting that hearing be held of sale application of Farmington Bevts. Co., Farmington, N. M. to continue in June.


By Examiner H. B. Hutchison, W. B. Pratt Co., Pratt, Kan. — Granted leave to amend application so as to specify operation on frequency 1220 kc 250 w until to substitute other application for operation on frequencies 1220 kc 250 w as specified.

By Examiner Isaac Shaber, S. T. Hunsaker, Sr. to improve station to new city.

APPLICATIONS

APRIL 27 to MAY 3

APPLICATIONS

ACCEPTED FOR FILING

AM—910

KAVX Hayre, Mont. — CP AM station to change from 1240 kc 250 w un.

May 1

APPLICATIONS

ACCEPTED FOR FILING

KXLX Twin Falls, Idaho, M. — CP AM station to change from 1290 kc 250 w un. to 1050 kc 1 kw. — Granted.

KWAP Springfield, Ohio. — Granted.

KREM Vancouver, Wash. — CP station to change from May 3 to Aug. 3.

WVCN Towanda, Pa. — Granted.

KJWJ Easton, Md. (KLST AM station) to move to 1520 kc 5 kw.

KWJS Seattle, Wash. — Granted permission to relocate.

KXKQ Klamath Falls, Ore. — Granted.

WQTB Cleveland, Ohio — Granted.

WQVB Ft. Wayne, Ind. — Granted.

WQWH Springfield, Ill. — Granted.

WQXR New York City — Granted.

WQYX Grayville, Ill. — Granted.

WQZK $5.00 — Granted.

WQZM Ohiopyle, Pa. — Granted.

WQZQ Clarksburg, W. Va. — Granted.

WQZU Lima, Ohio — Granted.

WQZV Freeport, Ill. — Granted.

WQZT Harrison, N. J. — Granted.


WQZV San Francisco, Calif. — Granted.

WQZW Lake Charles, La. — Granted.

WQZK Lakeview, N. Y. — Granted.

WQZM $3.00 — Granted.

WQZQ $5.00 — Granted.

WQZV $3.00 — Granted.

WQZU $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

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WQZK $5.00 — Granted.

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WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.

WQZV $5.00 — Granted.

WQZK $5.00 — Granted.

WQZM $5.00 — Granted.
Network Claims

Frank Stanton, CBS president, charged last week that conflicting claims to leadership, circulated recently by networks, are "creating confusion" and "can be damaging, not only to radio, but to all advertising—since it tends to cast doubt on the validity of research on which many important buying judgments are based.

Mr. Stanton made his remarks in a letter sent to clients and other advertisers.

Mr. Stanton said that "other networks" were basing claims on 1949 information—the 1949 BMB study, 1949 Publishers Information Bureau billings, and 1949 Nielsen Radio Index costs-per-thousand families.

CBS claims to leadership, he said, were based on 1950 circulation.

... facts summarize the tremendous shift in network leadership which has occurred during the past 18 months," Mr. Stanton said.

Facts pertaining to former years, circulated in present sales efforts, cause the conflicting claims that can "cast doubt on the validity of research on which many important buying judgments are based," he said.

Katz Additions

Four Join Staff

Four staff additions were announced last week by The Katz Agency, New York, and television station representative.

Robert S. Wilson, formerly with Edward Petry Co., and before that account executive with MBS in Chicago, has joined the New York TV staff. William Condon, formerly with Wade Advertising Agency, Chicago, will join the Chicago TV sales staff May 15. Richard H. Coombs, former space salesman for the Midwest farm paper unit, has joined the Katz Detroit sales staff. The company also announced the addition to its research and promotion department of John Hooker, formerly with the Snow Crop Div. of Clinton Food Inc.

ALF BRENTE, sales promotion manager at WBBM Chicago, named sales manager of station. He is former manager of WGN (FM) New York and has worked in radio 12 years as announcer, copywriter, producer, program director, sales manager and account executive for WJSU stations. He replaces ROBERT LIVINGSTON, resigned.

BERNE W. WILKINS appointed local sales manager of KDYL-AM-TV Salt Lake City. He was formerly sales executive with WNEW and WMCA New York, and was most recently commercial manager of WFBF Hollywood. He also was associated with Music Corp. of America and was radio and TV director of Sterling Adv. Agency, New York.

RALPH G. ALLRUD, formerly account executive with G. M. Bestford Adv., New York, and WSAY Rochester, appointed commercial manager of WDEM Providence, R. I.

WILLIAM H. TANKERSLEY, formerly vice president in charge of sales and promotion for Story-Ad Inc., Hollywood film production unit, named merchandising manager of KXK Los Angeles and CBS Pacific Network. He replaces ARTHUR M. MORTENSSEN who becomes account executive. Mr. Tankersley works under direction of RALPH TAYLOR, CPN promotion director.

ROBERT SCHROEDER added to staff of WDTV (TV) Pittsburgh, as account executive. For past four years, he has been with WCAE Pittsburgh as salesman. He formerly was associated with Gardner Adv., St. Louis.

DONALD L. DAHLMAN, former advertising manager of Adco Co., hostery manufacturer, joins sales staff of WLWT (TV) Cincinnati.

PAUL WILSON joins sales staff of KPH-AM-FM, Wichita, Kan., as account executive. He has been in radio for 18 years, and was formerly with KANS Wichita, as program director. R. T. (Larry) SHIELDS named commercial manager of KWRN Reno, Nev. He succeeds JOHN A. LAND, resigned. Mr. Shields was program director for station for past two years.

CLIFFORD T. LAWSON joins sales staff of WKBW Youngstown, Ohio.

RONNIE LASKEY appointed to sales staff of WPHW Philadelphia. Miss Laskey has been with station for past five years, three of which were spent in sales department, as assistant to EDWARD C. O'BRIEN, general manager of station. SAM GARRISON, formerly with Philadelphia Daily News, also joins WPHW sales staff.

RICHARD GREGORY CAHILL joins sales staff of WNDQ (TV) Chicago. He is former executive assistant at Armour Research Foundation, and has done sales promotion and publicity work for several Chicago firms.

ROBERT MEKKER, assoc. inc., New York station representative, appointed exclusive national representative by WHKB Akron, Ohio, effective May 1.

VERNON HEEREN appointed manager of spot sales traffic at NBC Chicago, succeeding GEORGE CREECH, who has resigned to go into his own business in Washington.

SCHEPP-REINER Co. appointed national sales representative of WDIG Dothan, Ala.

BEN R. DRAKE named sales coordinator at WBKB (TV) Chicago after working as secretary to program manager since October.

LON KING, KNBC San Francisco salesman, elected member of board of directors of San Francisco Junior Chamber of Commerce.

ROY BACUS, commercial manager of WBAP-AM-TV Fort Worth, Tex., has been appointed to sales director of Worth Advertising Club.

HAL GAIKOS, KSFQ San Francisco salesman, is the father of a boy.

Bond Show Cut

Treasury Dept.'s kickoff show May 16 for its savings bond "Independence Drive" was cut last week from hour-and-a-quarter to a half-hour on the four AM networks [Broadcasting, May 1]. Show now is scheduled 10:30-11 p.m. EDT, Treasury said. Show is expected to top last year's record of 881 network affiliates and independent outlets. No change was made in the TV counterpart kickoff, Open House With Arthur Godfrey, scheduled 10:11 p.m., NBC-TV.

Students of Stamford High School, Stamford, Conn., will operate WTSC-AM-FM that city on May 10. Students will be in charge of complete broadcast day.

Ad Guidebook

Maps Self-Regulation

The advertising standards recommended by NAB in its current Standards of Practice, altogether with similar material from the "codes" of other organizations, are summarized in Self-Regulation of Advertising, 68 page "guidebook of major facets" issued last week by the AAA and NAB, for which it was prepared by Verne Burnett, public relations consultant.


Noting that "improvement and development of advertising that is self-regulation has been the concern of various advertisers, agencies, media, national and local organizations and governmental agencies since the early 1900's," the volume's introduction points out that the book "is intended as a guidebook of major facilities available now for self-regulation or voluntary censorship of advertising."
all
time buyers
get
into fixes
like this

And use SRDS to help
get out of them

Late one afternoon the agency's top client phoned. Would the Time Buyer ready a list of station recommendations in 22 cities by the next afternoon? The client had just got wind of a competitor's plan to break a test in those cities and wanted to get in at the same time to jam it. Had to work fast!
The Time Buyer buckled down to a double day's work. No time to call the reps. No time for looking up information. No time for any help, except his own long experience and the Radio Section of SRDS.
The next afternoon his recommended list was approved.

Many radio stations help Time Buyers working under such pressures by supplementing and expanding the information in their SRDS listings with Service-Ads, like the WHDH Service-Ad shown here.
"When I'm using STANDARD RATE," one Time Buyer tells me, "I'm looking for certain things. I'm not reading. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make it a point to check it. I have to be familiar with each station. That's what makes SRDS so important to me." When you're comparing stations, make sure to check the station Service-Ads as well as their listings in SRDS.
AAW AWARDS
SCBA Sponsors '50 Contest

AWARDS in four categories will be given in the Advertising Assn. of West annual radio commercials competition, it has been announced by Southern California Broadcasters' Assn.

Categories include commercial programs and commercial spots, announcements used in cities of 10,000 or over; programs and spots in cities of under 10,000. In addition, one will be chosen from the four winners to receive the top trophy donated by Vancouver Advertising Club.

Contest is open to stations, network agencies, advertisers and individuals in the 11 Western states and Western Canada. Entries will be judged on the basis of creative originality, factual information, listenability and sales effectiveness. Awards will be presented at the AAW convention June 25-28 in Los Angeles.

Judging panel will include: Robert J. McAndrews, managing director, SCBA; chairman; John Weiser, vice president and Pacific Coast manager, Rutherford & Ryan, Hollywood; Martha Gaston Bigelow, account executive, KFOX Long Beach; S. (Bud) Spencer, Pacific Coast radio and television director, Food & Cane & Holding; Glad Hall Jones, account executive, KRKD Los Angeles.

WTG FILM SET

Tells Worcester's Story

MARKET film promoting Worces-
ter, Mass., and prepared jointly by WTG-AM-FM that city and the Telegram-Gazette, will be premiered May 9-10 at a luncheon meeting in New York's Waldorf Astoria, according to the station. Film runs 25 minutes and is in sound and color.

Called "Worcester—Industrial Capital of New England," the film stars Jeffery Lynn, who introduces his home market area to national advertisers and industrialists.

The message thrust of a nation-wide selling program designed to present the facts about "New England's third largest market," WTG reported.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the side line, it's impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

B. Walter Huffington, General Manager
Ask Ra-Tel!
Graybar recommends
MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.

Distributor of Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar brings you broadcasting's best...

Manufactured by...

(1) Accent Lighting
(2) Amsco
(3) Ayers-Knox
(4) Bryant
(5) Communication Products
(6) Crown-Hinds
(7) Dayon
(8) Ferris
(9) General Cable
(10) General Electric
(11) General Electric
(12) Halberd
(13) Halberd
(14) Harman
(15) National Electric Products
(16) Presto
(17) Precision
(18) Vega
(19) Western Electric
(20) Westinghouse
(21) Whitney Blake

Graybar offices in over 100 principal cities. These are the district Graybar broadcast equipment representatives in 19 key cities.

