"Some station reps bore me to tears!"

"They're always talking about the power of radio stations. Always showing me coverage maps. What I'm interested in is the results you get per dollar-spent!"

Well, sonny, you're our man. W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.
Kentuckiana leads the nation...
in farm income gains

More money from crops... more money from livestock ... more money to spend. This continuing prosperity throughout Kentuckiana adds up to a real sales opportunity for advertisers.

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TOTAL INCOME FROM LIVESTOCK AND CROPS

WHAS alone serves all of Kentuckiana

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

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

Here is the WHAS FARM PROGRAMMING

Market Report 6:35-6:45 M thru F
Farm News 6:45-7:00 M thru S
Noon Markets 12:40-12:50 M thru F
Farm Features 11:30-11:50 Saturday

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

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  *  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
"... for effective coverage of the State Legislature"

The 1950 George Foster Peabody Radio Award

K X L J
Helena, Montana

This award is more significant since, in 1949, this station was questioned by the FCC as to the percentage of commercial programs and as to its public service programming. KXLJ gratefully acknowledges receipt of the 1950 George Foster Peabody Radio Award for "effective coverage of the Montana State Legislature." KXLJ has also been awarded first place for "Public Service Promotion in 1949" by Billboard.

A member of the:

PACIFIC NORTHWEST BROADCASTERS

KXL Portland  KXLL Missoula  KXLQ Bozeman
KXLE Ellensburg  KXLK Great Falls  KXLF Butte
KXLY Spokane  KXLJ Helena  KING Seattle
Closed Circuit

TOM L. EVANS, president and chief owner of KCMO, Kansas City 50,000 watter, last week boarded Presidential train at Kansas City and accompanied Mr. Truman on his whirlwind cross country trip. Mr. Evans, also head of Crown Drug Co., is old friend and colleague of Chief Executive.

UNHERALDED MEETING of nominating committee of Radio Mfrs. Assn. in New York last week yielded nothing tangible on selection of paid president but decision was reached to upgrade dues (to defray increase in overhead). Both matters come before annual convention next month in Chicago. Meanwhile leading prospects for paid presidency will be canvassed, including: both LaFollettes (former Senator Bob and former Wisconsin Governor Phil); former Army Quartermaster Chief Edmund B. Gregory; Lt. Gen. Walter Bedell Smith; FCC Chairman Wayne Coy; CAA Administrator D. W. Rentzel; and former Presidential Counsel Clark Clifford. There's still chance that Ray Congrove, honorary president, will be inveigled into accepting interim presidency.

BELIEF growing broadcasters will get tired of kicking around at hands of organized baseball, with possibility courts will get chance to settle question via test case.

GET-TOUGH attitude toward AM applications is developing in FCC, perhaps out of penitence for way AM spectrum is torn by interference through past disregard for strict letting of engineering standards in making grants. With spectrum already crowded, it could lead to hearings on virtually all applications that come in.

LAMBERT & FEASLEY, New York, has recommended TV spot schedule for Phillips Petroleum Co.’s Phillips 66 gasoline, in addition to present radio network show.

ABC BROKE BREAD with FCC last Thursday night in Washington in its annual off-the-record dinner. ABC’s need for more power (presumably through clear channel revision) to offset physical advantages of competitors was stressed, it’s understood. Present: All seven members of FCC plus General Counsel Ben Cottone, Asst. Gen. Counsel Harry Plotkin and Chief Engineer Curtis Plummer. For ABC: Chairman Noble, Vice Chairman Woods, President Kintner, Vice Presidents Hinckley and Marx, and Director of Advertising, Promotion & Research Ted Oberfolder.

FCC’S UNSETLEMENT on color TV extends all way to question of when decision can be issued. Some authorities think decision could be out by about Aug. 1 (60 days from time record will be closed), while others feel (Continued on page 86)

Upcoming

May 18-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.
May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit. (Other Upcomings on page 43)

Business Briefly

DE SOTO SPOTS – BBDO, New York, planning extensive national spot series for Chrysler’s De Soto cars. Final decision expected late this week.
LINING UP LIST – Sara Mack (proprietary) through Abbott-Kimball, New York, preparing station list for transcribed The After 10 Club.

RADIO PROSPECT – Chelsea Milling Co., Chelsea, Mich. (Jiffy Mix), names Clark & Rickee, Detroit, as agency, planning regional radio next fall or winter.


KRUEGER SURVEY PLAN ADOPTED BY HOOPER

SEPARATION of radio and television audience surveys so true picture of all media in individual areas will be shown, as recommended by Herbert Krueger, WTAG Worcester, Mass., in May 8 BROADCASTING, will be adopted by C. E. Hooper Inc. as pattern for future reporting of radio and TV audiences.

Mr. Krueger contended surveys tend to show TV impact on radio without showing effect on other media.

Writing to Mr. Krueger, C. E. Hooper, president of research firm said:

"Your article, "Who’s Hit by TV," page 27, May 8, BROADCASTING had been the subject of a two-day-long conference among the principals of our organization. As recommendations are being adopted as a blueprint for our future reporting of radio and television audiences.

This is the most emphatic way we could tell you that we consider your contribution an outstanding example of good thinking, down to earth reasoning and perfect timing on a fundamental industry problem."

Sports Attendance Not Hurt by TV

TELEVISION does not hurt attendance at sports events after first year of set ownership when novelty has worn off, according to exhaustive study conducted by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Detailed results were to be given today (Monday) at Milwaukee meeting of National Assn. of Newspaper Promotion Managers.

Completed findings confirm tentative results disclosed last winter by Mr. Jordan [TELECASTING, Jan. 23]. Cooperating in two-year project were N. W. Ayer & Son, Atlantic Refining Co., Radio Mfrs. Assn., major and minor league baseball clubs, Princeton U., U. of Pennsylvania and others.

Attendance at some forms of entertainment shows increase, Mr. Jordan found. Major factors influencing attendance, he said, are higher incomes and shorter working hours, management, performance of teams and publicity. TV is not major factor, he found, citing long lists of figures compiled from 460 baseball clubs, 192 universities, 32 high schools, 100 arenas and other sports sites, with 572 cities covered in every state and 124,000,000 paid admissions.

Eight charts showed detailed effect of TV on sports attendance, with analyses of various factors affecting attendance.

Mr. Jordan found habits of TV set owners return to original pattern one year after set is acquired, with attendance at some forms of entertainment showing increase.

Main conclusions follow:

Higher percentage of colleges in TV areas increased attendance in 1948 than colleges in non-TV areas, especially small colleges.

More colleges telecast in Western Conference area last year than in any other section, and they had higher percentage gain in attendance than any other section.

Fifteen of 16 major league baseball clubs increased or decreased attendance in direct relation to improved or inferior performance.

Thirteen of 18 college minor league clubs increased or decreased attendance in direct relation to performance in Pacific Coast League five of six college teams followed performance.

BROADCASTING * Telcasting
STOP GUESSING!

WGAL-TV — The ideal station for testing your TV sales campaign

The only television station located in and, the only station that reaches this large, prosperous section of Pennsylvania which includes—Lancaster, York, Lebanon, Reading, Harrisburg and the adjacent area. This market ideally fulfills all the basic requirements for reliable TV sales testing because of:

- Comparative isolation—not deeply penetrated by any other television stations
- Stabilized economy
- A well-balanced population of average cultural level
- Widely diversified industries
- Ample facilities for distribution and sales
- Compactness which permits fast, accurate checking of results
- Reasonable advertising rates

Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. A number of alert advertisers are now making TV sales tests on WGAL-TV. Such a test can mean the difference between profit and loss in your TV selling.

Write for information.

Represented by
ROBERT MEEKER Associates
Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION
WGAL-TV
Channel 4—Lancaster, Penna.
Clair R. McCollough, Pres.

NBC • TV AFFILIATE
THE "Right" Hats Are In Our Ring

There's A Good Reason Why WFBM Dominates the Lush Hoosier Market!

- Twenty-six years of top performance in Indiana have built a listener-loyalty for WFBM that you seldom find for any single radio station. In fact, the latest Hooper shows this Indiana pioneer station's audience way ahead again—
with an even larger proportion of listeners in the total rated time period than any other Indianapolis station.

And there's another point worth noting about WFBM. The "right" people ... those who prefer good radio just as they prefer, and can afford, the best of everything they select to buy or enjoy ... prefer the "quality radio" that has always distinguished WFBM.

Remember—if you want to make sales, you have to make calls—and WFBM calls on the most important part of the Hoosier market morning, noon and night. You could have no better sales contact!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM Indianapolis

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville
San Franciscans wake up laughing when KCBS' Bill Weaver spins his whimsical stories.

But if funnyman Weaver lives by his wits, ace salesman Weaver lives by results. As when he appealed for sewing materials for the Bay Area's homes for the aged. And pulled thirty-five barrels full!

That's the kind of drawing power that keeps everybody happy. And gives KCBS the highest average daytime local-program ratings of any station in San Francisco.*

If your sales need needling in America's seventh market, Weaver's your man. He's got the city's best and sellingest morning program.† And he's got time for you. Why not sew it up right now?

*Pulse, January-February 1950
†"Waitin' for Weaver," Monday through Saturday, 6:15 to 7:00 a.m.
ELEN STERN, former promotion and publicity director of KPIX (TV) and KPBS San Francisco, joins Emil Megal Co., New York, as assistant to president. She will be in charge of radio and television functions of agency.

VIC PIOTROWSKI, with Kroger Co. for past 17 years as grocery merchandiser, joins Dancer-Fitzgerald-Sample, New York, as vice president in charge of merchandising department, effective May 22.

PHIL GORDON AGENCY Inc., Chicago, moves to larger quarters at Finchlay Bldg., 23 E. Jackson Blvd.

JACK T. SHARP, formerly sales representative at WMQ Cleveland, joins Ohio Adv. Agency, Cleveland, as account executive.


SANDER REYMAN, formerly of Schenley Industries, joins Al Paul Leffon Co. He will serve in an executive capacity in agency's New York office.

SARA M. KELLY purchases entire interest of JOHN E. FONTAINE in Nelson Chisman Co., Chattanooga, Tenn. Business will be continued under same name and policies. JAMES R. FOX appointed to direct handling of all accounts and supervisor of all creative and promotion work. He has been with agency a year, and was formerly with McCann-Erickson, New York.

HOWARD W. NEWTON resigns as vice president of Dancer-Fitzgerald-Sample, New York, to devote fulltime to his placement agency for creative and executive advertising personnel.

ROBERT J. HAKKEN, formerly with Benton & Bowles, New York, joins copy staff of Kenyon & Eckhardt, same city.

LEE TODD, formerly with Buchanan & Co., Los Angeles, joins Brisacher, Wheeler & Staff, that city, as radio and media director. She replaces CHARLES CHAPLIN, resigned.

GEORGE STEGE, former sales director for PepsiCo Division of Lever Bros., joins Leo Burnett Co., Chicago, as account executive. He worked at PepsiCo six years and was director of advertising and merchandising there.


ARTHUR C. LINGLE, formerly with Benton & Bowles, New York, joins Maxon Inc., New York, as director of media estimates and contracts. Thomas E. Haytham, with agency for six years as director of marketing and media, appointed director of markets and media research.

ELLIOTT DAILY & SCHNITZER, San Francisco, dissolve partnership after two year association. Mr. Schnitzer opens new agency under his own name, Bernard B. Schnitzer Inc. Other partners, WALLACE F. ELLIOTT and JOHN C. W. DALY, are joined by ROBERT SHERMAN, formerly of Sherman & Shore, in new firm named Elliott, Daly & Sherman. Staff of dissolved partnership will be retained by latter firm. Accounts have been divided on mutually agreed basis. Offices for both agencies will be maintained at 256 Sutter St., San Francisco.

WAHREN H. WILKES named vice president and director of Tandy Adv. Agency Ltd., Toronto. ROBERT C. MORGAN appointed secretary and director of agency.

HOWARD M. RUSHLOW, formerly account executive at Wain & Baruch Inc., public relations firm, joins S. R. Leon Co., New York, to manage publicity and research activities.

MAXON Inc., with offices in Detroit, Chicago and New York, will open new San Francisco branch in near future. GEORGE A. THUSS, agency staff member, will direct opening.


W. W. MacGRUDER Inc., Denver, changes name to MacGruder, Bakewell, Koestka Inc.

LEY & LIVINGSTON, San Francisco, moves from 11th floor to penthouse atop Newhall Bldg., 200 California St. Telephone remains Yukon 6-4478.
Broadcasting 8 hours a day, 5 days a week, it would take nearly 17 months to air the 11,337 non-network quarter-hours WNAX has carried for Procter & Gamble since June, 1939. Nearly 2,000 of these were for Ivory alone . . . 3,000 for Oxydol.

Procter & Gamble is just one of the major national selective advertisers who use WNAX year after year to reach a Major Market which can be covered in no other way. Twenty-seven per cent of WNAX non-network accounts have used the station for ten years or more. Blue chip business, this 27% accounts for 39% of total WNAX billings.

Big Aggie Land, served only by WNAX, is one united Major Market, embracing 267 counties of Minnesota, the Dakotas, Nebraska and Iowa . . . the world's richest agricultural area.

In 1948 folks in Big Aggie Land enjoyed a buying income of over $4½ billion—greater than Los Angeles, Washington, D. C., or St. Louis. They accounted for nearly $3½ billion in retail sales—greater than San Francisco, Philadelphia or Detroit.*

Convert your Sales Potential into Sales Results. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.
SUCCESSFUL WE’VE EXPLAINED ALONE APPARENTLY TO THE "NO" OF OUR ADVERTISERS. BUT SINCE WE’VE MOVED WE’RE LITERALLY SWAMPED WITH REQUESTS FOR "TIME" ON WISH. SUCCESSFUL ADVERTISERS AND EAGER HOOSIER LISTENERS ALIKE APPARENTLY ARE TEAMED UP TO KEEP US OUT FRONT. WELL—we WISHED FOR IT... BUT FRANKLY NOT TO THE EXTENT WHERE WE SOMETIMES HAVE TO SAY "NO" TO OUR ADVERTISERS.

But keep in touch with us.
We hope it won’t be long.

*New Studios—1440 N. Meridian St.*

Wish
ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, Manager
FREE & PETERS, National Representatives

RUBSAM & HROMANN BREWING Co., New York, begins intensive advertising campaign for R & H Light Beer in New York area. Included are radio and television. Paris & Pearl is agency: Remus Harris, account executive.

BELMONT RADIO Corp., Chicago, owned by Raytheon Mfg. Co., Boston has released two one-minute and one 20-second TV commercials, promoting Raytheon AM-FM-TV-phonos combination and its entire line, to dealers and distributors nationally for co-op sponsorship. This is firm’s first use of such TV package. Belmont also released six one-minute transcribed radio spots for similar sponsorship. New agency is Henri, Hurst & McDonald, Chicago, although this business was placed through Beaumont & Hohman, same city.