Atlanta
E. W. Stone, Cypress 1731

Boston
J. P. Lynch, Kenmore 6-4571

Chicago
J. P. Lynch, Kenmore 6-4571

Cincinnati
W. H. Honaker, Main 0600

Cleveland
W. S. Rockwell, Mager 1-1360

Dallas
C. C. Russ, Central 6454

Detroit
P. L. Gundy, Temple 1-5500

Houston
R. T. Banks, Arwood 8-4571

Jacksonville
W. C. Winfree, Jacksonville 6-7611

Kansas City
R. B. Unger, Kansas 6-1644

Los Angeles
R. B. Thompson, Angelo 3-7293

Minneapolis
W. G. Pen, Geneva 1621

New York
F. C. Sweeder, Watkins 4-3000

Philadelphia
G. L. Jones, Walnut 2-5405

Pittsburgh
R. F. Grossart, Allegheny 1-4100

Richmond
E. C. Teas, Richmond 7-2491

San Francisco
K. G. Morrison, Market 1-5131

Seattle
D. I. Craig, Mutual 0123

St. Louis
J. P. Lenkard, Newstead 4700

Broadcasting • Telecasting
May 8, 1950 • Page 63

Distributor of Western Electric products

Graybar builds you broadcasting's best...

Manufactured by...

(1) Amsco
(2) Ayers-Knox
(3) Bryant
(4) Communication Products
(5) Crown-Hinds
(6) Dayon
(7) Ferris
(8) General Cable
(9) General Electric
(10) General Electric
(11) General Electric
(12) Halberd
(13) Halberd
(14) Harman
(15) National Electric Products
(16) Presto
(17) Precision
(18) Vega
(19) Western Electric
(20) Westinghouse
(21) Whitney Blake
**Promotion**

TAKING flying on. TV motion of Emerson Kimball, promotion chief at WLOL Disc Jockey Emerson Kimball, contest offers prizes to listeners submitting statement of 25 words or less beginning with title, "If Summer Is Good To Me," tune written by Mr. Copeland and Mr. Parkin.

J. AKUHEAD PUPULE (Hal Lewis) accepts coffee and a doughnut from a Honolulu Rapid Transit employee at the city's new bus card. The three-color cards were used to publicize Mr. Lewis' switch from KPOA Honolulu to KNOK and the Aloha Network.

**WBLY**

Brochure titled "Young Man and a Bull" tells story of how WWL New Orleans "has raised standard of living in whole area, built loyal audience for programs and created market for its sponsors' products." Promotion piece was prepared and sent out to agencies by WWL's national representative, The Katz Agency. In line with project, George Shannon highlights on early morning show, "Flem's Front Page," interviews recorded by him on yearly trips through Louisiana, Mississippi, Alabama and Tennessee.

Demonstration Film

QUARTER-OUR 16mm film to demonstrate KTV (TV) Hollywood's facilities at its newly acquired studio. Screened in Hollywood by Los Angeles Times-CBS owned station for showing to advertisers and agency film which presents various shots of Los Angeles-Hollywood area, points out central location of its studios, facilities offered there and type of TV programs which can be expected to originate there. Film will be distributed by station's representative, Radio Sales, in New York, Chicago, Detroit and San Francisco, in addition to being booked for local showings by KTV sales representatives. Ed Reimers, station staff announcer, did narration on film; John Vrba, promotion manager, was producer.

**Newspaper**

SERIES of 6x9-inch self-mailer cards describing business activity of WMCA New York being mailed by station to all advertising agencies and advertisers. Cards are made up in various colors and carry slogan, "Leading advertisers in every field lead the way to WMCA." In addition, some cards mention contract just signed with advertiser, agency, starting date and program; other cards carry available spots, programs, etc., with rates on each.

**Smart Space**

YEAR'S contract for space in TV Digest, Philadelphia magazine for television viewers, signed by Hohenadel Brewery, Philadelphia. Company runs ad weekly on page listing sport highlights of upcoming week. Form of ad consists of banner header, covering both ad and sports box which says, "Add to your enjoyment." Sales message is beside and under box. Additional promotion sent to clubs and bars in area is reprint of ad and sports highlights on heavy coated stock paper with hole in top for hanging.

**Baby Flies**

DIAPINS, two large safety pins connected by six-inch link chain for baby underclothing, are sent on request by Perflex Co., Omaha (cleaners, starch), which sponsors Kitchens Club on more than 100 radio stations. Edith Hansen mails handy, goodwill promotions with following card verse: "Hi there, little bundle, we're glad that you are here. We think you're really something and we hold you very dear. These Diapins we send you for mother's busy days, will help her manage safely your 'ever changing' ways!"

Advantages Presented

BID for increased spot business made by KRON-KTV San Francisco in next Honolulu, T. H.'s outside bus card. This three-color cards were used to publicize Mr. Lewis' switch from KPOA Honolulu to KNOK and the Aloha Network.

**Baseball**

**Sound Effect Records**

5 4/5 Speedy Q Discs

**Order C.O.D. Today**

CHAS. MICHelson, Inc. 23 West 47th St., N. Y. 19 PL 7-0695
WASHINGTON radio announcers had “quite fre-
quent” calls on Tuesday, listing while they were simulcast, looking toward apparent and possibly misunderstandings.

**DST OFFICIAL**

Congress OKs for D. C.

WASHINGTON radio and television stations last Thursday resumed normal operating schedules after Congress earlier in the week finally approved Daylight Saving Time for the District of Columbia [BROADCASTING, May 18].

President Truman signed a House-originated bill (HR 6534) after the Senate cleared the bill Tuesday, giving the District DST for 1950 only, a provision which conflicted with a Senate-sponsored bill favoring DST on a permanent basis.

Washington radio - TV logs, scrambled by the delay in launching “fast time,” resumed operations calling for listening periods substantially identical to those listed while the region was on Eastern Standard Time.

Television stations were affected, for the most part, during the four-day interim, with Washington television viewers enjoying their network TV fare an hour earlier each day. Capital radio stations generally were not affected on network shows, their programming recorded for listeners at the same periods.

In House debate on the measure last Monday Rep. Joseph P. O’Hara (K-Minn.) charged that “the force behind this bill originates in New York City where the radio people put on their programs” and that radio announcers had “quite frequently” urged the residents to vote for DST. He deplored DST as a “delusion and a myth” in opposing the measure.

**FTC Actions**

TOTAL of 1,831 out of 77,420 radio and television continuations heard by the Federal Trade Commission during March were set aside “as being possibly false and misleading,” FTC’s Division of Radio and Periodical Advertising has reported. FTC conducts monthly survey of radio, TV, magazine, newspaper, mail order and other advertising materials looking toward apparent and probably misunderstandings.

**Time Simulated**

WHEN is a simulcast not a simulcast? Answer: When legislators fail to push up their own clocks and the rest of the country adopts “fast time.” That’s exactly what happened last week before Congress finally gave the green light to EDT for the District of Columbia effective four days after the national switchover. Washington televisioners of NBC’s Voice of Firestone, who had been simulcasting last Monday got the TV version at 7:30 and the radio portion an hour later, because of scrambled radio-TV schedules.

**‘SAVE THE SOIL’**

**AWARDS TO TEXAS STATIONS**

AGGRESSIVE programming on measures to defeat soil erosion has won honors for KFPRD Rosenberg, KGNC Amarillo and WFAA Dallas, in the fifth annual “Save the Soil and Save Texas” awards program sponsored by Scripps-Howard newspapers in that state. KFPRD was named winner of the small-station class for doing the most for soil-conservation in Texas during 1949. KGNC won recognition for its efforts as did WFAA, which received honorable mention.

Awards in the form of bronze plaques will be presented at the annual awards banquet to be held at the Rice Hotel in Houston May 15. Featured speakers are Sen. Clinton P. Anderson (D-N. M.), former Secretary of Agriculture, Gov. Allen Shivers, and other dignitaries. KFPRD’s campaign, General Manager Jim Hairgrove said, included personal interviews tape recorded with farmers, studio interviews with agriculture leaders and regular news releases on soil conservation.

**NRDGA SESSION**

Radio-Television Panel Set

A RADIO and television panel is scheduled among events at the mid-year conference of the National Retail Dry Goods Assn. at the Hotel Biltmore, Los Angeles, May 31-June 2.

The radio and television panel session will be held at 2 p.m. Wednesday, May 31, in the grand ballroom of the hotel. Chairman of the panel will be E. J. Shurte, vice president of the Broadway department store, Los Angeles. Participants will be George M. Skovics, CBS manager of television sales development; Maurice E. Mitchell, BAB director; Mag Zahrnt, of BAB; Robert Enders, of Robert Enders Advertising Agency Inc., Washington; and James Rotto, sales and publicity director, Hecht Co., Washington.

**WBAT WGBF BIDS**

FCC Would Grant Changes

INITIAL DECISIONS to grant WBAT Marion, Ind., change from 500 to 1500 kc from 500 to 1500 kc. The move would result in an increase of 10 kw fulltime, 2000 kw 1400 kc, and to grant WGBF Evansville, Ind., power increase of 5 kw fulltime, for 1200 kc, has been reported by FCC [BROADCASTING, May 1].

Hearing Examiner James D. Cunningham, in recommending approval of the WBAT bid, ruled to deny the new station requests of Chronicle Pub. Co., Marion, and Kokomo Pioneer Broadcasters, Kokomo, Ind. He preferred to grant Marion its first full-time facility because Kokomo already has such an outlet, WIOU. Since Chronicle Pub. Co. owns both daily papers in Marion, the examiner preferred to approve the application of WBAT, an independent firm. The publishing firm also is licensee of WMRI (FM) there.

In the recommended WGBF grant, Hearing Examiner Jack P. Blume found that only slight interference would occur to KSFT Trinidad, Colo. He ruled to deny competitive bid of WMRO Aurora, Ill., for night operation on 1280 kc with 100 w. WMRO, now on that channel with 250 w. daytime, was ruled out because it is a Class IV station on the regional facility and did not meet all conditions necessary to entitle it to exception under FCC’s rules governing channel allocations.

Kokomo Pioneer Broadcasters is a partnership of Donald A. Burton, William F. Craig and Ralph J. Whitinger. Messrs. Burton and

**NEED MORE COVERAGE?**

We make no "bones" about it...you get real coverage in this important market when you use powerful KFYR advertising. Out here, listening to KFYR is a habit—based on a quarter century of outstanding service. Ask any John Blair man for the complete story.

**Coast Electronic Show**

SEVENTH annual Pacific Electronic Exhibit will be held in 1951 at San Francisco Civic Auditorium, Aug. 29-31, according to H. P. Balderson, president of West Coast Electronic Mfrs. Assn. The sixth annual exhibit will be held at Long Beach Municipal Auditorium next Sept. 15-16 inclusive.

**WAT**

25 years of radio experience and personal participation in this community projects and services have made Roy Thompson a household word in industrial area where WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC
Altoona, Pa.

Represented by

Roy Thompson

**WRTA**
PROGRAMS

COVERAGE of flood in Crookston, Minn., was given by listeners by WCCO Minneapolis through staff members who traveled special trains for that purpose. Early reports on rising waters and snowstorm which disrupted communications in area were given WCCO by George Grim, newscaster for station, and Bob Sutton, program director, who Newcomers area. Willey E. Maloney, news director, Stewart MacPherson, Frank Butler, announcer, and Engineer Harry Larson went to Crookston and telephoned eye-witness accounts to station. Tape recorded interviews with personal at Red Cross headquarters, men working to save bridge and flood refugees were combined into half-hour show which helped raise funds to aid in emergency work in area.

Sportsman's Award

SPECIAL Bill Hunter Tribute broadcast over Columbia Pacific Network, May 5, was occasion for awarding of CBS Pacific Network Sportsman's Award to Willis O. Bill Hunter, state director, Washington, D.C., U. S. O. of Southern California. Presentation is made annually to Western sports figure who makes greatest contribution to Western sports each year, Howard S. Melghan, CBS vice president and general executive, made award, while Tom Harmon, KNX Hollywood director of sports, narrated program which presented highlights from Mr. Hunter's career.

TV Auction

LEADING Baltimore retailers and manufacturers co-sponsor new show over WCBE Baltimore called Tele-Sale. Show is actual auction of merchandise ranging in value from small amounts to hundreds of dollars. Names all products of sponsors, are open to bids from studio and home audience at same time. San Remo auctioneer will conduct shows, taking studio bids while battery of models at telephone extensions in studio take home offers. New commercially-advertised products are put on block, and highest bidder can secure his goods from sponsor on following day. Show is aired Thursday, 8 p.m. Agency is Harrison-Pitt Inc., Baltimore.

WIP Roundup

TO PIERCE cloak of confusion drawn about Philadelphia's threat of transit strike, WIP Philadelphia obtained exclusive round-up statements from spokesmen and key figures of both labor and management. Separately taped statements and news interviews which clarified status of events involving Philadelphia Transportation Co. dispute were aired tonight, along together with similar news from local Pennsylvania Railroad and Bell Telephone Co. of Pennsylvania, each considered of interest to listeners and telephone labor disputers, respectively.

Future Farmers Fed

FUTURE FARMERS of America, 20 strong, were honored at WLS Chicago Program of Future Farmer family dinner April 28 during their all-expense-paid three-day trip to Chicago. Annual promotion of station and newspaper April 28 since 1944, trips are given to boys from Illinois, Indiana, Wisconsin and Michigan for outstanding achievement in agriculture and scholastic or community leadership. Eight youths discussed current farm topics with Paul C. Johnson, editor of Prairie-Farmer, at dinner, and tape recording was broadcast later. Arthur C. Page, WLS farm program director, was toastmaster.

Cup Race

FAMOUS Maryland Hunt Point-to-point race telecast by WSB-TV Baltimore from J. W. Martin estate in Worthington Valley. Station claims "first" in giving viewers direct-on-the-spot coverage of event. Special equipment and camera techniques were used. Maggi McNeillis, m. of NBC's Leave It to the Girls, interviewed celebrities and Tom White, newscaster, handled color. Race was described by Humphrey Finney, editor of The Maryland Horse magazine.

"Game of Day"

WPEN Philadelphia has started new sports show called Game of the Day, broadcast Monday through Saturday from 7:15-4:45 p.m. Program is capsule reconstruction of major league baseball games. WPEN said play-by-play description faithfully reconstructs complete action of outstanding afternoon ball game. Play-by-play, in which every play is re-enacted with proper sound effects simulating live action at ball park, is handled by Del Parks.

WEBH X-Ray Show

NEW HAMPSHIRE's X-Ray Unit, in Portsmouth for recent three-week stay, was used by Lu and Phyl Dumont for their WEBH Portsmouth show, The Dumonts. Broadcasting from inside X-ray bun, Dumonts were X-rayed, describing procedure to listeners and then interviewing state health director and his assistant who have been traveling around state giving free chest X-rays to as many citizens as possible. As result of Dumonts' program, and other publicity announcements, but reportedly broke all previous records for visits and remained in Portsmouth week longer than originally planned.

WCPO Pays Tribute

SHORTLY after death of Archbishop John T. McNicholas of Cincinnati last month, Bob Otto, WCPO Cincinnati news director and a personal friend of the prelate, went on the air with broadcast which, WCPO reported, brought numerous requests for trans- scripts from both clergy and laymen. Informed of the archbishop's death less than hour after it happened, Mr. Otto, having written brief biography of prelate earlier this year, went to WCPO studio, edited script down to 10 minutes and did broadcast on WCPO-A.M.-FM-TV. Station recorded broadcast so that prints could be obtained by churchmen wanting them.

"Maid of Cotton"

"Maid of Cotton" for 1950, Miss Elizabeth Mcgee of Spartanburg, S. C., starred in her first TV fashion show fortnight ago over WFMY-TV Greensboro, N. C., Show, reported by station to have been viewed by thousands of shoppers in local stores, was tied in with city-wide cotton sales promotion. Miss McGee, 19-year-old brunette who won "Maid of Tomorrow" title last January from 400 other contenders, appeared on show telecast from WFMY-TV studios as official goodwill and fashion ambassador for the American cotton industry.

Trans-Atlantic Show

YOUNG PEOPLE of England and the U.S. discussed socialized medicine on Trans-Atlantic broadcast of Junior Town Meeting, educational show aired by WWVA Wheeling, W. Va., which was beamed to BBC. Two students from each nation argued question, with one representative of each country taking the affirmative, the other, negative. Five additional students from each country formed question panel of only spectators during last half of show. Program was aired April 30, 1:30 p.m.

Talent Search

CITY-wide search for television talent being conducted in Chicago by Admiral Corp., Balaban & Katz theatres and B & K's WBKB (TV) Chicago. Search begins today (Monday) and will be made up of daily auditions in B & K's theatres, after applicants have secured entry blanks from Admiral dealers. Audition winners appear four nights weekly at theatres and from them eight persons will be chosen by audience each week to appear on Admiral's half-hour TV variety show, Wednesday, 8:30 p.m. Telecasts are scheduled for 13 weeks, beginning May 17. Winner weekly will compete for one-week Chicago theatre contract on final show.

FIRST of series of scholarships on "Maid of Tomorrow" title on WWJ Detroit, awarded to Nafe Katter, U. of Michigan student.
To reach the transmitter at WHAM Rochester, N. Y., Al Balling, transmitter supervisor; Ken Gardner, director of engineering, and Earl Zimmer, operator, make use of the boat provided by the county sheriff's office. This resulted after spring floods put the transmitter at the center of a lake in diameter. Station did not go off the air, officials said.

Edward E. Benham, with station for past 15 months, named assistant chief of engineering of KTVT (TV) Los Angeles.

Rene Prenette appointed chief operator of Quebec area of Canadian Broadcasting Corp., with headquarters at CBC Montreal. He formerly was with transmission and development section of engineering division of CBC at Montreal.

Karl Messerschmidt joins TV engineering staff at NBC Chicago.

Nick M. Sanchez Jr., engineer at KONG San Antonio, is the father of a girl, Beverly Jean.

Setchell • Carlsoh Inc., New Brighton, Minn., producing "unit-issued" television sets, featuring entire chassis organized into eight plug-in units, each performing separate and distinct functions, yet synchronized in operation of set.

Shallcross MPG Co., Collingdale, Pa., announces availability of laboratory-type capacitor analyzer meeting nearly all specifications. The unit, a direct-reading measuring instrument capable of determining essential characteristics of capacitors.

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W. J. Williams

Radio-TV Pioneer Dies

Wynant J. Williams, 66, pioneer in radio and television, died of a heart attack May 1 while in conference at Rensselaer Polytechnic Institute. Prof. Williams was head of the department of electrical engineering at RPI and also general manager of the school's WHAZ Troy, N. Y. In addition, he served as technical advisor for WTIC-AM-FM Hartford.

An associate of the American Radio Relay League and Croft Lab at a meeting of the AP board of directors. The new NRSC board, charged with formulating a mobilization program for the nation's resources in the event of emergency. He was sworn in April 26. Presidential Assistant John R. Steelman, had been acting board chairman.

The new NRSC head will be responsible for distribution of potential resources for military and civilian requirements, policy guidance on the stockpiling program including vital radio-TV equipment, civil defense planning and preparedness measures. The board has assumed such projects as the number of government agencies, including the Munitions Board in charge of procurement of equipment.
The "Consumer Markets" Section of STANDARD RATE & DATA SERVICE reports comprehensive market data from the most reliable sources for every state, every county, and every city of 5,000 and over.

The Product Advertising Manager of one of the largest food companies says, "I am deriving invaluable assistance from SRDS 'Consumer Markets.' Its wealth of detailed material and its careful organization have a universal application to food products marketing problems."

Media and market men, account executives, advertising and sales managers everywhere are finding SRDS "Consumer Markets" a useful business tool.

A. MAXWELL HAGE, creator of The Better Way, script series on free enterprise anti-Communist themes, adds 40 new subscribers, bringing total to 118 stations carrying series.

BROADCAST MUSIC Inc., New York, publishes "Tango of Tin-Pan Alley," a 22-page booklet on language and slang of song publishing by ARNOLD SHAW, vice president and general professional manager of Duchess Music Corp, affiliate of BMI.

Ben MILLER appointed associate editor of Television Digest. He previously was with NAB as assistant director of program department, and before that was program director of WAGC, Augusta, Ga., WIP, Petersburg, Va., and on the staff of The People with You and Rubicon, New York.

WORLD VIDEO Inc., New York package producer, announces completion of 15 summer programs, running from drama to children's shows.


EXTENSION of its radio audience rating service to start with June reports, announced by ELLIOTT HAYNES Ltd., Toronto. Expanded service will include rural audience ratings by station and time segment, multiple listening as index of overall audience within home, auto radio listening, out-of-home listening in restaurants, stores, etc., and semi-analytical measurement on correlation of program listening to use of advertised products as basis of measuring program effectiveness.

WNBQ (TV), NBC M & O station in Chicago, has subscribed to video rating service of American Research Bureau.

Equipment

CAPT. DAVID R. HULL, U.S.N.R., former assistant technical director of Int'l Telephone and Telegraph Corp, effective May 15 will join Raytheon Mfg. Co., Waltham, Mass., as assistant to Wallace L. Gifford, vice president in charge of Equipment Divisions. Before joining IT&T, Capt. Hull was executive vice president and director of Federal Telecommunication Laboratories. During World War II, he served as assistant chief of Naval Bureau for Electronics.

BOB CHESIRE, formerly with Commercial Distributors, handling TV sales, named assistant eastern regional sales manager of receiver sales division of Allen B. DuMont Labs. He will assist H. James Tait in territory.


LEWIS RUSSELL joins Mitchell Mfg. Co., Chicago, as advertising and sales promotion manager of four divisions, including radio and television sections. He is former advertising manager of Culligan Zeolite, Northfield, Ill.

JAMES F. McLAUGHLIN appointed sales manager for All-State Distributors Inc., Newark, N. J., wholesale distributor of Hallicaster's television and Webster-Chicago recording equipment. He is former branch manager for Zenith Radio Corp.

GEORGE J. SCHULTZ Inc., Norfolk, Va., named by Tele King Television, New York, as distributor for its receivers in Virginia and eastern North Carolina. BEN A. ARON, formerly with Storecast Corp., and promotion manager of WNOH, named advertising manager for Schultz and Tele King in that area.

CLARENCE S. TAY, former general manager of Admiral Corp.'s is four distributing divisions, named president and board chairman of divisions. LYNN C. PARK, treasurer, elected a director and secretary-treasurer of branches and GEORGE DRISCO, secretary, named assistant secretary of three branches and a director of New York division.

ROBERT A. GROSS, previously assistant to president of Gross Distributors Inc., radio distributor, appointed executive vice president of firm.

ROGERS MAJESTIC Ltd. and ROGERS ELECTRONIC TUBES Ltd., Toronto, Ont., establishes three new companies: Manufacturing division becomes Canadian Radio Mfg. Corp. Ltd.; consumers' goods division becomes Rogers Majestic Radio Corp. Ltd., and communications division becomes Rogers Majestic Electronics Ltd.