PURITY BAKERIES Corp., Chicago, for Taystee bread, sponsoring 10 one-minute and 20-second TV spots weekly in Cincinnati, Louisville, Detroit, Houston and Dallas for 13 weeks. More expected to be added later. Young & Rubicam, Chicago, is agency.


KAYE-HALBERT Television, Los Angeles, to introduce new television set models, going into national television about mid-June with 13 week placement of quarter-hour transcribed Gourgeo George’s Gossip Column featuring the wrestler on TV stations in 17 markets throughout country. Cities include Detroit, Chicago, St. Louis, Kansas City, Cleveland, Indianapolis, Dallas, San Francisco, Seattle, Portland, Atlanta, Philadelphia, Memphis, Boston, Phoenix, San Diego and Minneapolis. Price of package is approximately $6,500. Agency: Knight & Russell Inc., Los Angeles.

Network Accounts...

GEORGE A. HORMEL Inc. (meat and dairy products) will sponsor Music With the Hormel Girls, half-hour musical show featuring orchestra and chorus consisting of former WABC, WAVES, SPARS and girl Marines, beginning next Saturday (May 20) on CBS from 2-2:30 p.m. Initial 13-week contract placed through BBDO, New York. Company sponsors same show on ABC, Sunday, 6:30-7 p.m.

WANDER Co., Chicago (Ovaltine), sponsor of portion of Howdy Doody on 27 interconnected NBC-Television stations, adds 14 stations which will carry show via kinescope recordings. Agency for Wander is Grant Adv., also Chicago.


Adpeople...

J. P. SEIBERLING, president of Seiberling Rubber Co., Akron, Ohio, elected to combined post of president and chairman of the board of directors of company. He succeeds his father, F. A. Seiberling, who resigned as board chairman Feb. 1.


PAUL S. GEROT, president of Fillabury Mills Inc. grocery products division, named corporate vice president. Also appointed corporate vice presidents were: CLYDE H. HENDRIX, president of feed and soy division; A. B. SPARBOE, president of flour milling division, and B. J. GREER, president of Globe Mills division.

JOHN N. KANE, Eastern division sales manager and vice president of Kellogg Sales Co., Battle Creek, Mich., for past 15 years, named chairman of Eastern division. O. K. BERRY, vice president in charge of Southern division, succeeds Mr. Kane as sales manager of Eastern division.
DRAW LISTENERS. And listeners draw, too! When the popular WGAR-produced Fairytale Theatre asked school children for their sketches of the stories presented, over 800 drawings were received! Miss Mullin, producer of this prize-winning children show, selects some of the prints to be placed on exhibition at the Cleveland Public Library. Listeners respond to WGAR!

PUBLICITY. WGAR's top-notch publicity director, Manny Eisner, keeps Northern Ohio listeners informed about what's going on at WGAR. He creates publicity ideas and keeps in close touch with the trade press and news sources. His constant stream of stories about WGAR programs and personalities is an extra service to WGAR sponsors. And publicity is another one of WGAR's many effective promotional activities.

in Northern Ohio.. WGAR the SPOT for SPOT RADIO

A WGAR SPONSOR. Mr. A. L. Petrie is manager of the new ultra-modern store for Bond Clothes in Cleveland. He is a member of the Cleveland Chamber of Commerce and the Optimist's Club, and has been with Bond Clothes for twenty years. Bond Clothes is a WGAR advertiser.

NOW AVAILABLE... the Polka Party in Cleveland...the Polka Town! Polka Party features live polka bands well-known in this area. Response to the first WGAR-produced live polka show was terrific! Requests poured in from ten states! If you want results, consider Polka Party. Ask about it.

RADIO... America's Greatest Advertising Medium

WGAR... 50,000 watts... CBS Represented Nationally by Edward Petry & Company
Editor, Broadcasting:

In my opinion, you scored another home run with your story about the Railroad Hour in the [May 8] Broadcasting-Telecasting, and I think you did an even better job with this article than the first one.

Albert R. Beatty
Assistant Vice President
Ass'n of American Railroads

'Insult to Radio'

Editor, Broadcasting:

Announcement of the 1949 Peabody Awards lists as one of the recipients the New Yorker, a comic book for adults, and gives as the reason for the presentation that magazine's efforts "to shield" a so-called "captivating audience" from loudspeaker programming in the Grand Central station.

It is difficult for me to understand the kind of reasoning that prompted a "radio" award to a magazine whose total effort was aimed at barring fair advertising competition by another medium. The award amounted to a gratuitous insult to radio. I believe that this particular award reduces the 1949 Peabody in this specific category to pygmy stature.

I have been in radio some little while and have never before seen a public address system described as radio broadcasting. And there has been a lot of loose talk about "captivating audiences." For the record, let it be said that any medium, be it public address or magazine, which reduces its audience to a "captivating" state has accomplished the ultimate for advertisers. What kind of advertising does the New Yorker sell? "Escape advertising!"

The day that a Pulitzer Prize is awarded a broadcaster for efforts aimed at the prohibition of advertising in newspapers or magazines will be the day that I will admit the appropriateness of the New Yorker's Peabody Award.

Hugh M. P. Higgins
General Manager
WMAA Middletown, Ohio.

[Editor's Note: Mr. Higgins' letter was written (May 4) before the publication of our editorial "The Peabody Beautiful" in our issue of May 8.]

Adams 'Corrects'

[Editor's Note: William J. Adams, program manager of WHEC Rochester, N. Y., takes exception to some of the statements made in our "Tower Clock" story published May 1. We give readers the benefit of his views, we are publishing excerpts from his letter to Miss Louise Wilson, of Sibley, Lindsay & Curr Co., Rochester, N. Y.]

Miss Louise Wilson
Radio Director
Sibley, Lindsay & Curr Co.
Rochester, N. Y.

Your very excellent article about the Tower Clock program would have been greatly helped by the insertion of some qualifying statements.

In your article you mention that Hooper figures have been misused and misinterpreted, then you continue by saying that "The Tower Clock program has equaled the competitive musical segment of the National Breakfast Club and beats all other local competition by 50%." This statement should have been qualified by adding, "in the summer, or May through September 1949 Hooper Survey."

The October 1949 through February 1950 Hooper gives the Breakfast Club 5.8, WHEC's To the Ladies 4.0, station WVET 2.7, the Tower Clock 2.2, and with the other stations 1.8 and 1.0.

William J. Adams
Program Manager
WHEC Rochester, New York

A WBMS Listener's View

Editor, Broadcasting:

Reference to your May 1 issue page 44 concerning WBMS Boston dropping classical music.

I disagree with Mr. Lasker that the listeners resented the sponsors, what we objected to were the type of commercials employed...offensive commercial copy on a classical music station breaks the mood of the music.

Another thing was the announcers themselves. WBMS had excellent classical music announcers, if they stuck to music, but they tried at times to inject humor into the program. On classical music the less the announcer says the better.

Unfortunately the classical music listener has a good education, isn't suggestive to the so-called high pressure commercials, resenting them generally...

If memory serves me I believe it was Mr. Lasker, when he was at WNED New York many years ago, who introduced the first "selling commercial" which today is the first curse of radio.

I have no objection to a station's making money and only hope they can make enough, but I suggest that before a station blame its audience for lack of commercial sponsors, perhaps it had better check its own policy and see why the sponsors stay away in droves.

If I were going to operate a (Continued on page 16)
This reason-why type ad
tries to appeal to a time-buyer's ergo

In 1946 there were 25 broadcasting stations in
Iowa. Now there are 66—over 2½ times the number at the
time the first BMB study was conducted. Yet the WMT audience has
increased an average of 14.9%.

The November-December Hooper covering 86 cities showed Cedar Rapids
to be first in the morning (in homes using sets) with an
average of 27.9, which was 71% above the national average.
The WMT share-of-audience was 74.7. Cedar Rapids
was third in the afternoon with 25.8 (38% above the national average)
and sixth in the evening with 39.8 (14% above the national average).
WMT's evening share-of-audience was 64.6.

WMT's 5,000 watt signal on 600 kc pushes our 2.5 mv line way beyond
Cedar Rapids—to encompass 19,100 square miles and
enough people to make a city the size of Washington, D.C.
Practically every day WMT talks to 192,620 families.

The income of WMTland's people is a bright and shining thing,
with a per capita rating that increased last year more than that of
any other state. It's a balanced market, almost equally
divided between agriculture and industry.

Conclusions
1. Iowans are well-heeled.
2. They listen to the radio.
3. They listen to WMT.
4. WMT is a logical choice for your clients
   with something to sell in Eastern Iowa.

    \textit{The Katz man will provide a basketful
   of additional ergos. Just ask him, please.}
Feature of the Week

A ONE-MAN campaign to eliminate sub-standard living conditions in Norristown, Pa., has partially paid off after one solid year of almost daily effort. The man who conducted the campaign had a real, uphill battle before it turned in his favor.

That's what J. Arthur Lazell, director of news and special events at WNarr Norristown, Pa., said last week after conducting over a 12-month period a commentary called Something To Think About, using an annual "clean-up" campaign as the starter story series.

Mr. Lazell said it was not until this month that a housing and living condition survey in Norristown—a town of 40,000 people on the outskirts of Philadelphia—showed that he did not exaggerate one bit when he described the condition of parts of Norristown.

Covering 376 houses and 472 families, the survey revealed, according to Mr. Lazell, that 108 families still have outside toilets, 163 families were without baths, eight were without electricity, 169 are without modern heating, 11 had no heating facilities whatsoever, 158 had only cold water, 13 had no water and 151 houses were in "poor" repair requiring major repairs.

Mr. Lazell said he encountered "inertia, outspoken opposition, charges of being a rabble-rousing outsider, anti-this and anti-that."

He pointed out that the sole newspaper in town "has turned its back on the housing and living conditions through all these years. Even now it has (to date) refused to publish the survey results."

The real estate committee, he said, gave a clean bill of health to the borough after conducting a highly publicized "outside" examination of borough homes.

A copy of Mr. Lazell's survey, made possible through the joint effort of the area's AFL and CIO unions which supplied four paid workers, has been given to the Norristown borough council and is now in its building and zoning committee's hands for action. Over 150 copies of the survey, and the letter to the borough council, have been sent to mothers' clubs, civic, fraternal and service organizations, council of churches, he said. The unions made the survey after Mr. Lazell's week-to-week report on the actual conditions he discovered.

On All Accounts

Among its long established institutions, Hawaii has its Mauna Loa, Waikiki, Diamond Head, pineapples, luaus and leis. Almost as much an institution as any one of these is the man whose voice is heard each Saturday night on Hawaii Calls, shortwave weekly from Waikiki to MBS.

In radio at least half of his 43 years, Jim Wahl takes second place to none in island broadcasting. As announcer and associate producer of Hawaii Calls, Jim is given much of the credit for the program's recent Hootering of fifth place among sustaining programs on all networks.

His duties, however, are far from being confined to the show. In fact, his main job these days is radio director for the Honolulu advertising firm of Holst & Cummings Ltd., which is associated with BBDO and National Export Advertising Service Inc. of New York.


When Jim Wahl arrived in Hawaii in 1932, hoping to get on the air, he soon found himself underground breathing a mixture of air and gas instead. As Jim tells it himself, there were only two stations in Honolulu then and neither was exactly waiting to hand Jim a vice-presidency. While looking around for some kind of work, and feeling hunger contractions in his stomach, he stood under a tree until a coconut fell.

Fortunately, he stated, coconuts are plentiful in Hawaii.

Before the coconut diet went too far, the local gas company gave him a sorely-needed if none-too-fragrant job. For the next six months he dug gas main ditches in Honolulu. (Continued on page 16)

Page 14 • May 15, 1950

BROADCASTING • Teletcasting
Front view of transmitter showing main control desk, phasing and branching cabinet.

50,000 watt power amplifier showing two tubes in operation; two spare tubes.

Blowers to cool high-power transmitter tubes, capacity 10,000 cu. ft. per minute. Each motor 7.5 h. p.

NEW Spot on the Dial 1060 K.C.
NEWEST, Most Modern All RCA Equipment!
Individual Programming tailored to the area—plus leading Mutual Shows!
Building listener loyalty 25 years!
Building More Listeners Now With Our Greatest Promotion In History!

WNOE
The James A. Noe Station
NEW ORLEANS, LA
James A. Noe, Owner

MUTUAL BROADCASTING SYSTEM

Additional high power tubes to modulate the 50,000 watt tubes with program.

13,000 volt power sub-station to convert power to station use, Capacity 225,000 watts.

Air-conditioning unit to cool the 12-room transmitter building.

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!
Top Audience—KLZ shows the greatest 'Share of Audience' increase of any Denver station in the past year. (Feb.-March Hooper Indexes, 1949 and 1950).

Increased Coverage—KLZ's daytime and nighttime BMB has grown over 10 percent.

Open Mike
(Continued from page 18)
classical musical station, and I believe one could be successful in Boston, I would have the following musts:
1. The best musical announcers I could secure, paying them top money.
2. Permit minimum amount of talk on the station.
3. Have salemen who enjoy classical music and could talk it, to contact the sponsors.
4. Provide dignified commercial copy and stick to it.
5. Arrange programs and spot announcements so that no spot announcements would be permitted between movements or changes of records to interrupt the listener during a long work.
6. Maintain a program guide.
7. Limit the length of commercials.
Nuff said.
George W. Brooks, Greenbush, Mass.

Not West Enough
EDITOR, BROADCASTING:
In your New Business column in BROADCASTING, May 1, we noticed that you have moved WBAP-TV to Dallas. Then's fighting words, pardner, and we're a 'strapping on our six guns. Our location is still 3900 Barnett St., Fort Worth, Tex.

Jack Rogers
Director—Promotion, Publicity, Merchandising
WBAP-AM-FM-TV Fort Worth

KSYC in Yreka
EDITOR, BROADCASTING:
... In the May 1 issue of

On All Accounts
(Continued from page 14)
the crusty lava soil.
A look at Jim's life before he landed in the islands shows that he was born James MacDonald Wahl in the Northern California redwood lumbering town of Scotia. He attended school at nearby Eureka. After being graduated from high school there, he went to Phoenix, Ariz., to begin his three-year business career—as a grocery delivery boy.

After that he resumed his schooling at Phoenix Junior College. In his second year, on the day he was elected president of the student body, he got a job announcing and programming at KOY. That was the start of his real career—radio.

At KOY, now a Mutual station but then independent, he learned how to program nearly every-thing broadcastable, including hillbilly bands, drama, local symphony and choral groups, and others.

The urge to go to Hawaii came when he happened to hear the first program ever shortwaved from the Matson Liner Malolo on its way to Honolulu—before long so was Jim.

During his ditch-digging interlude, Jim's ambition to get into island radio persisted. He kept in close touch with both stations, and finally, KGU, the NBC outlet, came through with the fondly desired job.