COMMERCIAL RADIO-BOUND Corp., New York, changes phone number to Plaza 9-5100.

MAGNECord Inc., Chicago, announces new P.T.-CC console model tape recorder for broadcasting industry. Console is priced at $860, firm reports. Magnecord also develops new three head professional tape recorder permitting monitoring of tape during recording process. Unit, FT 83-A, offers separate heads to erase, record and simultaneously playback.

SESAC LIBRARY

Transcriptions increased

INCREASE of SESAC Inc.'s Transcribed Library Service so that subscribers will now receive at least 3,700 selections, has been announced by the firm. Simultaneously, it was also announced that SESAC plans to assure broadcasters more material specifically aimed at public interest by continuing development of special non-sectarian scripts for presentation of religious musical programs. SESAC said the success of its transcribed program service is due to the new script service with special emphasis on children's shows of the "non-bloodcurdling" type. The firm points out that there are no shootings, hangings or murders in the SESAC kiddie shows.

GCP Calgary has changed call letters to CKXL.
McMAHON NAMED Heads Senate ‘Voice’ Group

SEN. BRIEN McMAHON (D-Conn.) has been named to head a special Public Affairs Subcommittee of the Senate Foreign Relations Committee set up to consult with State Dept. on Voice of America and other international information programs.

Other members of the group, one of eight created to confer with the State Dept. on various policy matters, include Sen. William J. Fulbright (D-Ark.) and Sen. M. Alexander Smith (R-N.J.). Names of the subcommittees correspond roughly to structure of State Dept.

The special group will be available for consultation with Edward Barrett, Assistant Secretary of State for Public Affairs, who supervises Voice and other activities, but is not primarily designed to handle legislative matters, it was emphasized. No regular schedule of meetings has been set, but committee members expressed hope they would take place “at least once a month” to enable them to keep “current” on State Dept. activities.

ATTENDING WJR Detroit-CBS contract negotiation session in Detroit were: G. F. (Fritz) Lordorf, WJR vice president in charge of engineering; William G. Siebert, WJR director and secretary-treasurer; Harry Wismer, WJR general manager and assistant to the president; H. V. Akerberg, CBS vice president in charge of station relations; G. A. Richards, chairman of the board, WJR WYGAR Cleveland and KMPC Los Angeles; Joseph H. Ream, CBS executive vice president; John Pott, WYPR director and general manager; Worth Kramer, assistant general manager of WJR; James H. Quello, promotion-publicity director of WJR.

STRIKE NOW A LUXURY

Should Never Occur, Hayes Tells AFRA Meet

EFFICACY of the strike threat in union contract negotiations is almost gone in broadcasting, John S. Hayes, WTOP Washington vice president and general manager, told a meeting of the AFRA Washington local.

Having been on both sides in contract negotiations, Mr. Hayes said, he was convinced a strike should never occur. It is almost equally difficult for the union or for management to face a strike with equanimity, he explained. Salary scales, in general, have been pushed to a level so high that the organized employe in broadcasting can probably no longer afford the luxury of a strike, he suggested.

Nor can management face the prospect of a strike without apprehension, Mr. Hayes said, with risk of error by inexperienced replacements a frightening element.

Mr. Hayes explained that in most large stations the manager is an employe of an absentee ownership, a situation fraught with many problems. He said union negotiators occasionally are prone to overlook the fact that a manager “is not dedicated solely to the principle of holding the line but that he may well be attempting to work out some form of compromise which will meet the union’s request, the requirements of his own board of directors, and still fall within the realm of what is possible to accomplish.”

In viewing the union situation Mr. Hayes said, “I get a little weary sometimes listening to some of my colleagues who persist in thinking of trade unions as organizations which devote themselves to the harassment of management and the potential bankruptcy of the industry. I get a little weary also of listening to friends within the broadcasting union movement who persist in thinking of management as a group of men who have dedicated themselves to the happiness and enslavement of their employees.

"It so happens that both of these groups are wrong. Both management and labor have a great stake in this industry of ours. Neither of us can prosper, and certainly the industry cannot prosper, unless both management and labor look upon their respective efforts as a joint endeavor."

WJR WYGAR SIGN Renew CBS Affiliations

NEW two-year contract between WJR Detroit and CBS, to run from Sept. 30, 1950, to Sept. 30, 1952, was announced last week by G. A. Richards, chairman of the board of WJR, WYGAR Cleveland and KMPC Los Angeles.

It was also announced that WYGAR has renewed affiliation with CBS for an additional two year period beginning Oct. 1.

Representing the network at negotiations conducted in the WJR executive offices were: Joseph H. Ream, CBS vice president, and H. V. Akerberg, CBS vice president in charge of station relations. Harry Wismer, WJR general manager, and assistant to Mr. Richards, and William G. Siebert, WJR director and secretary-treasurer, represented the Goodwill Station along with the board chairman, it was announced.

WJR has been a CBS affiliate since September 1935, corresponding at that time with the outlet’s increase in power to 50 kw on clear channel. WYGAR, also 50 kw, has been a CBS affiliate since 1937.

Many of the union complaints against management, Mr. Hayes said, arise from actions of supervision which may not be known to management. He declared negotiations “really go on for 365 days a year.”
WCAU SALES
Appoint deRussys, McGredy
FURTHER revamp of WCAU Philadelphia’s sales force was announced last week by Donald W. Thornburgh, president of WCAU Inc. John S. (Jack) deRussys, former manager, NBC National Spots Sales, becomes general sales director, and Robert M. McGredy, formerly assistant director of Broadcast Advertising Bureau, is new sales manager of WCAU-AM-FM-TV.

The appointments follow the resignation last Monday of Alex Rosenman as sales vice president for the stations [see story TELCASTING]. James F. Coyle, veteran member of the stations’ sales staff, was named April 19 to a newly created sales post at WCAU [BROADCASTING, April 24].

According to Mr. Thornburgh, the new appointments were made in line with a new sales structure being formulated at WCAU, that of maintaining two separate sales staffs—one handling AM, the other TV—which will work in close cooperation. Under supervision of Messrs. deRussys and McGredy, Mr. Thornburgh said, WCAU will follow a two-fold sales policy: Build up a locally-sponsored daytime schedule, and establish WCAU-TV as a testing ground for potential network TV sponsors.

Mr. deRussys is a veteran of 13 years radio and newspaper sales in Philadelphia. He has been sales manager of KYW-NBC Philadelphia and had been a staff member of the station’s major daily newspapers. Joining NBC National Spot Sales in 1944, Mr. deRussys became manager three years later.

A 15-year veteran of radio-newspaper advertising fields, Mr. McGredy, who began his WCAU duties effective May 1, was formerly sales manager of WTOP-CBS Washington. He resigned as sales manager of WPAT Paterson, N. J. to join BAB last August.

RICHFIELD PLANS
Shifts ‘Reporter’ to NBC
RICHFIELD OIL Co., Los Angeles (petroleum products), after two years, on June 26 shifts six weekly Richfield Reporter from 20 ABC Pacific Coast stations to NBC Pacific Coast stations, Sun.-Fri., 10:10-11:15 p.m. (PDT) and seven Arizona stations, time to be designated. Agency is Hixson & Jorgensen Co., Los Angeles.

Oldest commercially sponsored newscast in the West, the program started on NBC April 6, 1931, occupying the 10 p.m. time slot until two years ago. Shift was made to ABC when California went to daylight saving time and NBC could not clear the period. With General Mills cancelling out its four weekly night newscasts on Feb. 28, and Studebaker Corp.’s twice weekly news contract expiring, time again became available on NBC with Richfield returning to the 10 p.m. spot.

MAIL CRACKDOWN
On Chicago Giveaway Farm
THE POST OFFICE Dept. has issued a fraud order against the National Radio Program Agency, Chicago, which has offered for several months to put persons from the above agency on National giveaways in Chicago for a $2 entrance fee in a competition asking for a 25-word contest letter [BROADCASTING, April 10]. The Post Office has ordered all mail sent to the farm at 82 W. Washington St., Chicago, to be returned to the sender, according to a report made by the Chicago Better Business Bureau. In addition, no money orders or postal notes payable to the firm will be paid.

Activities of the agency and Robert A. Starnes first were reported to Bureau members by the BBB April 10 following numerous complaints from agents as well as broadcasters. The National Radio Program Agency, in direct-mail solicitation, asked persons whether they would like a free trip to Chicago, with expenses paid, to appear on a giveaway show. No sponsor, station, product or network was mentioned in the mailing piece. More than $4,000 is reported to have been collected in this way.

WASH. STATE MEET
Sports Issue Considered
RESOLUTION, asking the state and/or the courts to decide that “the State High School Athletic Assn. has no authority to sell school contest broadcasting rights,” was voted by the Washington State Assn. of Broadcaster’s annual spring meeting at Wenatchee April 29.

WSAB also elected the following slate of officers: President, Fred Chitty, KVAN Vancouver; vice president, Jim Jones, KVOS Bellingham; secretary-treasurer, Jerry Geenan, KMO Tacoma; directors, Bill Taft, KUKK Everett, and Don Weber, KUJ Walla Walla.

The sports resolution recognized that “irrespective of the outcome of any case in the courts of the state, we should decide upon legislative action in the 1951 session of the legislature.”

In a second resolution, WSAB commended the Washington State Advertising Commission for the “fine manner in which it is bringing national attention to the natural, scenic and man-made wonders of Washington through a well planned, concerted year around advertising program.”

Also recognized was the work of Loren Stone, manager of KIRO Seattle and member of the advertising commission representing the state’s broadcasting industry.

Outgoing Officers
Outgoing officers of WSAB are: President, R. O. Dunning, KHQ Spokane; vice president, James Wallace, KPX Wenatchee; secretary-treasurer, Tim Olien, KGZ Olympia; directors, O. W. Fisher, KJMO Seattle, and H. J. Quillian, KITI Tacoma.

Those reported attending were: H. J. Quillian, KITI Tacoma; Ed Craven, KXLY Spokane; R. O. Dunning, KHQ Spokane; WBEJ Seattle; KXLY Spokane; Don Schaeffer and Don Soper, KIRO Seattle; Jerry Spence, Pullman; James McClellan, John Keating Co., KXLY Spokane; Burt Harrison, KRIT Richfield; Ken Richfield; Karl Spence, KOMO Seattle; Don Wike and H. E. Studebaker, KUJ Walla Walla; Bill Taft, KKKK Everett; Pat O’Halloran, KPX Wenatchee.

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—Published by Forrest
SUGARFOOT RAG

On Transcription: Jerry Gray—Standard.
COL. GEORGE COFFIN JOHNSTON, 78, pioneer broadcaster and for over two decades chief owner of WDBO Orlando, Fla., died of a heart attack April 28 in Crescent City, Calif. He was on a 20,000-mile auto tour of the U.S. Distinguished in three other fields before entering radio — medicine and Army service. Col. Johnston was noted also for his civic interest in Orlando. He was president and owner of 300 shares of the total 750 shares common stock in Orlando Broadcasting Co., licensee of WDBO-AM-FM. A CBS outlet, WDBO is assigned 6 kHz on its direction. Col. Johnston was born April 4, 1872, in Lisbon, Ohio, the son of Rev. George N. Johnston and Emma Coffin Johnston. For two years he attended Washington and Jefferson College and then went to Western U. at Pittsburgh. In 1895 he graduated from the Western Pennsylvania Medical College and practiced medicine for 25 years in Pittsburgh.

It was here he took an early interest in roentgenology, the science of X-rays. In 1906 he was named first president of the American Roentgen Ray Society and was first professor of roentgenology in the U. of Pittsburgh. He also was on the staff of seven hospitals in that city.

During World War I he was commissioned a major and conducted a school to train physicians in the use of X-rays. Later he was named Surgeon General in charge of all medical field equipment used by the American Expeditionary Forces in France.

Following World War I he went to Orlando for reasons of health and subsequently became interested in radio, purchasing WDBO from Rollins College in the mid-'20s. He was active in its operation throughout the years.

Associated with Col. Johnston in the station have been Bill McBride, director of national sales, who joined WDBO in 1930 as announcer; James Yarbrough, chief engineer since 1926; Jack Pedrick, local sales manager, with the station since 1935, and Harold Danforth, vice president, who was with WDBO under its Rollins College ownership. All are minor stockholders.

Col. Johnston was ordered to attend his duty in World War II but age and physical condition precluded his serving again. He was placed on the honorary retired list in 1947 with rank of colonel.

Disposition of Col. Johnston's estate had not been announced late last week.

A widow, his wife was the former Ida B. Davis of Pittsburgh, who died in 1946. A daughter, Dorothy, also is deceased. Col. Johnston is survived by a brother and two sisters.

MISSOURI AWARDS

Cite Sulzberger, Hobby

ARTHUR HAYS SULZBERGER, publisher of The New York Times and president of Interstate Broadcasting Co. (WXQR-AM-FM New York), and Mrs. Oveta Culp Hobby, former head of the U. S. Women's Army Corps and executive vice president of the Houston (Tex.) Post (KPRC-AM-FM Houston), were among four American journalists to receive Missouri Honor Awards for Distinguished Service in Journalism at the U. of Missouri's 51st Journalism Week sessions last week.

The citations were presented by Dean Frank Luther Mott of Missouri's School of Journalism. He also presented awards to Joe Alex Morris, graduate of the school and magazine editor; James M. Todd, Managing, a publisher, and to the St. Louis Star Times (KKST St. Louis), one of two newspapers to be cited. The other was a Dutch paper.

Ziv Sales Additions

THREE additions to the sales force of the Frederic W. Ziv Co., New York, producers of transmitted radio programs, were announced last week. Henry Z. Unger, radio sales veteran, has been assigned to the company's North Central Division, with headquarters in Youngstown, Ohio. Arnold Nygren, formerly with Transit Radio, has been named to the company's Eastern Division, with base of operation in Boston. Norman Land, who will headquarters in New York, has been assigned to the eastern half of Pennsylvania.

TPAT APPOINTS

Mr. Carlin, Mr. Schofield

PHILLIPS CARLIN, former MBS vice president in charge of promotions, and now an independent consultant, has been retained by WPAT Paterson, N. J., as program consultant.

Station also has announced the appointment of Arthur C. Schofield as publicity and promotion director. Mr. Schofield formerly was advertising and promotion director of the DuMont Television Network.

Elaine Starr, former publicity director of the station, has been transferred to the sales department as an account executive. Mr. Carlin resigned from Mutual last year. Before joining MBS he was vice president in charge of programming of ABC and before that program manager of NBC. Mr. Schofield, before joining DuMont, had served as promotion director of KYW and WPIL, both Philadelphia.

RADIO listening in five-county Metropolitan Boston area is up 18.9% since advent of television, according to figures based on The Pulse Inc. report.

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMB-C KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

Available! Play-by-Play Major League Baseball

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CBS AFFILIATES

Meet Set for May 10-11

THE COLUMBIA Affiliates Advisory Board's 1950 sessions will be held at CBS headquarters in New York and at the Ritz-Carlton Hotel on Wednesday and Thursday, May 10 and 11. Meetings will be attended by representatives of 178 independently-owned affiliates and CBS executive.

A private session of the board will be held on Tuesday, May 9, to elect a chairman and secretary for the coming year and to prepare an agenda for the meetings with CBS executives.

Members of the board are:

I. R. Lounsberry, WGR Buffalo, chairman, representing District 1; E. E. Hill, WTAC Worcester, Mass., secretary, District 1; C. T. Lucy, WRVA Richmond, Va., District 1; Glenn Marshall Jr., WMJN Jackson-

ville, Fla., District 4; HowardSUMER-ville, WWL New Orleans, District 5; Richard Borel, WENS Columbus, Ohio, District 6; William Quarton, WTM Cedar Rapids, Iowa, District 7; Clyde Remble, KRLD Dallas, Tex., District 8; and Clyde Coombs, KROY Sacramento, Calif., District 9.

CBS executives who are to attend the CAA meetings include:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; Herbert V. Akerberg, vice president in charge of station relations; William C. Gittering, vice president and assis-

tant to the president; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volken-

erburg, vice president in charge of network sales; William B. Lodge, vice president in charge of general en-

gineering; Earl Gammons, vice president in charge of Washington office; J. Kelly Smith, vice president and direc-

tor of station administration; Louis Husman, director of advertising and sales promotion; William A. Schultz Jr., director of station relations, and E. E. Hall, Eastern Division manager, station relations.

RCA issues new edition of its question-and-answer handbook, RCA—What It Is—What It Does, which, with simple text and many illustrations, describes history of corporation and activities of its various representing Districts, and television broadcast services of NBC.
Help Wanted (Cont'd)

- **Managerial**
  - **Wanted:** Experienced announcer with first class license for combination position. Apply to Ed Anderson, Station WBBO, Forest Park, Ill. 3F, BROADCASTING.
  - **Hammond organizer—immediatel y.** Security, future. Start $50 and up. Apply: WABC, Corning, N. Y.
  - **Immediate need combination engineer, capable sports writer and sports announcer.** Must know TV and radio, and all work, familiar with minor league sports events. Write, collect Radio. Box 7F, BROADCASTING.
  - **Announcer-by-1000 watt NBC station in heart of citizen belt of Florida.** Good salary and beautiful living conditions. Must be experienced. Give complete individual resume. Write, collect Radio. Box 7F, BROADCASTING.
  - **Have immediate opening for first class sports announcer-engineer. Top salary paid if you are the one. Apply to Gene S. Heft, Manager, WLOX, Biloxi, Miss.
  - **Combination announcer—engineer—first class ticket. Good future and rich fishing, swimming, resort area living. Application deadline April 1. Living accommodations available. Apply: Box 21F, WNBT, Warrensville, Ohio.
  - **Technical**
    - **Combination men: First class license must be experienced announcer, good all around man. Salary $10.00 for 6 hours. Box 7F, BROADCASTING.
    - **Chiefe engineer, 5 kw Mutual, full responsibility. Box 1F, BROADCASTING.
    - **Chiefe engineer, 250 kw Rocky Mt. net, full responsibility. Send disc and photo. Write Box 3F, BROADCASTING.
    - **AM-FM independent near Chicago needs summer replacement engineer. Good experience required. Box 4F, BROADCASTING.
    - **Chiefe engineer: construction experience. Must be willing to travel Opportunity to build up a station. Send credentials and short resume and salary requirements. Box 80F, BROADCASTING.
    - **Production—programming, others**
      - **Combination men, Wyoming station. Good voice essential. Send disc and photo. Write Box 34F, BROADCASTING.
  - **Women's director for 30-minute daily participating show, capable of servicing both radio and television needs. Must have good eye, judgment and ability to handle difficult situations. BOX 14F, BROADCASTING.
  - **Women's director.** Start $40 and up. Excellent opportunities for young woman. Technical background a plus. Apply Box 14F, BROADCASTING.
  - **Experienced play-by-play sports programs, Immediate openings. Need ambicio us, cooperative young man immedi ate to handle new talent. disc details to KAYS, Hays, Kansas.

Help Wanted (Cont'd)

- **Television Salesman**
  - **Help Wanted.** Television opportunity: WFMV-TV is the No. 1 television station in Greensboro. Excellent living and working conditions. Greensboro Daily News is in the No. 1 position in Greensboro. Excellent living and working conditions. Greensboro. WFMV-TV is the No. 1 television station in Greensboro. Excellent living and working conditions.
  - **Situations Wanted**
    - **Manager, agent on sales. Young, aggressive. 12 years grass-root experience. Must be an excellent public relations and sales man. Good opportunity. College, graduate. Box 94F, BROADCASTING.
    - **Salesman.** Immediate opening for local and regional sales man. Must have a minimum of four years personal experience in local and regional sales. Must have a minimum of four years personal experience in local and regional sales. Box 95F, BROADCASTING.

- **Announcers**
  - **Announcer, newspaper, available now. Excellent opportunity to travel. Disc. photo on request. Box 255F, BROADCASTING.
  - **For looking, an experienced, hard working, dependable announcer and oper ator? I'm available. Single. 25, college graduate. Travel anywhere. Salary $9000—$10,000. Box 955F, BROADCASTING.
  - **Salesman, newspaper, available now. Excellent opportunity to travel. Disc. photo on request. Box 255F, BROADCASTING.
  - **For looking, an experienced, hard working, dependable announcer and opera tor? I'm available. Single. 25, college graduate. Travel anywhere. Salary $9000—$10,000. Box 955F, BROADCASTING.

- **Newscaster, a newspaperman with a sales background. Excellent pay and references. Disc. details upon request. Box 255F, BROADCASTING.
  - **Announcer—writer, 22, single, college graduate, AFIS experience disc. Excellent opportunity. Must be a fast, versatile, and ambitious, college grad. Apply: Car. Disc. photo on request. Box 255F, BROADCASTING.

- **Situations Wanted**
  - **Assistant general manager of general manager whose other interests, the ad man, the station, the station. He can handle all your interests. He is a top quality man. Send full details. Box 35F, BROADCASTING.
  - **WANTED:** Commercial manager. Need capable sports announcer. Immediate opening. Send resume of experience and salary requirements. Box 80F, BROADCASTING.
  - **Commercial manager. 11 years all phases. Design, production, sales, announ cing proposition with middlewestern sta tion. Must have good voice, judgment and ability to handle difficult situations. Good record in sales. Family man. Box 15F, BROADCASTING.

Florida stations—announcer, 5 years experience, family man, college,-deejay. Will give Florida. Box 1F, BROADCASTING.


Florida stations—announcer, 5 years experience, family man, college, deejay. Box 30F, BROADCASTING. Please send resumes immediately. Will answer promptly. Available immediately. Box 30F, BROADCASTING.
Situation Wanted (Cont'd)

Excellent newscaster and staff man. Looking for a challenge in the ‘chat type show’ that carries terrific commercial value. Large market and TV exposure. New man prefers New England location. Box 8F, BROADCASTING.

Chief announcer—Family man. Desires steady position in major market. Will work anywhere. Box 7IF, BROADCASTING.

Attention Indianapolis, DePauw radio station: Back on the air. Want to work in the Midwest. Box 89F, BROADCASTING.

Hillbilly disc jockey, experienced and capable, also recording for well known recording firm. Has contacts. A great program and can sell merchandise. Box 14F, BROADCASTING.

Announcer professionally trained. First rate voice. Photo available. Box 18F, BROADCASTING.

Announcer; family man, 27, 2 years college. Well trained for radio-television. Box 39F, BROADCASTING.

Announcer, 44F, available. Box 48F, BROADCASTING.

Announcer, family man. Desires immediate position. Will work anywhere at once. Box 11F, BROADCASTING.