Jim remained at KGU for 13 years. During eight of these he was a school newspaper. When Pearl Harbor was attacked he reported the news to the NBC network. He was then appointed NBC correspondent attached to CINOPAC, Admiral Nimitz's headquarters. From then on, he broadcast regularly to the mainland until six months after VJ Day.

In addition to his duties with Holst & Cummings and Hawaii Call, Jim also is producer and originator of the teen-age Voice of Junior Hawaii broadcasts sponsored by the Hawaiian Electric Co. This series has won national recognition as a community relations program "by giving the young people of Hawaii's cosmopolitan population identification with their community, through helping to promote racial and inter-schular harmony and through emphasizing the principles of democracy."

Jim is a bachelor, is a director of the Honolulu Symphony Society and a member of the Honolulu Press Club. He is an ardent advocate of statehood for Hawaii.
HERE'S WHY. Type TA-5C removes 60-cycle hum and other low-frequency disturbances from the video signal—and suppresses switching transients. It reduces high-frequency noise components substantially—and cleans up the blanking pulses. It will restore the sync—or reduce it as required. It will maintain constant sync level—or amplify this level to any value up to 50 per cent. It makes it easy to extract a pure video signal from the composite signal—and provides video gains as high as 25 db.

With this stabilizing amplifier you can switch between remote (composite) signal and local video signals. You can adjust video gain control without disturbing the sync. You can control gain, sync level, and sync clipping remotely—by means of external controls provided for the purpose. And with the TA-5C, separate output monitoring is independent of line characteristics.

For highest fidelity of video signal, cleanest output, and highest sync gain, nothing beats the TA-5C. Call your RCA Broadcast Sales Engineer for details. Or write Dept.19-EC, RCA Engineering Products, Camden, N. J.

**Check the performance of the TA-5C... and compare!**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>RCA, TA-5C</th>
<th>STAB AMP &quot;A&quot;</th>
<th>STAB AMP &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fidelity Response</td>
<td>Uniform to 7 Mc</td>
<td>Uniform to 5 Mc</td>
<td>Uniform to 5.5 Mc</td>
</tr>
<tr>
<td>Signal Gain</td>
<td>75 db works down to 0.15v input</td>
<td>20 db works down to 0.2v input</td>
<td>20 db works down to 0.2v input</td>
</tr>
<tr>
<td>Sync Gain</td>
<td>Up to 50%</td>
<td>Up to 40%</td>
<td>Up to 40%</td>
</tr>
<tr>
<td>Voltage Output</td>
<td>3V across 37.5 ohms</td>
<td>2.5V across 37.5 ohms</td>
<td>3V across 27 ohms</td>
</tr>
<tr>
<td>Separate Sync Output</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Complete Sync Stripping</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Clean Output Signal</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>No. of Tubes</td>
<td>19</td>
<td>24</td>
<td>27</td>
</tr>
<tr>
<td>No. of Controls</td>
<td>4</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>

**Highest signal fidelity**

**Cleanest output signal**

**FREQUENCY RESPONSE (Mc.)**

**OUTPUT QUALITY AND SYNC GAIN**
A Veteran Broadcaster's Counsel to a Student

ON THE RIGHT TO EDITORIALIZE

Dear Mr. Epley:

In reply to your letter . . . regarding our editorial policies, we have no quarrel with the present understanding of the subject, particularly as enunciated in the minority report expressed by Commissioner Jones of the FCC, after the final "Mayflower Decision." Neither do we quarrel with the position of the Commission majority with respect to the responsibilities inherent in the assumption of an editorial position — namely the "affirmative obligation to also seek out and air contrasting views."

Within reasonable limits this of course is a good general policy. In fact this is the position we have always taken during the 20-odd years that our station has broadcast editorial opinion. We simply label all such programs as representing our opinion on the subjects, and invite other comments.

We subscribe to the theory that radio should not exclude significant viewpoints concerning controversial subjects.

In the final analysis, however, it is the licensee's responsibility to determine the appropriate manner in which to deal with the matter fully. If stations were required to let everyone broadcast who might have an opinion there obviously would soon be a point of saturation reached in which the balance of good programming would be destroyed.

You ask how "we got away" with programming editorials while the old Mayflower Edict was in force. You must remember the Mayflower Decision never had the weight of law. It was merely an example of a rule promulgated by obiter dictum. In my opinion no station incurred any risk in defying it. With the possible exception of J. Lawrence Fly, to whom goes the dubious distinction of having fired the original Mayflower Decision, I question whether any member of the FCC has ever deemed it enforceable.

Certainly the present members of the FCC inherited it from their predecessors, and few if any were inclined to accept it as representing the letter of the law. In fact I think the FCC of 1940 really started out to set forth something of the same philosophy as the present decision, but got so badly muddled by terminology etc. that the whole thing got twisted around.

The present majority opinion doesn't do much better. Commissioner Jones' separate opinion however is very clear and adequately covers the subject. If you have not read the latter I certainly commend it to you.

As to your request for information concerning topics covered in our editorials the following are current examples:

WATER DIVERSION (Should sections east of the Continental Divide be permitted to tap our water resources by means of diversion tunnels?) We took the position the diversion should be permitted only if compensatory reservoirs were built. This was done.

CITY ZOO (Should it be abandoned and playground equipment installed in its place?) We took the affirmative position pointing out that conditions at zoo were such as to cause unnecessary suffering to animals, and that the annual cost, if diverted, would provide excellent playground equipment. This was a half victory. The zoo is being retained but with improved facilities to provide cruelty to animals.

Also Lion's Club has endorsed playground idea and is purchasing the equipment.

Other similar projects such as the Youth Center, Community Humane Society, Polio Committee, and various other activities owe much to the editorial efforts of KFXJ in their behalf. Many of our editorial subjects are purely local. . . .

We consider our editorial efforts as simply another phase of our public service programming.

Some broadcasters may prefer to douse their local responsibilities and never express any opinions . . . yet they permit news commentators and others to use their facilities for that purpose. Here we regard it as our duty to remain alert to community problems, and we hold no brief for termite liberalism that would preclude broadcasters from editorializing on the general theory that broadcasters are not qualified to express opinion, because broadcasters are business and businessmen are all fascists.

Thanking you for your interest, and wishing you success.

Rez Howell, President
Western Slope Bestly, Co.

Dear Mr. Howell:

Here at the U. of Oregon, the . . . Department of Journalism has a course in special radio seminar for advanced radio journalism students. We are each given a choice of subjects to choose from for a term project. My choice is editorials in the radio business.

As I understand it, you are perhaps one of the outstanding radio editorialists in the West . . . Consequently, my letter to you. If you could send me a summary of your ideas on the subject of editorials on the air, how you keep on operating despite the fact that the Mayflower decision of 1941 actually forbade such operation . . . I would appreciate it immensely.

Also, if you could describe to me your program setup, some of the subjects and how you treated them . . . it would be most helpful.

Malcolm Epley Jr.
Eugene, Ore.

At WAVE we don't get orchids for broadcasting to Bud (Ky.). We can't even be heard down there, so naturally we soft-petal Bud!

Make no mistake about it, though, we are heard throughout the Louisville Trading Area. We pull record results from 27 really important counties. Annual sales in this territory amount to nearly one billion dollars—almost as much as the rest of our State combined!

Since you'll hardly sell a bloomin' thing in Bud, anyway, why not pick Louisville and WAVE? We know we can help you to make your business grow.

LOUISVILLE'S WAVE

5000 WATTS 970 KC

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

Page 18 • May 15, 1950
SOUP or soap... tarts or toothpaste, North Dakota's rich Red River Valley yokels buy with the nation's most lavish hand! With no strain on their budget either, because their average Effective Buying Income per family is $1729 above the national average!

For 27 years, WDAY, Fargo, has been the favorite listening habit of our wealthy citizens, both urban and rural.

Here are the Jan.-Feb. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th></th>
<th>Weekday Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>WDAY</td>
<td>65.7%</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>20.3%</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>7.5%</td>
</tr>
<tr>
<td>Station &quot;D&quot;</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

If you'd like to hear more, write us—or ask any Free & Peters "Colonel"!
Mud Lake Gets "Cleared up"

County officers got a notice from the government not long ago, asking them to change the name of Mud Lake. Seems it's a pond, not a lake, by government standards.

Because it lies entirely inside our town limits, we asked to do the name-changing ourselves. Figured we'd think up a brand-new name. Mud Lake's really not very muddy — sort of pretty, as a matter of fact.

County people said go ahead, so we held a Town Meeting. Everyone suggested something. Windy Taylor thought of "Taylor Pond" because his place borders it — for about 30 feet! But we finally decided to call it "Turtle Pond" in honor of the real owners.

From where I sit, naming that pond wasn't the most important thing in the world—but the way we did it was. Everyone offered his opinion and then the majority vote decided it. That's the way it should be — whether it concerns naming a pond, or having the right to enjoy a friendly glass of beer or ale—if and when we choose.
AMERICA'S GREATEST ADVERTISING MEDIUM

Dedicated to Public Service and the Preservation of American Freedom

WJR

CBS

50,000 WATTS
IT'S EASY, WHEN YOU KNOW HOW!

HIGH hurdles or Hoopers—whatever the “race,” the winner has usually had years of experience in his particular field. Know-How, we call it.

Twenty-four years of broadcasting in this one area has given us at KWKH an unbeatable advantage in radio Know-How. Latest Hoopers prove it:

<table>
<thead>
<tr>
<th>Jan.-Feb. '50 Share of Audience</th>
<th>KWKH</th>
<th>“B”</th>
<th>“C”</th>
<th>“D”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Mornings</td>
<td>44.8%</td>
<td>17.8%</td>
<td>22.3%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Weekday Afternoons</td>
<td>35.1%</td>
<td>30.1%</td>
<td>16.7%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Weekday Evenings</td>
<td>47.4%</td>
<td>26.9%</td>
<td>14.3%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Sunday Afternoons</td>
<td>32.4%</td>
<td>22.5%</td>
<td>19.4%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Total Rated Periods</td>
<td>42.5%</td>
<td>26.0%</td>
<td>16.8%</td>
<td>13.0%</td>
</tr>
</tbody>
</table>

Furthermore, BMB Study No. 2 shows that KWKH’s Weekly Daytime Audience has increased by 51,130 families since 1946—now totals 303,230 families in Louisiana, Arkansas and Texas.

Write to us or ask The Branham Company for all the proof of KWKH’s superiority in this prosperous market.

50,000 Watts • CBS •

KWKH

SHREVEPORT LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, General Manager
INCREASED BILLINGS SEEN

FURTHER EXPANSION of radio billings, especially on the national spot and local level, is the enthusiastic prediction of the nation's radio executives.

Answering Broadcasting's 23rd Trends survey station managers and owners predicted:
1. Radio's greatest future gains will be in local business.
2. Station's are doing a constantly improving job of merchandising their sponsor's products.
3. Per Inquiry advertising will increase and may possibly adversely affect radio billings.
4. National advertising, particularly spots, will increase in the neighborhood of 10%.
5. Local advertising will increase more than 10%.
6. Automobile dealers will lead other classifications in increasing use of radio.

The Trends study of executive opinion in radio and allied fields was directed to a representative sample of station executives across the country and was answered by nearly 70% of the panel.

The questions asked (in bold type), the percentage of executives checking each division and a short discussion of the answers follows.

**Question I**
Where do you think the largest future gains in radio dollar volume will be made?
Network Programs (8.0%)
Selective Market Programs (28.3%)
Selective Market Spot Announcements (28.3%)
Local Spot Announcements (44.4%)

Local Spot Gain Seen
Gains in local spot sales are, in the opinion of station managers, the largest single source from which an increase in billings may be expected. Selective market buying also is expected to bring more money to stations. Managers are divided equally, however, on whether this will be through the use of spots or programs. Station managers doubted that income from network sources would increase.

The percentage figures are based on 60.6% of the replies where only one classification was marked or a first and second choice was indicated. In the latter case first choice only was used for this tabulation.

Several station managers indicated future gains in dollar volume from network programs as a second or third choice.

The remaining 39.4% of respondents indicated they expected increased dollar volume from several sources but showed no preference. Of these, 97.9% marked local and selective market spot; 36.1% combined selective market spots and programs; 15.9% added programs to local spots; 11.6% see gains in a combination of selective market programs and local spots, while the remaining 8.7% combined the three classifications other than network programs.

**Question II**
Do you believe the trend in radio stations' merchandising of sponsor's advertising is toward
More? (56.8%)
About the same? (36.5%)
Less? (6.3%)

While advertisers are placing their radio business to increase buyer demand, stations appear to be coming to the realization that delivering the sponsor's message is not their only field of activity. As more sponsors are requesting merchandising support for their products managers at 56.8% of the stations polled said they feel the trend is to increase this support. In 36.5% of the cases, respondents indicated this merchandising activity was continuing at about the same level while 6.3% of the station managers saw the trend decreasing.

At the end of 1949 a Trends survey of advertising agency executives found 62.8% of those queried felt individual stations gave inadequate support to sponsors' products. [Broadcasting, Nov. 21, 1949]

**Question III**
Do you believe per inquiry (P. I.) advertising will
Increase? (44.4%)
Remain the same? (15.5%)
Decrease? (35.1%)

Changes in the amount of P. I. business were noted by a majority of station managers. In the opinion of 49.4% of the respondents there will be an increase while 35.1% see a decrease.

The trend of radio business in general and local business in particular was indicated by many managers to be a contributing factor. If billings are good, they say, the trend will be away from PI. If business drops off to a marked extent, PI may have a chance to increase.

A number of managers who indicated PI advertising may increase generally noted that they do not accept this type of business.

**Question IV**
How do you think per inquiry advertising will affect radio billings?
Increase (8.3%)
No effect (45.2%)
Decrease (46.5%)

Although 49.4% of station managers indicated a possible increase in PI business, an almost equal number (46.5%) showed a feeling that acceptance of PI's would tend to decrease radio billings in time. There were very few managers (8.3%) who could see an increase in total billings from this type of advertising.

If PI business does increase, 45.2% of the respondents indicated they feel it will have no general effect on radio billings.

**Question V**
Do you believe the number of advertisers using radio on a national

(Continued on page 18)

L&M SPOTS

CUNNINGHAM & WALSH, New York, last week changed its spot campaign for its client, Chesterfield cigarettes, from the weekly schedule common in radio timebuying to a new schedule of alternate weeks.

The revision, a unique way to effect a budget cut, was understood to have been accepted by 86% of the 136 stations involved. Those who rejected the Chesterfield proposal did so on the grounds that it constituted a serious disruption of radio time scheduling practices.

T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, said that many stations had pointed out that acceptance of the Cunningham & Walsh revised schedule would complicate their schedules so severely that revenue from the Chesterfield spots would not be worth the trouble.