Announcer, 34F, married, writes science fiction, retired from the service. Box 99F, BROADCASTING.

Announcer, 39F, available. Box 59F, BROADCASTING.

Announcer, 41F, experienced. Reliable. Prefer location in midwest. Box 19F, BROADCASTING.

Announcer, 45F, available. Box 79F, BROADCASTING.

Announcer, 40F, available. Box 69F, BROADCASTING.

Announcer, 41F, available. Box 89F, BROADCASTING.

Comboman, experienced. Reliable. Dog whistling. Box 22F, BROADCASTING.

Technical

Engineer—25 months experience on all broadcast radio. Army radio experience. Box 89F, BROADCASTING.

Engineer, 28 years experience in all phases of radio. Good voice, excellent timing. Commercial, network and network experience. Box 39F, BROADCASTING.

Engineer, 22F, married. Recently separated. Box 29F, BROADCASTING.

Engineer, 22F, married. box 19F, BROADCASTING.

Production-Programming

Traffic manager who can fill the bill. I have six years experience in traffic, copy, advertising, and sales. Northern or southern station. Box 39F, BROADCASTING.

Successful combination program directors-sales appointment: creative mind; know station area. Experience in sales, success in operating radio ad agency; can meet people and sell 'em; young, male; high school. Box 79F, BROADCASTING. Box 109F, BROADCASTING.

Young man, 29, six years intensive experience selling to advertising agencies. Wants to join radio-television advertising or package show outfit. Good potential; requires sales and package presentations. College graduate, veteran, N.C. only. Box 99F, BROADCASTING.

Announcer, young, ambitious, versatile, with 2 years college. Available. Looking for steady position. Box 89F, BROADCASTING.

Announcer, 23F, available. Box 59F, BROADCASTING.

Announcer, 26F, available. Box 49F, BROADCASTING.

Announcer, 26F, available. Box 39F, BROADCASTING.

Announcer, 32F, available. Box 29F, BROADCASTING.

Announcer, 30F, available. Box 19F, BROADCASTING.

Announcer, 32F, available. Box 59F, BROADCASTING.

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Announcer, 24F, available. Box 79F, BROADCASTING.

Announcer, 24F, available. Box 89F, BROADCASTING.

Announcer, 23F, available. Box 99F, BROADCASTING.

Announcer, 22F, available. Box 109F, BROADCASTING.

Announcer, 21F, available. Box 119F, BROADCASTING.

Announcer, 20F, available. Box 129F, BROADCASTING.

Announcer, 19F, available. Box 139F, BROADCASTING.

Announcer, 18F, available. Box 149F, BROADCASTING.

Announcer, 17F, available. Box 159F, BROADCASTING.

Announcer, 16F, available. Box 169F, BROADCASTING.

Announcer, 15F, available. Box 179F, BROADCASTING.

Announcer, 14F, available. Box 189F, BROADCASTING.

Announcer, 13F, available. Box 199F, BROADCASTING.

Announcer, 12F, available. Box 209F, BROADCASTING.

Announcer, 11F, available. Box 219F, BROADCASTING.

Announcer, 10F, available. Box 229F, BROADCASTING.

Announcer, 9F, available. Box 239F, BROADCASTING.

Announcer, 8F, available. Box 249F, BROADCASTING.

Announcer, 7F, available. Box 259F, BROADCASTING.

Announcer, 6F, available. Box 269F, BROADCASTING.

Announcer, 5F, available. Box 279F, BROADCASTING.

Announcer, 4F, available. Box 289F, BROADCASTING.

Announcer, 3F, available. Box 299F, BROADCASTING.

Announcer, 2F, available. Box 309F, BROADCASTING.
Television (Cont'd)

Salesman
Prevent radio salesman anxious to switch to TV, college grad, three years advertising, theatre, newspaper and agency contacts. Written, dictating and traffic. Young, aggressive, competent. Available now. Send photo and details to BOX 2F, BROADCASTING • TELECASTING.

Production-Programming, others
College grad, 25, vet. now working freelance for firm making TV commercials. Looking for permanent position in TV station or agency. Best references. Box 965E, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.
For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw. General Electric BC-5A transmitter, one rack, two boxes of speech input equipment; also Western Electric 8-section dcoverleaf antenna, type 6BA-2. Make offer. Box 992E, BROADCASTING.

RCA 72D recording attachment, new, $200; 64B speaker, like new, $75; BC-5-F transmitter, $125; 6BA-2 panel shelves, $15 each. Junior velocity magnetic tape recorder, $400; 60B Radio-philic antenna. Like new, $60. Radiophone recording lathe. Price, $250. For BROADCASTING. Box 99D, BROADCASTING.

RCA-BTP-250A transmitter and type 950F-REL frequency modulation monitor, like new. Price $1500. Box 12F, BROADCASTING.


Help Wanted

SALESMEN WANTED
Fine Opportunity for experienced salesman on a 5000 watt network station in one of the south's largest metropolitan markets. Who has held position in such preferred. Send photo and all details first letter. Write BOX 2F, BROADCASTING.

RADIO TIME SALESMAN
Radio station representative ... Experience necessary ... Excellent opportunity with aggressive, expanding organization of Radio Station Representives ... Send complete resume.

Our staff knows of this advertisement...
BOX 55F, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCERS

NEWS ANNOUNCER: Here's a real opportunity for the right man to join a big California station. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a few authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some news, editorial ability required. Primary emphasis will be placed on ability to deliver on the air. $85.00 a week to start. Send all information and a photo in the first letter and be prepared to supply a transcript on request. Apply to Box 23F, BROADCASTING.

RECOMMEND TWO STAFF MEN!
We are changing operation to strictly Negro programming soon. These men are loyal, cooperative, competent. I am most anxious to see them placed well. Available now.
2. Sports director—play-by-play—staff. Three years experience. Two sons eastern baseball and football—married. East or northeast preferred. Address all replies, strictly confidential.

Mort Silverman, General Manager, Station WMRY New Orleans, La.

Situations Wanted

TOPLIGHT TV PRODUCER GOING FROM NEW YORK TO L.A. Needs executive producer, director and writer. Write produced, directed over 200 television, radio programs of all types, on all major TV, radio networks, leading independents. Presently manager TV, radio department New York agency, charge of all TV, radio including time buying, talent negotiation. Familiar all phases radio, TV advertising, well-rounded executive experience advertising, public relations, publicity. Knows big business. Present employer WABC, New York. Write Box 34F, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.
For sale—Equipment for complete 250 watt broadcast station including high fidelity custom built rack and panel control room installation. Used less than three years. Write for list or specific equipment. Martin Kurig, Station WWSW, Glass Falls, N.Y.

SCBA Elections May 11
SOUTHERN CALIFORNIA Broadcasting Assn., Hollywood, will hold its annual election of officers May 11. Election committee appointed by William J. Beaton, president of SCBA and general manager of KWKW Pasadena, to supervise nominating and voting, includes Frank Burke Jr., KPFD Los Angeles; Helma Kirchner, KGFJ Los Angeles; Harrison Durham, KTTV (TV) Los Angeles. Current board of directors held its final meeting in Hollywood May 2.

An Outstanding Independent

LOCATION: Excellent Midwest single station market.
FIXED ASSETS: Above average, include valuable real estate.
EARNINGS: $40,000.00 plus yearly net before taxes.
PRICE: $50,000.00 down, balance financed on favorable terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2
Wichita, Kansas 67201

CHICAGO

SAN FRANCISCO

1733 N. Michigan Ave.
235 Montgomery St.
Chicago 11, Illinois
San Francisco 4, California

RESEARCH, PROMOTION & MERCHANDISING MAN
Young man with his own business and contacts. Has network news and time buying experience. Standard format for two years. New ideas, aggressive, wants to become the man behind larger organization. Turn now. Box 80A, BROADCASTING

BOX 31F, BROADCASTING
FCC Actions
(Continued from page 59)

Decisions Cont.: WLTY Lyncing County, Beal, Co., granted CP to change name to Lyncing Beag.


Leonard A. Versilus, N. Cedar bluff, Mich.—Granted for a CP to change frequency assignment KQB-29 from 1900-1910 mc to 1910-1920 mc and to install new equipment and ant. system.

Leonard A. Versilus, N. Stevenleville, Mich.—Granted for a CP to change frequency assignment KQB-30 from 2024-2030 mc to 1910-1920 mc and to install new trans. and ant. system.

ROM Sibley, Ill.—Granted for the CP, to change type of trans.

Following granted mod. CPs for extension of time.

KPFA Berkeley, Calif., to 10-31-50.

KGS San Diego, Calif., to 10-15-50.


KRPF San Jose, Calif. to 10-1-50.

WJDF-FM Herrs, 11, to 9-30-50.

WLOK-FM Lima, Ohio to 11-8-50.

WLOK-FM Boston, Mass., to 5-10-50.

WFC-FM Houston to 9-12-50.

KFC-FM Angelle, La., to 9-12-50.

Gila Best, Co., Safford, Ariz.—Granted for new remote pick-up KSB-36.

WLXK Cluquet, Minn.—Granted license for new remote pick-up KSB-36.

ICM Ashland, Ky.—Granted license install new trans.

KVM Nevada, Mo.—Granted license change frequency, change power, and relocate station and studio locations and install new trans. and new ant. system.

KVNO Dodge City, Kansas—Granted license install new trans. and change location.

KSDO San Diego, Calif.—Granted license increase in power, including change in generation, install new trans. and new ant. and change license conditions. 4 kw 1 kW D-A 2.

KIBC Inverness, Ill.—Granted license to change frequencies KA-5407, 5714.3 kHz. 9.25.25.25 2.25.

WTOC Savannah, Ga.—Granted license to change frequencies KA-5407, 5714.3 kHz. 9.25.25.25 2.25.

WIBX New York, N. Y.—Granted license to change frequencies KA-5407, 5714.3 kHz. 9.25.25.25 2.25.

WIBX New York, N. Y.—Granted license to change frequencies KA-5407, 5714.3 kHz. 9.25.25.25 2.25.

KBJC Midland, Tex.—Granted license for new trans., station locations, and change type and location.

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KLYA Astoria, Ore.—Granted license for new CP and trans., to change type and trans., location.

KJU Shreveport, La.—Granted license CP change type trans.

KWFL Chattanooga, Tenn.—Granted license CP change in trans., and ground connections.

WABA Attleboro, Mass.—Granted license to change license trans., and station and new studio location.

WFGC Quincy Springs, N. C.—Granted license for new remote pick-up WFG-1543.

Wyoming, Okla.—Granted license CP for approval of ant. and trans.

WJBO Holton, Kan.—Granted license CP for extension of completion date to May 1.

WMBD Peoria, Ill.—Granted CP for extension of completion date to May 1.

WVOK Birmingham, Ala.—Granted license to change equipment.

WACC Americas Corp., Area Mayas, Fla.—Granted renewal remote pick-up license WACC.

Voice of Porto Rico Inc., Area Ponce, P.R.—Granted license to change location.

WDAY Inc. Area Fargo, N. D.—Granted license to change CP to change type of trans.

Following granted remote pick-up renewal license KAZ-5664, KAA-5664.

Following remote pick-up renewal license KAZ-5664, KAA-5664.

KCB-31 Montgomery, Ala.—Granted license for new remote pick up.

KSB-445 Madison, Wis.—Approved for CP KSB-445.

KSB-445 Madison, Wis.—Approved for CP KSB-445.