They pointed out that accepting one campaign, on an alternate-week basis, would mean trying to sell other advertisers alternate week schedules to fit in between the Chesterfield spots. Such procedure, the protesting stations said, would lead to drastic revision of the whole schedule system.

In its letter to stations and station representatives, Cunningham & Walsh wrote:

"... The Chesterfield announcement schedules on all stations will be changed from the current weekly basis to an every other week basis effective the week of May 22, 1950 (that is, the week of May 22—no advertising; the week of May 29—full schedule, etc.). "We will forward revised orders covering the change in scheduling to apply against our current contract. This letter is your notice to cancel all stations that refuse the schedule on the revised basis after May 21, 1950." Meanwhile, another advertiser, Procter & Gamble, through Dancer-Fitzgerald-Sample, was experiencing more difficulty than that encountered by Liggett & Myers (Chesterfield) in its proposal for deviation in rate standards.

P&G three weeks ago [Broadcasting, May 17] had proposed to place a television program, Beulah, on ABC-TV stations with the condition that stations freeze rates at current levels for two years. P&G offered an option for renewal the third year at rate increases of more than 33 1/3%.

Mr. Flanagan, whose association members have vigorously protested the principle of freezing TV rates, reported that 23 ABC-TV affiliates had turned down the P&G program. In those markets where ABC-

(Continued on page 58)

May 15, 1950 • Page 23
T. S. LEE HOLDINGS

THOMAS S. LEE Enterprises Inc., Los Angeles, including Don Lee Broadcasting System, KTLA (TV) and other accumulated properties, will be put up for sale on May 15, or perhaps not a separate entity but does business under that style as a unit of Thomas S. Lee Enterprises Inc. The radio properties, which in addition to those enumerated include Pacific Northwest Broadcasting System, have a book value of $3,700,000. The overall properties are understood to have a book value of $8,700,000.

Thomas S. Lee Enterprises Inc. is said to have several million in cash assets. The inheritance tax liability is believed to be in excess of $4 million.

CITES OLYMPIA
Honored for Safety Spots

YEAR-LONG public service spot campaign has won national recognition for the Olympia Brewing Co., Olympia, Wash. National Safety Council has awarded a public interest award for "exceptional service to safety" during 1949, to Olympia for its traffic safety spot-drives sponsored on 28 Washington stations from April 4, 1949 through April 1, 1950 [BROADCASTING, March 28, 1949]. Washington's Governor Arthur B. Langlie will personally present the award to Peter Schmidt, brewery president, in ceremonies in the governor's office.

The spot campaign, devoted entirely to traffic safety messages, involved a total budget of $80,000 and was placed through the Seattle office of Bofafor, Constantine & Gardner. Over 11,232 spots were used during the campaign. The 20-second transmitted announcements were prepared in cooperation with the Accident Prevention Division of the Washington State Patrol.

National Safety Council also presented public interest awards to NBC, Mutual-Don Lee and 78 radio and six video stations [BROADCASTING, May 8].

Go On Sale Today

Mr. Lee's will, filed shortly after his death Jan. 13, left the entire estate to Mr. Merrill, his uncle by marriage and a retired Seattle businessman. The will provided that Mr. Merrill was left the estate "to be divided as he sees fit." The will is being contested by Mrs. Nora S. Pattee of San Marino, Cal., a maternal aunt. Mr. Merrill has, after announcing his intention of selling the properties via competitive bids.

CBS, it is understood, previously had made a tentative offer for the television station and Don Lee's new headquarters at 1313 North Vine St., Hollywood. The offer, understood to have been approximately $1 million for KTLA (TV) and $2 million for the building, was said to have been rejected.

MCA May Bid

MCA's main interests are in the entertainment field. Consequently, it is generally believed that the firm, in proposing to bid, will function as an agent for another group. Mr. Pauley, well known in Administration circles, has long been interested in both radio and TV. Some time ago he made overtures for a San Francisco TV station and also unsuccessfully tried to acquire KLAC-TV Los Angeles. He also has been an applicant for original television facilities.

The two brokerage companies—Dean Witter and Blyth—are said to be looking for undisclosed New York syndicates.

Mr. Lintner, who holds diversified interests, including war surplus properties, oil, mining and aviation interests, is declared to be acting for himself and possibly a small group of associates. He is being represented by the Washington law firm of Dow, Lohnes & Albertson.

BARRY NAMED
Is NBC Vice President

NBC officially announced last week the appointment of Charles C. Barry, ABC vice president in charge of programming, as NBC vice president in charge of programs for the network radio [BROADCASTING, May 8].

Mr. Barry will join NBC June 5. He will report to Charles R. Ammon, NBC executive vice president who is temporarily heading the NBC network radio pending appointment of a vice president.

NEW WJR RATES
Wisper Announces Revision

REVISION of WJR Detroit's daytime rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAN Cleveland and KMPC Los Angeles.

Nighttime rates will remain the same, in line with policy set by other stations he said:

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertising will continue on old rates for six months, or until Nov. 6, 1960.

Under the new rates, WJR's Class A time will range from $200 for five minutes to $1,000 for one hour; Class B, $134 for five minutes to $670 for one hour; Class C, $110 for five minutes to $560 per hour; Class D, $80 for five minutes to $400 for one hour; Class E, $100 for five minutes to $250 for one hour. Announcement rates go from $40 for the 6-7 a.m. slot to $150 for one minute from the 6-11 p.m. period.

Coca-Cola Replacement

As a summer replacement for the Edgar Bergen-Charlie McCarthy Show, the Coca-Cola Co., beginning June 4, will sponsor "The Pause That Refreshes," in the same time slot as the Bergen show. CBS, Sunday, 8-8:30 p.m. The musical series will feature Percy Faith and his orchestra and will present prominent singers as guest stars. Agency for the sponsor is DDB 

Page 24 • May 15, 1950

BROADCASTING • Telecasting
BROADCASTING

To Complete Station Coverage

COMPLETE statement of broadcasting-station coverage will be made available for the first time within a few weeks when Broadcast Measurement Bureau starts publishing state area reports, Dr. Kenneth H. Baker, BMB acting president, announced in Washington, D.C., Thursday.

Publication of area reports was ordered last Tuesday by the BMB board, and Dr. Baker quickly drew up a set of rules and procedures that the new reports are expected to bail out BMB from a near-$100,000 debt to NAB.

The board decided to postpone any steps toward dissolution of BMB until next Oct. 1.

In making available area reports by states BMB takes a step that is expected to bring Study No. 2 into universal use by buyers of time. The reports will show all the stations in each state, providing they have 10% or more of the state's audience.

Thus buyers of radio time can consult the complete list of area reports for the project at a cost of $1,850 of the stations on air in Mar. 1949. Coverage will be shown for 600-plus subscribing stations and nonsubscribers as well. The first BMB study in 1946 had shown data for only 700 of the 900 stations on air.

Restriction Lifted

As a result of the new state area reports BMB subscribing stations need no longer be held to their actual BMB coverage claims while nonsubscribers use various types of millivolt contours, mail reports and similar claims. The subscribers and nonsubscribers will be placed on the same basis through availability of all state reports.

A number of stations had complained to BMB that Study No. 2 does not tell "what the competition is doing," according to BMB officials. Board decision to publish state area reports was based on what was described as "a terrific demand," especially among advertisers and agencies.

Subscribers will be designated in the new reports as a BMB asset. With printing scheduled to start in about a month, BMB will accept station subscriptions from stations desiring to be designated by the crest.

Price for the state books will be prorated on the basis of printing costs, which will vary with the size of each state. A price list will be published soon.

State reports will be available to BMB subscribers and their representatives or advertisers. They will not be available to nonsubscribers.

Board decision on the project was unanimous. In a discussion it was pointed out that subscribers should realize publication of the reports will be the best thing that can happen to individual measurements at this time, with every station getting a complete picture of all stations having a BMB (10%) audience in their area.

In deciding to release all information collected in BMB Study No. 2, the board overrode protests of many individual station subscribers who feared the time delay and divulgence of non-subscriber data was first broached more than a year ago, strenuously maintained that such general release of data for all stations was a step in the right direction of bringing more buyers of radio time and so would help make wiser decisions about the use of radio which in the long run should increase the use of radio in competition with other media.

Area Figures Wanted

Agency spokesmen who took part in a BMB-BAM discussion at the NAB convention last month [Broadcasting, April 24] told broadcasters they wanted area reports.

BMB published a national area report based on the 1946 survey. The 1946 state reports will consist of separate books for each state.

Although designation of Oct. 1 for the transfer of BMB's activities to Broadcast Audience Measurement Inc., organized as the successor to BMB, some four months beyond the July 1 date originally contemplated, the BMB board was unanimous in its decision. Broadcasters joined with advertisers and nonsubscribers to the board in voting for the later date.

One reason for the delay in ending BMB's hectic career is that BAM as yet is unaire to take over. Just incorporated, BAM at present has neither board, officers nor staff. No stock has been issued as in BAM, and there has been made as to how it shall be issued, to whom it shall be offered and who will handle its sale. If the issue exceeds the stockholders' rights, it is difficult to see how an efficient audience research organization could be established on such a restricted financial base—the issue must first clear the Securities and Exchange Commission.
THE PLANT BUDDA BUILT

By GEORGE VOIGT

EAR the center of San Francisco’s South-of-Market business section, at 13th and South Van Ness Sts., stands the gleaming, modern, block-square Marin Dell dairy, a million dollar plant and one of the finest dairy installations in the country.

It’s called the “Plant That Built Budda” and it stands as a testimonial to one of the brightest success stories in San Francisco radio.

The “Budda” to whom the company gives credit for building the plant is Dean Maddox, m.c. of Budda’s Amateur Hour, Saturday, 8 p.m. on KFRC San Francisco. The show has been sponsored by Marin Dell almost since the company’s inception 20 years ago.

Thomas Foster, founder and vice president and general manager of the firm, who decided to gamble on radio back in the early days when every dollar expenditure was carefully weighed by the infant company, gives radio major credit for building the firm from a handful of milk routes to the extensive Bay Area distributing organization it is today.

Ads Center on Show

Marin Dell’s success story is unique in that it has built almost its entire advertising campaign through the years around its amateur hour show. The company today spends in the neighborhood of $50,000 annually on this single program. Its newspaper and spot radio budget is practically nil.

Newspapers and spot are used only infrequently on special campaigns for which special money outside the assigned advertising budget is used. Marin Dell spends only a few thousand dollars each year with grocery and dairy trade publications and on travelling displays, like street car cards.

Marin Dell Grows From 3 to 65 Routes
With Its $50,000 Amateur Hour

at that time was owned by William Randolph Hearst and one of the first suggestions passed down by “The Chief” to the newly appointed program director regarded an amateur hour program.

Mr. Hearst said he thought such a program would go well in San Francisco. Mr. Maddox didn’t even know what an amateur show should consist of or how one should be organized and handled. He went to the station general manager for direction and was told: “Don’t bother me with details. Start one.” He did.

Beginning Plans

He began announcements over KYA that such a program was being formed and any listeners with show business talent were invited to come down for the show. The listeners responded by the hundreds and Mr. Maddox brought his microphone out onto the street in front of the studio to conduct his first amateur hour program. A crew of policemen had to be called out to keep order.

In describing the scene to his listeners, Mr. Maddox ad libbed: “And here I stand with my microphone in front of a throng of pilgrims and I don’t know what to do. I don’t know where or how to get this thing going.”

DEAN MADDOX, as Budda, in action during a broadcast of Marin Dell’s Budda’s Amateur Hour, aired on KFRC San Francisco each Saturday at 8 p.m. Program draws a large and enthusiastic studio audience.
Since expenditure. But it has paid off. Since that time and over the years our radio program has become a part of the life of our community. We receive annually many thousands of letters from our customers telling us that Saturday night in their home is Marin Dell night with Budda’s Amateur Hour.

“Our experience with radio is a pleasant one. It has paid us many dividends both in direct and institutional selling. We intend to continue the association indefinitely, which means forever.”

For a man whose successful use of radio has, by his own words, meant so much to the success of his business, Mr. Foster pays surprisingly little attention to the conduct of the show itself. In all the years of his sponsorship he has never attended a performance of the program. He never imposes his ideas or directions on the show. The program has grown itself successful in Marin Dell through the years and he’s pleased to leave everything concerning the production up to Mr. Maddox. He doesn’t expect, nor would he tolerate, he says, any suggestions on how to run his business and by the same token he doesn’t feel he should tell Mr. Maddox how to run a radio show.

Harris Handles Account

Even in the commercial aspect of the show Mr. Maddox has a very free hand. Present agency for Marin Dell is Russell, Harris & Wood, San Francisco, with King Harris as account executive. The agency has had the account for the past two years. Campaigns are planned by the agency, under Mr. Harris’ direction, products to be emphasized at various periods are selected and commercials are prepared by the agency. But these are given to Mr. Maddox purely in the form of direction.

All commercials on the program are brief, usually no more than three minutes per hour show, and all are ad-lib, as is everything else on the program. If the name, occupation or comments of a participant on the show suggest a clever lead into some other type of commercial than that supplied by the agency, Mr. Maddox follows the lead. The success of this non-rigid commercial policy was proved in 1946 when a Bay Area survey showed Budda’s Amateur Hour as having the highest sponsor identification of any program included in the survey.

In its 17 years on the air more than a million persons have seen the show, more than 6,000 have appeared on it. Some 500 of those who first exhibited their talent on the show have gone on to successful entertainment careers.

Plans for Success

Mr. Foster, as has been noted, says his continuous association with the program and with radio has been so pleasant and profitable the association will be continued “forever.” But, as further evidence of his feelings on the matter, he also says the company’s radio usage and expenditures would continue to expand. He said:

“Radio has helped us to grow. And we’re going to continue to grow with radio—in any of its new improvements, methods or expansions, whether that be television or even some distant development. Our past has been built with radio, so will our future.”

One of the immediate plans in this expansion, Mr. Maddox says, is television. Budda’s Amateur Hour will go on television as soon as KFRC-TV is in operation.

LISTENER COUNT

Not Percents Wanted—Nelson

RADIO time buyers need to know how many people listen to a particular station or program, not what percentage of an unknown number. According to Miss Nelson, chief time buyer for J. Walter Thompson Co., New York, speaking last Wednesday before the Women’s Advertising Club of Washington, D. C.

Miss Nelson, who has bought over $100 million in radio time for J. Walter Thompson clients over the past 20 years, reminded her listeners that newspapers, through the Audit Bureau of Circulations, can tell us when they have given out the last copy, but the radio publication are sold. “In radio,” she said, “we know the percentage of listeners, but how do we turn that percentage figure into number of listeners? . . . everyone seems to know radio started with percentages of audience without knowing what to apply the percentage to. And everyone has been trying to do something about it for years.”

Nielsen Method Hit

The Nielsen National Radio Network Service, which is claimed by A. C. Nielsen Co. to be applicable to the total number of radio homes in the United States, was hit by Miss Nelson because “there are not enough audimeters to break this down by cities.” Hoover Individual City Reports, she said, “again give us the relative audience percentage to program.” Where do we apply this figure to get a cost per thousand? “No one knows.”

Citing the work of BMB, of which she is a member of the board of directors which now is being reorganized, Miss Nelson pointed out the need of a national survey on a regular basis to find out what stations people listen to, to how often, and where they are located. She said it is necessary to have information on the listening habits to each station because “in order to have something to determine how many we are getting for how much, we need to know approximately how many people might be considered as our potential audience and where they are located.”

Expanding on BMB and its successor, Miss Nelson went on to say: “We hope that some day the industry will see fit to join wholeheartedly to keep this thing going and make it worth while and stop arguing whether or not we are, as of the moment, doing everything 100% right—stop the little arguments between stations—and come to the realization that advertising money must be carefully allocated and that advertisers must know how and where to spend it and how much to spend.” She said at present “there is no organization in existence that does a complete radio and television survey job.”

Miss Nelson pointed out that time buying spreads itself in many directions, all of which end with one major goal—sale of the clients’ products. The buyer must understand something about programming and have some knowledge of total audiences to programs, and types of audiences to the various programs as well. This, she said, means that the buyer must select programs, or periods adjacent to programs, that should appeal to the potential user of the product to be sold.

General information on a market also is important, Miss Nelson told her audience, and said “market research as well as program research plays a big part in determining what to buy for our clients.”

“I have always been a strong booster of women’s participation programs,” she said, “and I believe the money can be used to sell almost any products to women listeners.” This is true of both radio and television, she said.

Notify Agency

Miss Nelson pointed out, however, that where the format and personalities on these programs change, the agency should be notified. She cited the unhappy reaction of the sponsor in several cases where changes had been made in programs without telling the agency.

The regular radio and television checking services “do not do for us the jobs we need to do personally,” she said. “It is a plain case of getting our own people to know what really goes on as applied to the overall plans for the advertiser. It is our job to get out locally and find out exactly what is happening and whether or not the things we are buying, and in turn selling to our clients, are really worth the money.”

The problems of buying network television time, particularly in one-station markets, was discussed. Miss Nelson said television is quite different from radio since many stations are affiliated with several networks.
WHAT’S POLITICAL?

FCC MAY SOON undertake to spell out the differences, if any, between a political speech and an incumbent officeholder’s “report to the people.”

The issue, long a puzzler to broadcasters and politicians alike, is raised in a complaint filed against the 17 Texas State Network stations by Caso March, Texas gubernatorial candidate [BROADCASTING, May 8], copies of which were sent by FCC to the various stations last week along with requests for statements in reply.

Indicating FCC’s intention to move promptly toward disposition of the case, the letters called for the replies to be submitted by May 12—last Friday.

Actions Questioned

The Commission also asked the stations whether their actions in the case resulted from decisions reached independently or in concert with other stations.

Mr. March contended in his complaint that weekly broadcasts by Texas Gov. Allan Shivers on the 17 TSN stations are actually political speeches and that accordingly he is entitled to time in which to reply.

He quoted TSN President Gene Cagle as saying, in denying his request for reply time, that broadcasts by the Governor are in the public interest and would be carried free on a weekly basis until after the June 4 filing date for the gubernatorial campaign.

“I realize that it is in order to make available free time over your licensees’ stations to public officials,” Mr. March wrote to FCC.

FCC Approaches Issue

Mr. March wrote the Commission.

“I would not object to an occasional broadcast by the Governor in which he would give a report to the people of Texas, but when a large network makes available free time on a weekly basis—in other words, a sustaining program, in the midst of a heated political campaign for his office, such action is in violation of the FCC Act unless similar time is made available to opposing candidates.

“The Governor did not think of the importance of free time on this network in his attempt to secure free time on a weekly basis, until after he found himself in the midst of a political campaign for re-election to the office of Governor. His speeches over this network are simply campaign speeches for re-election. . . . It is difficult to see how a candidate for state office could have a broader scope of operation than to discuss state government. In fact, I don’t see how he could discuss anything else.”

Mr. March asked FCC to order the TSN stations to show cause why they should not grant him free time, and requested an immediate hearing since the primary is July 22.

In its call for information, FCC asked the stations to submit “all the relevant information which you have” in addition to specific data including the amount of time which has been made available to Gov. Shivers, the date on which his broadcast began, and the date they are scheduled to end.

TSN stations are:

KBBC Abilene, KNOW Austin, KRST Big Springs, KBWD Brownwood, WRR Dallas, KFJZ Fort Worth, KGVL Greenville, KHTH Houston, KCMC Texarkana, KFRO Longview, KGOU McAlester, KGFL Paris, KGKL San Angelo, KMAC San Antonio, KRRV Sherman, WACO Waco.

EDITORIALIZING

Bannister Hits FCC Policy

WWJ Detroit, called upon by FCC to account for its both-sides-or-none policy on handling discussions of the Chrysler strike, last week challenged the validity of FCC’s giving a licensee responsibility and then trying to “marginalize him by remote control.”

General Manager Harry Bannister, in a section of the Commission’s editorializing decision—a section which recognized that cases will differ and held that licensees in each case must exercise their “best judgment and good sense”—as the best approach to the problems involved in handling controversial issues.

Mr. Bannister’s letter, written and delivered to FCC before the Chrysler strike was ended, said that after learning of FCC’s position [BROADCASTING, May 1] WWJ offered and is prepared to grant time to UAW-CIO irrespective of whether Chrysler takes time to reply.

“We will take this action in deference to the Commission’s wishes,” Mr. Bannister wrote, because it is obvious that you want us to do this.

“However, I respectfully submit that such action is contrary to true public interest and contrary to the broad interpretation and spirit of the Decision of June 2, 1949, Editorializing in the Public Interest, and contrary to Sec. 310 of the Communications Act which sets forth the obligation to provide equal opportunity for opposing viewpoints, and contrary to the spirit of the yardstick of ‘fairness’ which has always characterized every phase of our operation throughout our long history.”

The case stemmed from a UAW-CIO protest to FCC charging that WWJ refused the union’s request for time to discuss the Chrysler strike. WWJ replied that it felt discussion by both sides was necessary in the public interest, that its policy was to give time only for joint use by both sides, and that Chrysler had refused to participate.

Mayflower Decision

FCC then called attention to a section in its Mayflower editorializing decision asserting that “it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position.” FCC also asked WWJ to review its action and submit a further statement.

In his reply, dated April 29, Mr. Bannister conceded that the section of the Mayflower decision to which FCC referred could apply to the WWJ-UAW case. But, he said, “there is also an application to this case of practically every paragraph in your decision . . . many of them at variance with other paragraphs.” In particular, he cited Paragraph 10:

“IT should be recognized that there can be no all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will invariably require different techniques. . . . The licensees will in each instance be called upon to exercise their best judgment and good sense.”

Mr. Bannister also cited FCC’s letter to WLIT New York.

“In your letter of April 13, you take to task WLIT because under the [Mayflower] decision of June 2, 1949, WLIT had failed to broadcast a balanced presentation but had confined itself to one side of a highly controversial issue. Then, in your letter to us of April 21, you take us to task because we refrained from committing the same error as WLIT,” he declared.

Mr. Bannister reiterated that “in all . . . labor-management disputes . . . our letter continues to indicate that we had repeatedly tried to put together the elements of a balanced presentation but that the manufacturers involved had refused to allow themselves of our facilities . . . WLIT Case Cited

“Nevertheless, after you had censured WLIT for contenting itself with a one-sided presentation, you censured us because we have gone to great lengths to avoid a one-sided presentation.”

“I realize that the perfect answer is a balanced presentation, but apparently you overlook the fact that we cannot force anyone to use our facilities and that since we could not attain perfection (through no fault of our own) we repeatedly did the next best thing and avoided opening our facilities to only one side.”

It is pertinent to note that during

(Continued on page 81)
488 Madison Ave. Becomes A New Radio-TV Center

488 MADISON AVE., New York, is the new address of nearly a dozen top-flight radio and advertising companies whose presence in the recently completed building make it one of the most important centers of broadcasting business in the city.

Three station representatives firms are now in residence: Edward Petry & Co., The Katz Agency Inc., and the Taylor Co.


Four advertising agencies, all of them buyers of radio and television, have moved in. They are William H. Weintraub & Co., Anderson, Davis & Platte Inc., Joseph Katz Co. and Schwab & Bentty.

Cowles Magazines Inc., part of the vast Cowles publishing and broadcasting enterprises, occupies three floors of the building.

Minute Maid Corp., a heavy radio advertiser, is also in the building.

The New York bureau of BROADCASTING-TELECASTING will move to 488 Madison within a few weeks.

The newest building in mid-town New York, 488 Madison is situated across the street from headquarters of CBS, is a block from Radio City, where ABC, NBC and numerous agencies and other radio and television enterprises are housed.

The Petry Co. occupies the entire 23rd floor of the new building. Petry telephone is Murray Hill 8-0200.

The Katz Agency occupies the entire 20th floor; telephone Plaza 9-4460.

The Taylor Co. is occupying temporary space on the sixth floor, pending completion of its permanent quarters which will be on the same floor. The Taylor telephone is Murray Hill 8-1088.

Fort Industry Co. also is in temporary space on the sixth floor while its permanent space on the same floor is being completed. Telephone is Eldorado 5-2455.

The Ziv Co. and World Broadcasting offices are on the fifth floor, telephone: Murray Hill 8-4700.

The Weintraub agency has the entire 17th floor; telephone: Murray Hill 8-3901.

Anderson, Davis & Platte has the 19th floor; telephone: Plaza 3-5200.

The Joseph Katz Co. is scheduled to move into the sixth floor about June 1.

The New York bureau of BROADCASTING telephone will remain unchanged: Plaza 8-3864.

FILLING out the bookshelves was one of the first chores undertaken by George Brett (l) and Gene Katz of The Katz Agency

A FINAL paint touching up was done by (1 to r): Lloyd George Venard of the Taylor Co.; Tom Harker, Fort Industry Co.; and James Bailey, manager of WAGA Atlanta, a Fort Industry station.

JOHN SINN (lower left), executive vice president of Frederic W. Ziv Co. and president of World Broadcasting System, looks out of a window toward CBS across the street. NBC and ABC, in Radio City, are 1½ blocks away.

ED PETRY (lower right), of the representative firm bearing his name, examines the welcome poster at the entrance.

IN OFFICES of William H. Weintraub Co. (1 to r): Theo Gannon, director of radio productions; Ray Kelly, assistant to Noran E. Kersta; Gladys York, time buyer; Mr. Kersta, vice president in charge of radio and TV.
NARBA SESSION SET

THE SECOND phase of the overall NARBA conference is scheduled to get under way in Washington, D. C., on Sept. 6, with indications now that all nations that have subscribed to the expired treaty will participate.

State Dept. officials said last week that all signatory nations have informally indicated their willingness to accept the September date—a month later than the "deadline" formerly agreed upon—and that formal invitations will be issued shortly.

A major qualification with respect to the Sept. 6 resumption came from Mexico, which did not participate actively in the first NARBA sessions at Montreal last fall and which said a date later than Sept. 6 would be more convenient in view of other meetings slated that month.

Mexican authorities indicated, however, that they would accept the Sept. 6 date if the other nations preferred it, even though it would mean dividing the Mexican radio delegation between the NARBA conference and the Sept. 18-28 meeting of the Inter-American Assn. of Broadcasters at Sao Paulo, Brazil.

U. S. officials appeared hopeful that the conference would be successful in breaking the U. S.-Cuban deadlock which finally forced a re-
cess in the Montreal negotiations last December and could not be broken in some seven weeks of separate U. S.-Cuban conferences at Havana later this year.

There have been reports that Cuba was undecided about participation in further sessions after the fruitless bilateral sessions at Hav-
ana, but State Dept. authorities said Cuban officials indicated re-
sumption of the full conference on Sept. 6 is acceptable.

Date Extended

When the Montreal sessions were recessed to give the U. S. and Cuba an opportunity to work out their differences bilaterally, deadline for resumption of the full conference was set at Aug. 1. The new date was stepped upon informally after Canada requested postponement to avoid conflicts with governmental sessions.

In preparation for the NARBA negotiations, Mexico reportedly is now making skywave measurements which may occupy most of the time until Sept. 6. For this reason there had been speculation that Mexico might press for a later date for the start of the conference.

Knottiest problem thus far fac-
ing the sessions is the as yet un-
resolved dispute over U. S.-Cuban allocations. Mexico's participation increases the complexity, in view of the close relationship of allocations for all three countries.

Signatories of the last NARBA, which expired March 29, 1949, are the U. S., Canada, Mexico, Cuba, Haiti, Dominican Republic, and the Bahamas.

BIB FREE TIME
Sets Up Paid Printed Ads
EXTENSIVE campaign of "con-
sumer education" donated by radio 
to television to Bib Corp., Lake-
land, Fla., laid the groundwork for a paid newspaper advertising drive in the New York City area.

After the free educational effort, Bib Corp. "complemented" the drive "by paid advertising in the form of full pages in New York newspapers including the Times, World-Telegram & Sun and Jour-
na1-American," according to the publication, Food Field Reporter. Bib Corp. markets Bib orange juice for babies. Its agency is Blaine-Thompson Co., New York.

Paid copy in newspapers fea-
tured the theme that "no other
and since a few cents with the 35¢ guarantee vitamin C content, flavor control, elimination of peel 
and single-feeding size for convenience.

Tie-in advertising is said to be planned by store chains, including A&P and Grand Union.

OPERATION of KXYZ-ABC Hous-
ton's new model transmitter is ex-
plained to Ted Hills (I), newly ap-
pointed program manager, by Gerald Chinski, station's technical super-
visor. Transmitter was put up last 
month. Mr. Chinski said new facili-
ties will give listeners a clearer and more powerful reception of KXYZ's signal.

SCAAA Meets Today

"WHAT'S happening in Southern California Radio" will be discussed at the regular monthly meeting to-

day (Monday) of the Southern California Advertising Agencies Assn. at Nikakob Restaurant, Los Angeles. Main speaker will be Robert J. McAndrew, managing director, South California Broadcasters Assn., joined by a panel of six representatives of Los Angeles Radio stations. Making up panel are:

Kevin Sweethart, sales manager, KFI and KFIV-TV; Clyde Scott, general manager, KECA; Stan Spero, KFAC sales representative; C. F. McGehee, sales manager, KXYA and CBS Pacific Network; Dody Ediards, sales man-
ger, KFWB; Maury Gresham, sales representative, KLCG.

NAB NAMES HUFFINGTON

Field Director

B. WALTER HUFFINGTON, general manager of WSAP Portsmouth, Va., has been named NAB field director by William B. Ryan, NAB general manager. He as-
tumes his duties today (Monday).