May 2 Applications

ACCEPTED FOR FILING

AM-1130 kc

WXL Indiana, Ind.—CP station to change from 1590 kc to 1120 kc.

May 3 Decisions

ACTION ON MOTIONS

John Fred Johnson Jr. WQST Atlantic, Ga.—Granted license to grant the CP, to change in proceeding for renewal of license of WQST.

WYJB Atlantic, Ga.—Granted license to grant the CP, to change in proceeding for renewal of license of WYJB.

WQST Atlantic, Ga.—Granted license to change license.

By Examiner Basil P. Cooper

WGST Atlanta, Ga.—Granted continuation in proceeding for renewal of license of WGST.

By Examiner D. Cunningham

FCC General Counsel—Granted request for reconsideration of findings in proceeding for renewal of license of WCBD-WCBI.

By Commissioner Paul A. Walker

KCIJ Austin, Tex.—Granted extension of time.

WNB Daytime Daytonia, Fla.—Granted extension of time.

KQKX Phoenix—Granted extension of time.

KJTR Toledo, Ohio—Granted extension of time.

KQKX Phoenix—Granted extension of time.

By Examiner R. Crooks

WQST Atlantic, Ga.—Granted extension of time.

BY EXAMINER T. L. JONES

WQST Atlantic, Ga.—Granted extension of time.

By Examiner D. Cunningham

FCC General Counsel—Granted extension of time for filing of application for renewal of license of WQST.

By Commissioner Paul A. Walker

KQX Dallas, Texas—Granted extension of time.

By Examiner R. Crooks

WQST Atlantic, Ga.—Granted extension of time.

By Examiner D. Cunningham

FCC General Counsel—Granted extension of time in proceeding for renewal of license of WQST.

By Commissioner Paul A. Walker

KQX Dallas, Texas—Granted extension of time.

By Examiner R. Crooks

WQST Atlantic, Ga.—Granted extension of time.

By Commissioner Paul A. Walker

KQX Dallas, Texas—Granted extension of time.

By Examiner R. Crooks

WQST Atlantic, Ga.—Granted extension of time.

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WQST Atlantic, Ga.—Granted extension of time.
**FCC ROUNDUP**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**SUMMARY TO MAY 3**

<table>
<thead>
<tr>
<th>Class</th>
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*Two on the air.*

Williamspor, Pa.—Wyoming Bcast Co., Inc., licensee from Frank Whisenhunt through purchase of WIBR for $25,000. WIBR is a 1,000 kw outlet that City. Filed April 27.

**TRANSFER REQUESTS**

WMSI, Decatur, Ala.—Acquisition of control of WMSI, 5.5 kw day, construction cost: $15,200. Wyoming Bcast, Co., Inc. by Frank Whisenhunt through purchase of WMSI for $15,200. WMSI is an 870 kw outlet that City. Filed April 27.

**LBCR CASES**

CBS Hit by Two Unions

CBS HOLLYWOOD is under fire by two unions, with a strike imminent by over 100 office employees. Their protest is against the filing of charges of unfair labor practices by the International Brotherhood of Electrical Workers last week.

Meeting was scheduled for last Thursday between W. J. Bassett, secretary of California Central Labor Council, and network officials in final effort to avert the office employees strike. No results were available as BROADCASTING went to press.

**Non-Docket Actions...**

**TRANSFER GRANTS**


KPTL, Del Rio, Tex.—Dismissed. Grant of license to former, KPTL is assigned 1490 kc, 250 ws unlimited. Granted May 2.

WCIF Madisonville, Ky.— Granted assignment of license from Madisonville Bcstg, Co., Inc., licensee, to Pierce L. Lackey, individually. This application is filed simultaneously with application for assignment of license to Pierce L. Messenger Bcstg, Co., not yet granted. WCIF is assigned.

**FCC Actions**

(Continued from page 75)

**Application Cont...**

Modification of CP

**TENDERED FOR FILING**

Modification of License

WLBE Lesage, W. Va.—Mod. license AM station to change studio location from Espinal, Fla. to 1446 Floridal Ave, Lesage, W. Va.

EL Camp, Tex.—Mod. license to change 1350 kc 500 w D to 1350 kc 500 w DA.

AM-1490 kc Beloit Bcstg, Co., Beloit, Wis.—CP modified to include ownership of WQX-AM to4th 160 w unlimited to 1400 kw 25 w unlimited.

AM-790 kc WXQ Buckhead, Ga.—CP AM station to change to 790 kc 3 kw D to 790 kc 2 kw unlimited.

AM-1410 kc KXAL Vlllano Beach, Calif.—Rejected. License Russel Beach hot grant of license to Vlllano Beach. Filed April 25.

**APPLICATIONS DISMISSED**

New Braunfels, Texas, Tex.—Dismissed April 28 application new AM station to be licensed 1520 kw 25 w D. (KUSD)

F. R. Hand, Millwood, Wash.—Dismissed April 28 application new AM station to be licensed 1520 kw 25 w D. (KUSD)

WJN Marvel, Wis.—Dismissed April 28 application new AM station to be licensed 1520 kw 25 w D. (KUSD)

**FCC ROUNDUP**

**New Grant, Transfers, Changes, Applications**

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CBS HOLLYWOOD is under fire by two unions, with a strike imminent by over 100 office employees. Their protest is against the filing of charges of unfair labor practices by the International Brotherhood of Electrical Workers last week.

Meeting was scheduled for last Thursday between W. J. Bassett, secretary of California Central Labor Council, and network officials in final effort to avert the office employees strike. No results were available as BROADCASTING went to press.

**Non-Docket Actions...**

**TRANSFER GRANTS**


KPTL, Del Rio, Tex.—Dismissed. Grant of license to former, KPTL is assigned 1490 kc, 250 ws unlimited. Granted May 2.

WCIF Madisonville, Ky.— Granted assignment of license from Madisonville Bcstg, Co., Inc., licensee, to Pierce L. Lackey, individually. This application is filed simultaneously with application for assignment of license to Pierce L. Messenger Bcstg, Co., not yet granted. WCIF is assigned.

**FCC Actions**

(Continued from page 75)

Application Cont...**

Modification of CP

**TENDERED FOR FILING**

Modification of License

WLBE Lesage, W. Va.—Mod. license AM station to change studio location from Espinal, Fla. to 1446 Floridal Ave, Lesage, W. Va.

EL Camp, Tex.—Mod. license to change 1350 kc 500 w D to 1350 kc 500 w DA.

AM-1490 kc Beloit Bcstg, Co., Beloit, Wis.—CP modified to include ownership of WQX-AM to4th 160 w unlimited to 1400 kw 25 w unlimited.

AM-790 kc WXQ Buckhead, Ga.—CP AM station to change to 790 kc 3 kw D to 790 kc 2 kw unlimited.

AM-1410 kc KXAL Vlllano Beach, Calif.—Rejected. License Russel Beach hot grant of license to Vlllano Beach. Filed April 25.

**APPLICATIONS DISMISSED**

New Braunfels, Texas, Tex.—Dismissed April 28 application new AM station to be licensed 1520 kw 25 w D. (KUSD)

F. R. Hand, Millwood, Wash.—Dismissed April 28 application new AM station to be licensed 1520 kw 25 w D. (KUSD)

WJN Marvel, Wis.—Dismissed April 28 application new AM station to be licensed 1520 kw 25 w D. (KUSD)
TRUMAN PLAN
Early Action Expected
WITH TIME running out before the May 23 deadline, the Senate Executive Expenditures Committee is expected to complete its report this week on resolutions urging flat rejection of President Truman's FCC reorganization plan.

The President's proposal, which would vest certain administrative and executive functions of the Commission in its chairman, becomes law May 24 unless turned down by either house of Congress.

Authorities said last week that Sen. John L. McClellan (D-Ark.), committee chairman, would probably call an executive meeting early this week for bringing about a Senate floor vote on the measure to the floor. The rejecting resolution, sponsored by Sen. Edwin C. Johnson (D-Col.), would then be placed on the Senate calendar for action within the next two weeks. No action was taken as of Thursday by the committee, which held hearings the past fortnight.

The President's plan, which drew heated protests from legislatures and radio quarters during the sessions, is expected to face a Wally stiff opposition on the floor, some observers feel. Whether the Truman plan will garner sufficient strength within the committee for Senate endorsement is in doubt, but some committee members have indicated they would oppose it as an "invasion of the legislative branch," New leaders in both Republican and Sen. Ernest McFarland (D-Ariz.) were other witnesses -- representing the Federal Communications Bar Assn. and NAB -- attacked the proposal on other phases.

The Truman plan, sent to Congress last March, would vest with the FCC Chairman appointive and supervisory power over employees of the Commission and direct him to distribute business among personal and administrative units; and give him power to handle use and expenditure of funds.

LANG-WORTH
Supplies 40 More Stations
LANG-WORTH Feature Films Inc., New York, has announced the addition of 40 radio stations contracting for the new one-inch Lang-Worth Library.


SERVICES

RADIO ANNOUNCERS
KFA To Approach Bell Co.
KENTUCKY Broadcasters Assn. has authorized Edwin E. S. Weldon of WKYU Louisville to make a sales presentation to the Telephone Co., Atlanta, on behalf of all Kentucky stations. This was approved at a recent two-day meeting of the group, which is making plans for another similar session June 22 and 23 at the Hotel Seelbach in Louisville.

President J. Porter Smith of WOGC Louisville will invite presidents and secretaries of broadcasting associations in states adjacent to Kentucky to attend. The first day, Associated Press members will make reports. The second day, program clinics will be conducted. Agenda for the second day includes a panel on keeping operating costs down, and discussion of the use of radio by industry in the state, a general business session, and a cocktail party and banquet.

The executive committee attending the meeting in Louisville included Messrs. Weldon and Smith; Charles W. Warren, WCMI Ashland; Jim W. Bivens, WFMY Mayville; Hugh O. Potier, WOJ Greensboro; W. T. Issac, WHIR Danville. Program committee members present were G. F. Bauer, WINN Louisville and Charles Harris, WGRG Louisville.

Another complicated common carrier proceeding involving Western Union and certain international companies.

Named chief hearing examiner only two months ago concurrent with the start of FCC's function. [Broadcasting, March 13], Judge Johnson had served with the Commission since 1935, when he joined FCC as principal attorney. He was appointed a hearing officer in 1947, but on May 19 when provisions of the Administrative Procedure Act were put into effect. His successor as chief examiner has not been named.

A resolution adopted by the Commission Wednesday, reading with "deep sorrow" Judge Johnson's death, stated in part:

Judge Johnson's gracious manner and calm personality have endeared him to his colleagues and to all who knew him and have been of mostest aid to the Commission in its hearing work and as the Hearing Officer. His entire public service will be remembered by all with unfeigned efforts and devotion to duty.

Judge Johnson was born March 15, 1893, in Florence, Ala. He attended the State Normal School at Danville, Va., and in 1914 received his AB from the U. of Alabama. In 1918 he received his Li B from the latter school. During World War I he entered service with the Alabama National Guard, becoming first lieutenant with the 64th Infantry. From 1918 to 1925, except for W. W., was employed in private law practice. His assistant attorney general for Alabama from 1925-1928 won him judge'ship of the Alabama 11th Judicial Circuit, in which capacity he served until appointed to FCC in 1935.

Judge Johnson is survived by his wife and a son.

WORLD CONTRACTS
Sign 10 New Stations
WORLD Broadcasting System Inc., New York, has announced 10 new stations which have contracted for the program service and the extension of existing contracts by 24 subscriber stations.