A radio executive for a decade, Mr. Huffi-
ington brings to NAB varied ex-
ecutive and staff experience which equip him for this new role in Mr. Huffington asso-
ciation affairs, Mr. Ryan said. Decision to create the field directorship was made by the NAB board at its Arizona meeting last winter [Broadcasting, Feb. 19].

Mr. Huffington was named about a month at NAB Washington head-
quarters to acquaint himself with the entire operation. After the orientation period he will start out on the road, serving as a combina-
tion traveling secretary and mem-
bership solicitor.

NAB announced no salary for the field directorship but the board was understood to have set a $10,000 salary ceiling.

The membership situation at NAB is none too encouraging as Mr. Huffington prepares to see what can be done about it. Rough-
lv half of the 2,200 AM stations are members. Many of the peren-

nial non-members have often com-

plained they never were contacted at the various offices by anyone from the NAB. Some 70 stations dropped out in March and early April after the board increased dues in the lower brackets and removed the 12½% discount, with another 30 new members joining the associa-
tion.

Flurry Before Convention

The flurry of resignations ended just before the April convention and many of the membership total has been relatively stable.

Mr. Huffington's first major ra-
dio job was at WTAR Norfolk, Va., in the late 30s, followed by three years at WPTF Raleigh, N. C. At these stations he served as writer, commentator, producer, salesman, publicity director and sales promotion 
director.

In 1941 he was named general manager of WPID Petersburgh, Va., a post he held up to affiliation with the wartime Office of War In-
formation as regional director for Virginia, North Carolina and South Carolina. In 1946 he became program manager of WMTA Charles-
ton, S. C., returning to Petersburg in 1946 as general and sales man-
ger of WSSV. He was named general manager of WSAP Ports-
mouth in 1948.

Between the Petersburg and Portsmouth assignments he served as national radio director of the American Red Cross, planning and supervising radio campaigns fea-
turing top talent and heard on as many as 1,800 stations.

Mr. Huffington married Helen Anne Laney of Norfolk, in 1939. They have a daughter, Betty Anne, 16. He has been active in Ports-
smouth civic affairs.

NARBA SESSION SET

D.C. Meet Sept. 6

Joins CBS Sales

HENRY UNTERMeyer, account executive of WCBX New York, to-
day (Monday) joins the staff of Radio Sales, Radio and Television Stations Representative, CBS, as account executive. Mr. Untermeyer has been with CBS since 1937 in various executive capacities.
EVERYBODY knows that a family with two radio sets listens more to radio than a family with one set. And still more with three sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The number of sets has jumped from 904,000 in 1944 to 2,140,000! In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is "listened-to-most" on more than 136% extra sets in 1949!

Get all the facts about Iowa's extra listening and WHO's share of the bonus audience. Send for your copy of the Survey today!

The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa. The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

Iowa Radio Audience Survey figures applied to population estimates of Sales Management's Surveys of Buying Power.
To Handle National Guard 1950-51 Ad Account

York, last Tuesday was named to handle the National Guard's 1950-51 advertising account as Congress took up consideration of the Defense Dept's overall expenditures for the fiscal year beginning July 1.

The National Guard has asked Congress for $298,000 for the coming year covering recruiting advertising needs—the same amount as requested last year. While Congress had not concluded debate on military appropriations, authorities felt the $298,000 figure would remain intact as proposed in the President's budget.

Radio and television again are expected to draw roughly $50,000 of this allocation if the Senate and House approve requested funds, Maj. E. L. Smith, NG information officer, indicated last week.

The NG public relations agency was chosen by a board of officers to succeed Gardner Advertising Co., St. Louis, which has held the account since August 1947. Field had been narrowed down to three agencies, one of which—Owen & Chappell Inc.—withdrew last week. Eleven agencies competed for the contract. Others considered last week were Albert Frank-Guenter Law Inc. and Buchanan & Co.

Plans in Abeyance

Maj. Smith told Broadcasting that no advertising plans would be formulated until after Congress passes the single-package appropriations for 1950-51.

A national $100,000 radio spot campaign embracing 1,400 stations in 1,242 cities already had been disclosed officially by the U. S. Army and Air Force recruitment offices, with the drive tentatively set to get underway today (Monday) [Broadcasting, May 8].

Last week it was incorrectly stated that NG's budget called for an allotment of $49,000 for Air and

Pope Lauds Radio

Radio was given a highly favorable comment from the Vatican May 6. Pope Pius XII said radio's good outweighs evil and that the Catholic Church is interested in the medium because of its "eminently precious means for accomplishment of her (the Church) own mission." Speaking to delegates to the international administrative conference on high frequency broadcasting, Pope Pius said, in reference to Eastern Europe: "that radio is especially important for peoples without churches or priests.

O'DANIEL PLANS

Mulls Time on Texas Network

INFORMATION on the cost of a "commercial broadcast" that would be aired on a network of Texas stations has been sought by W. Lee O'Daniel, ex-Senator from the Lone Star State and one-time Texas governor, it was reported to Broadcasting last week.

Mr. O'Daniel was reported to have told radio executives that the broadcast was to be "commercial, not political." No arrangements have been made as yet concerning the broadcast. Mr. O'Daniel, whose possible entry into the Texas gubernatorial race has caused wide discussion, made extensive use of radio in his past successful campaigns for governor and U. S. Senate.

ABC Stock Sales

OWEN D. YOUNG, honorary chairman of the board of General Electric and member of the ABC board of directors, has sold 5,000 shares of his ABC stock, it was learned last week. Mr. Young retains 5,000 ABC shares.

AUDIENCE PROOF

Expected From Radio—Harms

Radio "more than ever before," will have to prove that it delivers an audience and what that audience is comprised of, Marvin Harms, vice-president of H. W. Kastor & Sons, charged Wednesday at the Chicago Radio Management Club.

Radio "may suffer most among media" as a result of television's inroads, he said, but will find its place because of (1) multiple sets in homes, (2) listening away from home, in cars and via portable receivers, (3) some preference for hearing rather than seeing because of the concentration required for the latter, (4) radio coverage in areas not reached by television, (5) "good" radio programming, which will beam special shows to selective audiences, emphasizing news, sports and classical or popular music.

TV, which is eliminating the same "headaches" that radio brought in the '20s, calls for a "ripping apart of tried and true advertising measures." In spite of the current sellers' market (which is "fast becoming" a buyers' market), where advertising budgets are ever-increasing, those budgets are not big enough to take in TV without cutting somewhere. TV has to be added," Mr. Harms concluded.

"It's forty years far too late that the FCC freezes on TV is in effect—it's a blessing to all advertising, because we have time to study TV's effectiveness in the current TV markets. This gives us a chance to get our house in order before the medium grows any more," the speaker said. Asserting that video gives the "greatest impact of any advertising medium today," Mr. Harms estimated that nine million sets will be installed in homes by the end of the year. In addition, he predicted that TV "could move strongly into daytime hours just as radio did during developing evening programming."

WTAG Luncheon

Film Shown to N. Y. Admen

GEORGE BOOTH, president, WTAG-AM-FM Worcester, Mass., and publisher, Worcester Telegram & Evening Gazette, headed a delegation from the station and newspaper who played host last Tuesday to a "Radio Today's Agency Executives at luncheon gathering in New York's Waldorf-Astoria Hotel. Following the luncheon, the group viewed a sound color film on Worcester, highlighting the city's advantages as a place to live, work and sell and the coverage and popularity of the station and newspaper [Broadcasting, May 8].

Similar showings of the promotional film will be given in Philadelphia, Boston, Chicago, Detroit, Los Angeles and San Francisco. Herbert L. Krueger, commercial manager of WTAG, and Harold V. Manzer, business manager of the Telegram-Gazette, will conduct these meetings.
Is your ear seeking the sweet music of sales? That's the theme song at 50,000-watt KDKA. Here are a few recent notes showing how KDKA gets listeners buying... early in the morning, late at night, any other time!

Three announcements on the 7 AM News brought more than 3,000 orders for a 25-cent booklet. Cost per order, 9c.

One Saturday announcement on the 6:05 PM News pulled 2,650 orders for another 25-cent booklet. Cost per order, 9c.

An investment of $240 in late evening time by the William Wise Company brought $4,500 worth of business.*

*Wired Fred C. Breismeister, Wise v.p. — Congratulations on splendid job your station is doing on our books. If you have other availabilities comparable to spot buys we are now using, please have rep advise our agency, Thwing & Altman, immediately.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

KDKA
PITTSBURGH 50,000 WATTS NBC AFFILIATE
Boards of Governors Are Listed

AMERICAN ASSN. of Advertising Agencies has completed election of officers and governors for the year beginning April 1, 1950. The boards of governors of the AAAA chapters are:

Chesapeake Chapter: Joseph Katz, The Joseph Katz Co., Baltimore, chair-

Northern California Chapter: Ford Sibley, Foot, Cone & Belding, San Francisco, chairman; Ross H. Ryder, Ryder & Ingram Ltd., Oakland, vice chairman; Robert H. Knollin, Knollin Advertising Agency, San Francisco, secretary-treasurer. Other governors: Edward A. Merrill Jr., Young & Rubi-

Oregon Chapter: Milton Poland, Pac-
tic National Adv. Agency, Portland, chair-
man; Marvin E. Knudson, Richard G. Montgomery & Assoc., Portland, vice chairman; D. R. Dawoon, Mac Wilkins, Cole & Weber, Portland, sec-

Puget Sound Chapter: Harry S. Peck, The Albert P. Hill Co. Inc., Seattle, chair-
man; William V. MacLeod & Grove Inc., Pitts-

KANS’ WINNER

Efforts Described

EFFORTS of KANS Wichita, Kan., to make “every week fire week in Kansas” were responsible for the NBC outlet being designated win-
ners recently in the annual award of the National Board of Fire Underwriters [BROADCAST-
ing, March 15] to E. A. Malliaieu, general manager.

Cited for outstanding public service in fire pre-
vention during 1949, KANS ar-
chived in the judgment of Broad-
casting commentator George Gowe to conclude every evening’s broadcast with a suggestion that householders “check their homes against fire before going to bed.”

In its campaign, KANS used a red check mark as the symbol of fire prevention and distributed 20,-
000 red check mark stickers to school children. Another highlight was formation of a KANS fire brigade which enrolled 2,000 listen-
ers in a volunteer movement to remove fire hazards from homes and other buildings.

NBC DAY’ TODAY

Set by Hollywood Ad Club

HOLLYWOOD Ad Club has designated today (May 15) as NBC Day, with Sidney N. Strotz, network administrative vice president, in charge of the Western Division operations, as chairman of the bi-
monthly luncheon meeting. Bernie Belt, club president, will preside.

Michael Young, NBC West Coast director of network television, and Tom McFadden, newly appointed manager of KNBH (TV) Hollywood, will discuss video and sound. Ted Evans, western Division sales manager, will speak on radio. Including an analy-
sis of Los Angeles measurements compared with other markets, Mr. Sydney Roslow, director of The Pulse Inc., New York, will dis-
"Validity of Pulse Research" as principal speaker at the Hollywood Ad Club luncheon meeting on May 29.

GROVE LABS

Antamine Charged by FTC

GROVE Laboratories Inc., St. Louis, last Monday became the fifth manufacturer of antihista-
mine products to be charged by Federal Trade Commission with false and misleading advertising.

The FTC has charged the firm with the fraud of misrepresenting the therapeutic properties and effectiveness of its Antamine cold preparation in radio and published advertisements.

The representations included claims that Antamine over MBS Dec. 4, 1949, and Feb. 5, 1950, according to the commission. The company has until May 28 to reply to the charges. Last week a Grove official in St. Louis denied the charges and said the firm “naturally” will contest them.

FTC’s Stand

FTC attacked as “unfair and deceptive” claims that Antamine is a “competent and effective treat-
ment” for the common cold; that it is a “medical treatment” as defined by Navy doctors, and that its formula is “safe.”

Complaint is similar to those lodged against Bristol-Myers Co. (Cold-A-Cold-A-
hist), Whitewall Pharmaceutical Co. (Kriptin) and Union Pharmaceuti-
cal Co. (Inhiston).

The government is expected to request a cash bond over MBS May 22 and Baltimore May 25. Hearing set for last Monday was postponed.

The Washington law firm of Dwight, Royall, Harris, Coegeg and Wood is representing the Ana-
hist Co. - Anahist’s chief attorney is Isaac Diges. Ran-
dolph W. Branch is the govern-
ment attorney.

At initial hearings held in Warren, Ohio, against Bristol-Myers Co. and Anahist Co., whose product Resistabs FTC charges may be “harmful,” entered a statement that it “cannot receive the disinterested and unprejudiced trial to which it is entitled by law” on grounds that FTC is “predis-
posed” to rule against the company.

Bristol-Myers Answers

Bristol-Myers officials told FTC at the hearing that its contentions are “completely erroneous and at
variance from the true facts.” Firm’s advertising is based on “clinical and scientific investiga-
tion,” officials added.

Anahist Co. told the commission that its advertising claims are based on “clinical evidence” and its product is “directed only to the rel-
tion of the common cold.”

The Food & Drug Administra-
tion already had indicated it has no “evidence” that the two prod-
cuts are dangerous when taken according to directions [BROAD-
casting, March 27].

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cuts are dangerous when taken according to directions [BROAD-
casting, March 27].
Your DOLLARS ARE WORTH MORE ON WGN than ever before!

That's practically a miracle in these days of rising prices...but here are the FACTS:

<table>
<thead>
<tr>
<th>Year</th>
<th>Homes Available</th>
<th>Per Dollar **</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>3,761,000</td>
<td>4,178</td>
</tr>
<tr>
<td>1949</td>
<td>4,754,000</td>
<td>5,282</td>
</tr>
<tr>
<td>INCREASE</td>
<td>Up 993,000</td>
<td>Up 1,104</td>
</tr>
</tbody>
</table>

**These figures are based on WGN's highest time cost: Class A, 1 time, hour rate of $900...the same price today as you paid in 1946 even though almost a million radio homes have been added to WGN's coverage area.

We could have used the 52 time, Class C rate to show an even more impressive number of homes available per dollar spent, but we want you to see that your dollars are worth more on WGN—regardless of what time you buy.

Add to all this the fact that more people listen to WGN each week than any other Chicago station...**It's no wonder WGN carries more local retail and national spot business than any other Chicago station.

---

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Broadcasting • Telecasting

May 15, 1950 • Page 35
The leading station in the leading market—Los Angeles County's food sales are the highest in the nation... $1,220,244,000 per year. In fact, Los Angeles County's volume of food sales is greater than the *combined* dollar value of such sales in the home counties of Pittsburgh, Cleveland, Baltimore and Atlanta. There are 6,950 outlets for food store products in Los Angeles County.

For a bigger share of the nation's biggest food market, be sure your story is told on...

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

Sources:
Sales Management, May 1949
California State Board of Reclassification
Pulse, January-February 1950
market for food sales

Represented by RADIO SALES.
Editorial

FCC Fairness & Faith

WE'D LIKE to think the protracted silence on the subject of FCC's proposal to end "trafficking in frequencies" by banning transfers of construction permits (with certain exceptions) means it has been forgotten, though it probably doesn't.

The Commission's proposed rule [BROADCASTING, Jan. 16, Feb. 20] automatically assumes that all CP transfers involve trafficking. The assumption appears to be that permittees have legitimate and even compelling reasons for relinquishing permits before their stations are on the air. They are entitled at least to the return of their investment. Yet under FCC's proposal, forfeiture of permit would be the penalty for them no less than for the most flagrant traffickers.

The Commission makes a fetish of fairness. Licenses, it seems, are not made for fairness. A review of its own fairness would seem in order. Trafficking can be handled wherever it is found, on a case-to-case basis. In fairness to itself and the art it regulates, FCC should abandon the assumption that every such return has cynical a way of thinking which does not deny the existence of good faith or try to penalize it.

Nipped by Nips

IN 1945 radio broadcasting observed its 25th anniversary. It was not only the silver event for radio in the United States, but in this whole blary-eyed world, because radio was born, nurtured and developed in the U.S.A.

About a year ahead, long-sighted broadcasters planned for the anniversary. It was obvious that one of the highlights should be a commemorative stamp. Radio was for it; philatelists were for it. But not the Post Office Dept. There were just too many arts, pursuits and industries that wanted commemorative stamps. Presumably there were such folks as the guy who ate the first oyster, the discoverer of the praying mantis, and the man who stayed for dinner. So radio went without.

In March Japan, in all its cultural splendor, issued not one, but two stamps commemorating the 25th anniversary of Japanese radio—five years after its U. S. natal year. Those Japanese transmitters were probably the original of KDRA or of WWJ.

So American radio worries along without a commemorative stamp or a first cover. It will just keep on breaking records for radio homes, sets-in-use and dollar volume, and keep on sending worn-out transmitters to our neighbors in the Antipodes and the western world.

Rate Rape

A THREAT upon the integrity of radio's established rate structure—potentially as insidious as the stigmatized per inquiry chisel—is making its appearance.

It is the quest of the national radio advertiser, through his agency, for the special deal, going beyond rate specifications. The latest is by Chesterfield, through Cunningham & Walsh. It seeks to run its present weekly spot schedule, having specified network adjacencies, on an all-rate basis. A number of stations report cancellation of schedules because of refusal to comply with an obvious degradation of rate structure. Many stations have held the line.

Another recent off-rate-card proposal was that of Chevrolet through Campbell-Ewald [BROADCASTING, May 1] wherein it sought availabilities for a three-minute singing commercial at a tailored rate to be arrived at by adding the five-minute and one-minute rates and dividing by two. There are a number of other examples of practices designed to get around established card units in both radio and TV. The Chesterfield approach could leave stations with odd-lot adjacencies on their hands, allowing every-other-week accounts the impact of every-week schedules.

Accounts, these days, are trying to squeeze the last quarter out of every budget dollar. That, we must recognize, is resourceful business. It comes because there are more stations with which to deal, and consequent keenest competition, and because buyers are seeking to ride the crest of the TV wave.

These overt thrusts coincide with a BROADCASTING TRENDS survey, reported in this issue, indicating that the nation's broadcasters expect to see the retrenching period continue. (see page 23). They also foresee gains in automotive business, now that the backlog of orders has been absorbed.

When that TRENDS survey was made—only a few weeks ago—it showed 60% of these off-rate-card forays were not too evident.

Those rosy predictions will go aglimmering if radio and TV permit themselves to be compromised through packaging and special dealing. Radio has achieved its success the hard way by treating all customers equitably. To deviate from that method, however great the pressures, is to undermine the economic stability of a now adult medium.

Reflections on Reflexes

YOUTH MUST BE served in all branches of the vibrant radio-television arts. Especially is this true in TV programming, where spontaneity is all-important.

But is it wise for the current crop of post-graduates, crew-cut producers to exclude so-called oldsters from staff positions, just because the latter may have "slower reflexes"? We think not. Peraps slow would fare better today if the "boys" who have perfected split-second timing would lend an ear to "men" of proven creative ability. In most of our larger cities, many with natural ability, mellowed by years of experience, are either on-the-behind or on-the-outside-looking-in. This is a mistake, especially since the services of these time-tested veterans of stage, screen, or radio can be obtained at reasonable figures.

Behind the scenes of some of our most successful video efforts you'll find an elder statesman of show business, who regards a script as a skeleton from which to develop and mold a skillful production. In view of much of the current TV fare, perhaps there's something to be said in favor of slower reflexes.

For a woman who had no more than a listener's interest in radio a scant three years ago, Dorothy Stimson Bullitt, now principal owner and past president of King Broadcasting Co., (KING-AM-FM-TV Seattle) and with a score of pressing problems and opportunities presented by the audio-video medium.

Not merely a stockholder, Mrs. Bullitt takes an active interest in all the station's operations. She knows what makes broadcasting—from program schedules to per-impact rate cards—and can cite chapter and verse from Hoopleports, engineers' studies or whatever-you, to prove her contention that KING not only is the leading independent station in Washington State but a contender for a top spot even over the Seattle network affiliates.

The answer to Mrs. Bullitt's grasp of the radio business may be summarized in two words—heredity and environment. Her father, the late C. D. Stimson, went to the Pacific Northwest as a pioneer from Chicago, and in the early years of the century, he established successful business activities in the lumber industry and in real estate.

Her husband, A. Scott Bullitt, practiced law in Louisville and later in Seattle, and upon his death in 1932 she became president of the Stimson Realty Co., a firm established by Mr. Bullitt's father. She still holds this position, and from her fairly modest offices directs the management of some of the largest office buildings and other real estate properties in the Pacific Northwest.

Her recently acquired interest in radio management, however, is absorbing more and more of her energies, and today she is known to many persons in the community who are less impressed by her status as a woman realtor than with her interest in good radio.

Dorothy Stimson was born in Seattle on Feb. 8... and no gentleman would press the issue of her marriage. She was educated at Mrs. Dow's School, Briarcliff Manor, in Westchester County, N. Y. She later took supplemental music courses in New York City, at the same time writing music critiques for Opera magazine.

Married in Seattle, Mrs. Bullitt then went to Louisville where her husband had established his law practice. They later returned to Seattle. Fifteen years after her entry into the business world via the Stimson Realty Co., she took a leading part in the formation of the King Broadcasting Co., which in 1947 bought the properties of what, up to then, (Continued on page 40)

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BROADCASTING • Telecasting
BMB facts provide the time buyer with badly needed coverage data on the Cincinnati market.

ALL Cincinnati stations did not subscribe. However, WSAI has all the figures.

YOU are invited to call upon us for any data you do not have. It goes without saying that we are especially pleased with our showing.

YOU will be, too, for it will prove that your choice of this station in covering Cincinnati has been both necessary and economical. WSAI, Cincinnati, Ohio, a Marshall Field station, represented by Avery-Knodel.
Management

H. A. SEVILLE, formerly manager of WDOL Ellyria, Ohio, appointed general manager of WCAY Norfolk, Va. Station plans full-time operation on ABC with 1 kw power effective June 1.

JOHN D. FREW, commercial manager of WXYW Louisville, for past six months, resigns to join WLOU that city, as general manager in charge of station operations and sales. Before joining WXYW he had been associated with Jerry Liddiard Adv., Glendale, Calif.

RAY D. WILLIAMS, formerly manager of WJHL Johnson City, Tenn., appointed general manager of WHIT New Bern, N. C. He previously was radio director for Prater Adv., St. Louis.

PITTSBURGH Post-Gazette, owner of WWSW and WMOT (FM) Pittsburgh, moves New York office to 511 Fifth Ave., New York 17. Telephone is Murray Hill 7-1185-6.

WALTER NIEMAN, formerly manager of WJLV (FM) Providence, R. I., and program director of WDWM same city, appointed manager of WDWM.

JACK KENT COOKE became program director WALTER NIEMAN, WWSW radio kw.

Douglas LONE STAR CHAIN, Murray WLIV.

A. WKYW heager station.

Hill resigns (FM)

N. five 7.

York Liddiard of WEOL Providence, (FM) same 6.

Prater join for past 1.

1919.

1. 1941.

Se

4Se

create it."

she
to

"My board," she says, "but there investment."

"To the best possible job for children."

"Don't do," Mrs. Bullitt says, by way of example, "we called in people interested in better programs for children."

The consultants included representatives of the school system, the Seattle Public Library, the PTA and other organizations. One result was KING'S Circus, built and maintaining feature and launched last Sept.

Preliminary Work

For two months before the broadcasts started, it was promoted by cooperating groups through all available media, including some that the station itself would have been unable to reach. An announcement that the show was approved for children's listening went to 60,000 youngsters, with posting on bulletin boards in every school classroom.

For children's programs on television, Mrs. Bullitt explains the same machinery is being used, with the committee passing on serial films and other programs. Time for Beauty was promoted through the same channels as KING'S Circus, even though the video show is sponsored locally by Buchan's Bread. Neither Mrs. Bullitt nor the cooperating agencies see any inconsistency in pushing as public service a program which has a sponsor.

Mrs. Bullitt also cites as an example of KING-TV policy the station's recent action on the Encyclo-

A K R O N ' S T O P STATION

ABC BASIC NETWORK

5000 WATTS

WEED & CO.

NATIONAL REPRESENTATIVES

© 1950, SUMMIT RADIO CORPORATION

Page 40 • May 15, 1950

BROADCASTING • Telecasting

pedia Britannica film about atomic power, "Where Will You Hide?" [BROADCASTING, April 10]. After consultation with the mayor, the Episcopal Bishop, representatives of the American Assn. of United Nations, and other leading citizens, the station postponed its scheduled telecast of the film until they were able to arrange, in cooperation with the U. of Washington Adult Education Division, a thoughtful discussion to round out the program into a full-hour presenta-

This approach does more than a public service," Mrs. Bullitt explains. It will be a mission set to people who realize that the medium is more than a gadget for screening wrestling matches." Her theory is that special programs must be built for the type of person who turns on a set only when there is a particular program he wants to hear or see.

Competition's Benefits

Mrs. Bullitt is not at all afraid of competition. She considers it a blessing, because it will help KING-TV by helping sell additional sets, although it will necessarily, in her opinion, dilute the program content of each station.

Television requires a technique of its own, she contends. It is not like radio, the movies or anything else in that it is more than a few broad-
casters found that they could not carry drama to the radio intact, so acting techniques and other television requirements are different from all other media.

Will television eventually replace radio? Mrs. Bullitt is convinced it will not. KING entered television because management considered video a companion me-
dium to radio, but she believes some people will always prefer one medium to the other.

The sales possibilities in television are tremendous," Mrs. Bullitt believes. "Radio has been wonderful for brand names and for institutional selling, but for items, television is far superior."

Mrs. Bullitt is a member of the Assn. of Women Broadcasters, the Sunset Club and the Seattle Golf Club. She is also active on behalf of the Seattle Public Museum, the Children's Orthopedic Hospital, the Community Chest and other community service enterprises. In 1946, she was named by the Seattle Business and Professional Women's Club as "First Woman of the Year."

War Service

During the war, she was chair-
man of the Civilian Defense Vol-
unteer Office, a member of the original executive committee of the Washington State Defense Council, a national member of the American Red Cross, and chairman of the board for the Service Women's Club, an organ-
ization started by an array of Seattle women who bought and furnished a clubhouse with dormi-
tory facilities for enlisted girls.

Her three children are Stimson, an attorney, and Priscilla (Mrs. Josiah Collins), both of Seattle, and Harriet (Mrs. William Brew-
st er) of Boston.

Mrs. Bullitt's hobbies are music and gardening— and she never misses an evening of listening tele-
vision when she's at home.

Respects

(Continued from page 36)

Respects

(Continued from page 36)

had been KEVR (AM only) Seattle.

"My interest in radio," Mrs. Bullitt says, "was in its possibilities and in the service a station could render to the community and still be a sound investment. I have a firm belief that both can be done. There need be no conflict between running a commercial station and rendering public service."

At the outset, Mrs. Bullitt was president of the company, with Henry B. Owen as vice president and general manager. Then, in the spring of 1949, when Hugh M. Feits was appointed as station's manager fresh from his national experience as BMB president, Mr. Owen became president of the company and Mrs. Bullitt stepped down to vice president. "They wanted to make me chairman of the board," she says, "but there was no such title, and I didn't think it was worth the trouble to create it."
In a transcription program service, what really counts is the hear-it-for-yourself values. That's why we urge you to look the whole transcription field over before you buy. Remember, it's your money. Spend it where it brings you the greatest dollar for dollar return. SESAC leads the way with lower than low prices and greater than great values. But we want you to check this policy for yourself. Make your own comparison and you'll soon discover why Industry Leaders keep going the SESAC way. SESAC doesn't have to yell about its values to keep those leaders joining up.

It's the SESAC SERVICE with the SESAC Transcribed Library and those lower than low prices that do the shouting for us.

SESAC Prices are not only low but the lowest prices with the highest value! A complete transcription program service for as little as $40 a month!

(SESAC, INC., 475 Fifth Avenue, New York 17, N. Y.)

We would like to receive:
- Terms and particulars about your transcribed library program service
- Audition disc of the following series as indicated below

<table>
<thead>
<tr>
<th>SERIES A</th>
<th>American folk music, square dances, cowboy, hillbilly and western songs, barber shop quartets</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERIES B</td>
<td>Band music</td>
</tr>
<tr>
<td>SERIES C</td>
<td>Concert music</td>
</tr>
<tr>
<td>SERIES H</td>
<td>Hawaiian music</td>
</tr>
<tr>
<td>SERIES N</td>
<td>Novelties</td>
</tr>
<tr>
<td>SERIES R</td>
<td>Religious music, gospel songs, hymns, spirituals, oratorios, anthems</td>
</tr>
<tr>
<td>SERIES S</td>
<td>South American and Spanish music</td>
</tr>
</tbody>
</table>

Radio Station: ___________________ City and State: ___________________

Name: ___________________________ Address: ___________________________

Position: _______________________

Clip Coupon and Mail to SESAC INC., 475 Fifth Avenue, New York 17, N. Y.
ONE of the most dramatic spot developments within the past year has been television's unprecedented use of radio to sell its product. TV retailers have emerged in that period as one of radio's firmest groups of supporters.

In New York where a representative of the largest market, nearly a dozen television retailers are spending as high as $15,000 a week every week to exploit their sets locally.

Colorful in the use of radio in the New York area is the Muntz group of stores which purchases 40 to 45 hours of broadcast time a week at a cost of close to $760,000 a year.

Dynamic Stores, distributor for Majestic and Admiral sets in the locality, uses 35 hours a week on radio, spending close to a half million dollars to exploit its wares.