In addition, the company announced it has entered into an agreement to distribute its program material to WFIL New York; KCMG Tulsa, Okla.; KEDW San Antonio; KPLA Los Angeles; KFEL Detroit; WFCR Dayton; WNBC New York; WWJ-TV Detroit; KMBK Minot, N. D.; and WOERAT Wilkes-barre, Pa.

NBC, Mutual-Don Lee and 78 radio and six video stations have earned an endorsement by the National Safety Council for "exceptional service to safety" during 1949.

TV stations include KPIX (TV) San Francisco, KTVA (TV) Los Angeles, WFIL-TV Philadelphia, WMAR-TV Baltimore, WTMJ-TV Milwaukee and WWJ-TV Detroit.

KJBC Toronto; CWX Vancouver, B. C.; KATE Albert Lea, Minn.; KCNO Kansas City; KCVM Stockton, Calif.; KREJ Jacksonvile, Tex.; KFEL Denver; KFAL AM- FM Wichita, Kan.; KFJN Klamath Falls, Ore.; KFVR Bismarck, N. D.; KTLJ Garden City, Kan.; KBLM La Grande, Ore.; KLZ Denver; KXDN Houston; KOIL Omaha; KXNL Portland, Oreg.; KOMA Oklahoma City; KXDN Des Moines; KROS Clinton, Iowa; KTJS Hobart, Ind.; KTUL Tulsa; KXIO El Centro, Calif.; KXOK St. Louis; KDFW Fort Worth, Tex.; KYNO Frisco; WALD Webster, Mo.; WNBC New York; WPTF Raleigh, N. C.; WITC Hartford; WGCC Pittsburgh; WCC Hartford; WFCM Lawrence; WACU Minneapolis; WFLC Salem, Ore.; WIVX Detroit; WJW Cleveland; WJDR Milwaukee, WJZ New York; WJZ-Am Newark, N. J.; WNET New York; WLCB Sandusky, Ohio; WHOM Huntington, G. W.; WOC Marion, Ohio; WMFT Portland, Me.; WSLS Roanoke; WOGP Florissant, Mo.; WOR New York; WOR-TV New York; WPTX Philadelphia; WPRO Providence; WQAM Miami; WBBM Chicago; WABC New York; WBBM-FM Stamford, Conn.; WYPI-FM Neptune Beach, Fla.; WTW Hartford; WTRF Sanford, Fla.; WCYB-FM ATHENS, Tenn.; and WMMB Beckley. W. Va.

Among the judges were Weasley L. Nungesser, advertising manager, Standard Oil of Indiana and co-ordinator of the "Stop Accidents" campaign endorsed by the Advertiser; Mr. N. L. Lambert, president of NAB; and Judith Waller, director of public affairs and education at NBC Chicago.

SPORTS BILL
NJBA Wins Anti-Tax Fight
PROTEST by the New Jersey Broadcasters Assn. against a state bill proposing a 1TV tax on radio and television rights for boxing and wrestling matches has resulted in defeat of the bill, the association learned Friday. The bill failed during its hearing meeting at Had- don Hall, Atlantic City [BROAD- casting, May 1].

Carl Mark, WTTT Trenton, NJBA president, told the associa- tion that newspaper reporters who informed the measure had failed to gain approval of the Senate Republican majority caucus. NJBA had campaigned against the bill, which "passed the House, an "totally unwarranted," Mr. Mark informed legislators in a letter that revenue produced by the tax would be "mi- croscopic."

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RCA STUDIO COLOR COST ESTIMATED AT HEARING

STUDIO equipment for RCA color television system, cost black-and-white telecaster about $54,440, according to RCA estimates presented in FCC's color TV hearing Friday (early story page 41) by Research Engineer G. H. Brown. Each additional color camera would cost RCA estimators about $12,000 each, and said problems Mr. Chapin had reported with respect to black-and-white reception on RCA color set are "no longer of any consequence," due to new techniques.

In afternoon, Dr. Brown indicated oscillator radiation problem should not be solved by allocation, and suppressors would be costly in UHF though only few dollars in VHF. He reported that his firm was concerned releasing data that eliminates data pattern and outlined numerical values for color standards.

Mr. Chapin, under questioning by RCA counsel, conceded RCA color set employing new tri-color picture tube has "substantially fewer tubes than projection model on which he based his report—47 as compared to 96 in projection set. He was not "positive" of immediacy of tri-color tube, said he to receiver used by CBS in recent demonstration of its dot-interface technique was too large for ordinary home use, and that he personally questioned whether it is essential to have color quality fully as good as monochrome's.

Adrian Murphy, CBS vice president and general executive, said CBS long-playing record has shown public will stand for extra units outside receiver if benefits are sufficient.

ENTER TV PROCEEDING

EIGHT television groups slated to participate in oral argument next Friday on FCC's proposed clarification of its rule (Sec. 3.561-b) limiting separate operation of television picture and sound channels [TELECASTING, Dec. 12, 1949]. FCC announced Friday. They will be heard in following order, each to be limited to 20 minutes: Television Broadcasters Assn.; Fort Industry Co.; NAB; ABC; KTTV (TV) Los Angeles, NBC, RCA Service Co., and WKRC-TV Cincinnati.

KTLA (TV) NAMED IN SUIT

CENTRAL CHEVROLET Co., Los Angeles, suing KTLA (TV) Hollywood in L. A.'s Superior Court in auto firm row involving Announcer Dick Lane now also reading commercials on Ford co-sponsored wrestling telecasts although under contract with Chevrolet for Spade Cooley Time commercials. Filed by attorneys, Getz, Aiken & Manning, suit asks $213,900 in damages for alleged loss in business.

CBS TRANSFERS JENCKS

RICHARD W. JENCKS, of CBS New York legal staff, transferred to CBS Hollywood as assistant to Ned Marr, director of legal-personnel relations. Before joining CBS in February Mr. Jencks was on NAB legal staff.

MOVIE FILM DENIAL INTERPRETED BY COY

MOTION picture producers' alleged refusal to rent films to Zenith Radio Corp. Phonovision test would involve questions "relevant to . . . qualifications" in any "factual" hearing on movie applications for station facilities but does not concern FCC's oral argument [BROADCASTING, May 8]. Chairman wayne coy has advised Sen. Charles Tobe (R-N. H.). Comments are expected in reply to Senator's suggestion [TELECASTING, May 1] that FCC inquire of producers whether they will supply films to Zenith for Phonovision fall test. Oral argument held April 24.

Chairman Coy conceded "Commission could and probably should develop the facts relating to that matter in some proceeding where the question is put to issue" and that in hearing producers' applications for stations such an inquiry would be relevant. He noted oral argument concerned "legal questions" relating Commission's authority "to consider conduct which is violative of the anti-trust and other laws in the exercise of its licensing functions, and questions as to what policy, if any, should be applied to violations by an applicant . . . "

HOOPER DATA HIT

LONG-STANDING intra-industry argument over validity of TV home estimates and whether telephone surveys reflect accurate video audience behavior broke into general press Friday when Walter Winchell's column included quote from CBS memo to its network salesmen charging Hooper with "overestimating TV ownership" which "arbitrarily reduces the ratings of radio programs and inflates TV programs." Out of town Friday, Mr. Hooper is expected to fire back verbal salvo back to CBS this week. R. C. Maddux, WOR-AM-FM-TV New York sales vice president, charged New York TV figures are "inflated" and "don't stand up in light of other research."

NYU TV PANEL NAMED

C. E. HOOPER, president, C. E. Hooper Inc., joining panel on television at Friday afternoon session of New York U's Golden Jubilee Advertising Seminar at Park Sheraton Hotel, New York, May 11-12. Other speakers are Kendall Foster, vice president, William Esty Co.; Arthur Duram, TV marketing counselor for CBS. Bruce Robertson of Broadcasting is moderator.

TWO NAMED BY AGENCY

LESLEY R. GAGE and Rhoades V. Newbell have been named vice presidents of LeVally Agency, Chicago. Mr. Gage is former western advertising manager for McFadden's Women's Group and is in charge of media at LeVally. Mr. Newbell, account executive, was home freezer sales manager for Deepfreeze.

ABC APPOINTS PACEY

JACK PACEY, former trade news editor for ABC, named assistant to Robert Saudek, vice president in charge of public affairs for network. Arthur B. Donegan, assistant manager of ABC publicity department, also act as trade news supervisor.

DEAL OF KTTV FOR NASSOUR STUDIOS IN HOLLYWOOD

HOLLYWOOD radio measurement [BROADCASTING, May 1] does not mean new lease of life to Albert E. Sindlinger in radio field. His conclusion was that Radox type of measurement was premature and that he plans to re-enter field at "appropriate time."

MEET FIRST official act of NAB's new general manager, William B. Ryan, was memo to department heads placing moratorium on salary boosts or promises as well as hiring of more help.

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WASHINGTON'S radio row seething over Senate version of House-passed bill which presumably was given greater control of recording facilities to Robert J. Coar, in direct competition with radio correspondents for Congressional members' interviews. Senate would transfer recording operation to joint Congressional committee.

CONSTRUCTION for first new Canadian radio station to be sited on Montreal's Olympic Stadium site, was announced by Ottawa and Toronto, by Canadian National Telegraphs & Canadian Pacific Telegraphs. Cable to be used on TV between three cities, and CBC is planning a TV repeater station at Ottawa to serve capital city.

ALAN (Bud) BRANDT, promotion head of Martin Stone Productions, expected to join WNEW New York, as director of publicity and special events succeeding Richard Pack, promoted recently to program director.

LEVER BROS. summer replacement for Amos 'n Andy, Sundays 7:30-8 p.m. on CBS, through Ruthrauff & Ryan expected to be Hit the Jackpot, sponsored a year ago by DeSoto-Flymouth.

LOBBY HEARING IN JUNE

PLANNED appearance of NAB President Justin Miller, Washington radio officials and members of Federal Communications Bar Association at Capitol. Lobbying Activities Committee set for late June, Rep. Frank Buchanan (D-Pa.) disclosed to Broadcasting Friday. They'll testify on Buchanan proposal to exempt radio from Lobby Registration Act, an equal footing with newspapers [BROADCASTING, March 20].

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Closed Circuit (Continued from page 4)

on technical basis that would avoid interference problems, it is premature, since U. S. has not yet devised complete plan for TV allocations or even charted its spectrum.

IF THINGS develop as planned, former Sen. D. Worth Clark, Idaho Democrat, now engaged in Washington law practice, will run for his old seat against incumbent Sen. Glen Taylor, who is a former candidate on Henry Wallace ticket last campaign. Sen. Clark owns 10% interest in KJBS San Francisco.

DEAL OF KTTV for Nassour Studios in Hollywood understood to involve $2,100,000—largest single transaction to date in TV by the late Mr. Charles Marr, director of Los Angeles Times, majority stock holder in KTTV, rather than KTTV Inc., in which CBS owns 48% interest. With acquisition, large-scale syndication plans are under way using as nucleus about 25 newspaper-owned TV stations [CLOSED CIRCUIT, May 1].

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ATLANTA • HOLLYWOOD
As prime evidence of WSM's unique standing in the broadcast league, consider this fact: *Every week, in addition to normal station business, WSM originates sixteen network shows, too.* Then ponder the sales possibilities of a single radio station which has talent of sufficient quality, and in sufficient quantity, to build sixteen shows of network quality ... especially when that station leads the league in the fastest growing region in the nation—the Central South.

Want more facts? Just contact Irving Waugh or any Petry man.