Vim Stores, which, like the others, merchandises an extensive line of other products, has nevertheless appropriated 25% of its overall advertising budget to plug its single line of Electromatic TV sets only.

Rounding out the Big Four, the Times Square Stores, Broadcasting learned, are using two hours daily, seven days a week to promote GE Black Magic sets.

Muntz, Dynamic and Times Square promote the "free home demonstration" on the air. Advertisers are reluctant to reveal the exact number of leads received from radio advertising but one executive admitted that the calls into radio stations have been plentiful. He also said that once a television set is placed in a home—as a result of the lead call—it is an almost certain sale.

Another point that the same executive renewed to Broadcasting was that if the sale of large sets should fall off during the summer months the stores plan to retain the time to plug their white goods such as washing machines, stoves and refrigerators.

**Muntz' Technique**

Norman Boggs, executive vice president of WMCA New York, told Broadcasting that "Muntz as local originator of the home demonstration idea deserves credit for the creation of a new system of merchandising. Not only is it dynamic but it is successful." Muntz has opened a whole new method of publisher selling in the home.

"There is no doubt in my mind," said Mr. Boggs, "that there will be a continued substantial amount of business on independent stations that will be the result of this kind of merchandising."

Muntz-TV Inc. sponsors programs on the following stations: WMCA wins WGMG WOR, all in New York and WATV Newark.

**Dynamic Stores**

WMCA WNBC WOR WMMG WNEW, all in New York and WVNJ Newark.
IDEAS and techniques of the entire electronics components and equipment industry were thrown into a common pool last week as nearly 800 representatives of manufacturers and government held a symposium in Washington.

Meetings were held Tuesday through Thursday at the Interior Dept. Auditorium under sponsorship of Radio Mrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers with active participation by the U. S. Dept of Defense and the National Bureau of Standards.

Though much of the emphasis was placed on the need of developing electronic gear of maintenance-free type for the military, speakers representing all branches of the manufacturing industry pointed to the need of reliability in radio and television receivers and other civilian products.

At the conclusion of the three-day meeting it was agreed among the delegates that notable progress had been made toward improving the design and performance of electronic gear. This progress will be reflected in the techniques and material used by component manufacturers and equipment builders, with the overall goal of improved performance all through the electronics field.

Meeting Termed 'Milestone'
F. J. Given, of Bell Telephone Labs., chairman of the symposium committee, termed the meeting "a milestone marking the cooperation of electronics manufacturers in the affairs of industry and government." Broadcasting, television, industry in general and the military serve to profit by this cooperation, he said.

Mr. Given described the symposium as the first exclusive meeting on the basic performance of components and pointed to the need for better materials as well as approved design.

F. R. Lack, of Western Electric Co., New York, said much electronic equipment lacks dependability. The average broadcast receiver is adequate for the job it has to do, Mr. Lack said, but this is not true all through the equipment field. He said customer influence is forcing dependable gear and proposed the same engineering philosophy be brought to bear on electronic equipment that has built reliable power plants, bridges and similar devices.

L. V. Berkner, of the Carnegie Institute of Washington, said the maintenance problem facing the military is staggering. He suggested military electronic gear must be built henceforth to perform its full life without any maintenance. "The failure of a single vacuum tube may lose the next war," he suggested.

Set Manufacturing Cited
R. F. Rollman, of Allen B. Du Mont Labs., said TV equipment manufacture is becoming big business. In view of the high price of sets, he added, the customer is entitled to good equipment as well as reliable and economic performance. He declared the average TV receiver contains 417 electronic and 556 mechanical components and components manufacturers must share the responsibility of producing reliable receivers.

Mr. Rollman urged manufacturers to adopt "quality programs" designed to improve their products. He said a high-quality product is not necessarily expensive. Quality programs have been established in the tube industry and are breaking ground in the rest of the electronics field, he said, adding that the whole manufacturing industry has a responsibility to its 15 million annual customers.

Joining these speakers in the discussion of dependability were D. E. Noble, of Motorola Inc.; Mr. McElroy, General Radio Co.; and C. R. Banis, Aeronautical Radio Inc. All appeared on the Tuesday morning program.

C. Brunetti, Stanford Research Institute, Stanford, Calif., presided at the Tuesday afternoon session on unitized design and fabrication techniques. Mr. Brunetti pioneered the printed circuit technique while at the Bureau of Standards.

Mr. Given presided at a Wednesday morning session on production and types of components. This meeting dealt with tube design and types.

Ernest Weber, Polytechnic Institute of Brooklyn, presided at the Thursday morning panel discussion and open forum.

RADIO SALARIES
SEC Lists Network Executives

The highest paid executives of three networks—ABC, CBS and NBC—were revealed last week in stockholders reports filed and made public by the Securities & Exchange Commission.

Brig. Gen. David Sarnoff, chairman of the board, RCA, received a salary in 1949 of $200,000. Nile T. Trammell, NBC chairman of the board, was paid $100,000 in salary and Frank M. Folsom, president of RCA, received $100,000.

At CBS, William S. Paley, chairman of the board, was paid $100,000 salary. Frank Stanton, president, received $100,000 salary and a bonus payment of $34,740. Joseph H. Ream, executive vice president, had $50,000 salary and an $11,977 bonus. Edward R. Morrow, director and counselor on public affairs, received $119,844, an increase over 1948 of $7,916.

Figures were not available for Edward J. Noble, chairman of the board, ABC, who owned 901,007 shares of ABC stock—58.36% of the total stock—as of last December. SEC pointed out that figures are not broken down for salaries, including bonus and commission payments, which did not exceed a total of $25,000.

Upcoming
May 22-23: CBC board of governors, Ottawa.
June 1: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.
June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Williams, Bedford, Pa.
June 5-8: Radio Mrs. Assn. convention, Stevens Hotel, Chicago.
June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.
June 22-23: Kentucky Broadcasters Assn., Hotel Louisville, Louisville.
June 22-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 22-July 1: WKY-TV, Oklahoma City, with Jack Halls, Clinic, U. of Oklahoma, Norman.
June 30-July 2: Atlantic Broadcast convention, Ocean City, N.J.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting, Hotel Biltmore, Los Angeles.
Sept. 29-30: 10th District convention of Advertising Federation of Americia, Amarillo, Texas.

ELECTRONICS MEET

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KSTP STRIKE
Normal Operation Claimed, Picketing Continues

MANAGEMENT of KSTP-AM-TV claim "operation normalcy" despite
technicians and refusal of 13 AFM
Twenty-one technicians, members of Electrical
Workers, went on
strike more than five weeks ago
after eight months of sporadic
negotiations for a wage increase.
Except for WCCO Minneapolis,
which has a New York union con-
tract, KSTP was the only station
in the Twin Cities not to settle for
a rate hike after the conferences,
union officials reported.
Mr. Hubbard, president and general
manager of the 50 kw NBC station,
said he rejected wage in-
creases because the men made
"between $95 and $110 weekly,
about $12 more than our nearest
competitor."
Technicians claim they returned
to work shortly after the outset
of the strike, offering to negotiate
again, but say they were locked
out by management. They are
maintaining the picket line, in
which they have been backed by
Minneapolis and St Paul Ameri-
can Federation of Musicians lo-
cals. KSTP musicians, members
of both AFM locals, are expected
to remain off duty until settlement
with IBEW.

Johnson Follows
Chill Johnson, IBEW interna-
tional representative, is in Minne-
apolis to follow developments. He
and Mr. Merk reported dismissal
of injunction proceedings brought
by Mr. Hubbard a fortnight ago,
when the station manager objected
to pickets parading away from the
station to in front of an armory
from which a remote wrestling
show was being telecast over TV.
Mr. Hubbard claimed this was a violation of Minnesota's
anti-secondary boycott law, but the
judge ruled that any such remote
was an integral part of the KSTP-
tv operation and could be picketed
legally.
Mr. Hubbard, keeping what he calls an "open shop," has kept
16 of the technicians with non-
union men. He continues to use
live music and has cancelled no
music programming. He reports
no curtailment of any part of the
operations as a result of the dis-
pute, and expects the picketing
to continue "indefinitely."
Although "I am not against
unions, I do believe radio cannot
exist with all these unions putting
the bite on us for more money,"
Mr. Hubbard asserted late Thurs-
day, "We don't believe in letting
the unions make a racket out of
it." He says he paid technicians'
wages for non-technical union
members, defining the latter as
men without formal electronics
schooling.

Mr. Hubbard denied published
reports about complaints of KSTP
sponsors and loss of contracts.
Because of Board of Education
policy, school children have been
denied permission to use station
lines for appearances on shows.
This has not affected programming
because school shows are off for
the summer, he said.

HONOR McGRATH
Cited By Syracuse U.
WILLIAM McGrath, general
manager, WHDH Boston was given
the annual station management
award for all WSYR-TV during
the observance of Annual Radio
Day May 10 at the univer-
sity. The award was presented
by Dean Kenneth G. Bartlett, director of the Syracuse Radio and Televi-
sion center.

Afternoon program included
talks by Mr. McGrath, Dr. Millard
Naught, president of Naught Re-
search, and Curtis Canfield, NBC
television producer. General topic
under discussion was the "Future
of Radio Television and Phononi-
vision." In the evening the univer-
sity conducted its first telecast from
the new campus studios of WSYR-
TV Syracuse, with Jack Carter,
NBC comedian, as master of cere-
monies.

WSYR-TV, owned by Central
New York Broadcasting Corp., is on
Channel 5 (76-82 me). Col. Henry
Wildor is president of WSYR-AM-FM-TV.

Following the show the second
annual Radio Awards Banquet
brought Mr. William S. Hodges,
NBC vice president in charge of
integrated services, speak.

Chesterfield Switch
LIGGETT & MYERS Tobacco Co.,
Chesterfield cigarettes, will replace
the Bing Crosby Show, CBS, Wed.,
9:30-10 p.m., with ABC's of Music,
in the same time and beginning
May 31. Summer program will
star Robert Q. Lewis. Cunningham-
ham & Walsh Inc., New York, is
the Liggett & Myers agency.

KVVC Reorganization
KVVC Ventura, Calif., licensed to
KVVC The Voice of Ventura
County, has filed a petition for
reorganization under the Bankruptcy
Act in Los Angeles federal Court.
No schedule of liabilities and assets
has been filed. William H. Haupt,
Los Angeles attorney, is corpora-
tion president and general man-
ger.
REORGANIZES of Radio Mfrs. Assn. into Radio & Television Mfrs. Assn. is scheduled at RMA's annual convention to be held June 5-8 at the Stevens Hotel, Chicago.

Membership interest is centered in the proposal to name a paid president of RMA, with over a score of names said to be under consideration. Screening of candidates is in the hands of the Organization & Services Committee, headed by Jerome J. Kahn, Standard Transformer Corp.

The Kahn committee met Wednesday to review the reorganization problem and consider by-laws amendments permitting a paid presidency with $50,000 salary. The committee first approached Gen. Lucius Clay, the former head of American forces in Europe, but Gen. Clay accepted board chairmanship of Continental Can Co. [BROADCASTING, May 1].

Delay Seen

Due to embarrassment because of premature publicity of the proposal, Gen. Clay and other Kahn committee members refused to discuss what happened at the Wednesday meeting. It was inferred in some quarters that the nomination of a president might be delayed some weeks or even months.

1986

LOUIS K. LEAR, 64, president and treasurer of the Queen City Broadcasting Co., died Oct. 21, 1946, in Seattle, Wash.

Born in Iowa, Mr. Lear had gone to Seattle 45 years ago, and was active in business and civic affairs there. A lawyer by career in banking was climaxed with his election as a member of the board of directors and a vice president of the Seattle Trust and Savings Bank, a post he held until his death. He also was at one time a member of the Seattle Advisory Board of the Reconstruction Finance Corp.

Active in Civic Affairs

Active in community affairs, Mr. Lear was a member of the three-man Municipal Transportation Commission, having been appointed by Mayor William F. Devin in 1940. In addition to this service, he had been chairman of the City Planning Commission for seven years, and had also served on the city's Charter Revision Commission.

In addition to operating KIRO Seattle, the Queen City Broadcasting Co. is majority stockholder in the Boise Valley Broadcasters Inc. (KDSH Boise), and a minority stockholder in the Symons Broadcasting Co. (KXLY Spokane).

President's Survivors

Mr. Lear's survivors include his widow, Mrs. Ruth C. Lear; a daughter, Mrs. Albert C. Thompson Jr., of Bellevue, Wash.; a brother, Harry Lear; a sister, Mrs. Evelyn Shores; and two grandchildren.

Armed Forces Day

FOUR major networks and The Advertising Committee will cooperate in the observance of Armed Forces Day May 20, a salute to all the military services, Charles Dillon, chief, Radio-TV Branch, Office of Public Information, Dept. of Defense, announced last week. This is the first combined observance, Mr. Dillon said.

A "Czar" to oversee the nation's war mobilization program, including responsibility for the role of communications in the event of an emergency, was urged by President Truman last Tuesday in a plan sent to Congress involving the National Security Resources Board.

The President proposed that all present functions now vested in the board, comprising members of the Presidential cabinet, be transferred to the chairman, that the present chief of staff be named by the President to the chairman; and that a vice chairman be appointed.

W. Stuart Symington, recently named chairman of the resources board and former secretary of the Air Force, would hold the "czar" post under the recommendation sent to Congress. It would become law July 8 unless vetoed by either house of Congress. The recommendation was referred to the Senate Executive Expenditures Committee.

Authorities felt there was little prospect for early action on the President's plan.

Many Plans Offered

The committee is processing a host of other reorganization plans, including one on FCC (see separate story), which require Senate or House veto by May 25 or they become law.

Overall communications and civil defense planning have been coordinated by the NSRB since June 1949. Among them is a proposed wartime key AM-TV-FM emergency radio network, blue-print for which is slowly being evolved [BROADCASTING, Feb. 27, Nov. 21, 1949].

Mr. Symington thus would direct mobilization activities of the NSRB; the Munitions Board, which is handling electronics and other equipment requirements in cooperation with Radio Mfrs. Assn.; the re-established Office of Civilian Defense headed by Dr. Paul J. Larsen; and a host of other participating agencies, including FCC, Post Office Dept.; Treasury Dept., etc.

CPB Group Studies

The President's temporary five-man Communications Policy Board [BROADCASTING, Feb. 26] also is expected to study the utilization of communications for emergency use as part of its overall investigation.

The proposed vice chairman would be appointed from civilian life, as an additional board member, at an annual salary of $14,000, and perform certain of the duties of the chairman.
Senate Fight Seen

(Continued from page 25)

his colleagues in the selection of heads of major units; assign business among personnel and administrative units, and direct the use and expenditure of the Commission's funds.

The plan becomes effective May 23 unless vetoed down by one House of Congress. A majority of the Senate—49 votes, not merely a majority of those present—is necessary to defeat it. Theoretically the House could act if the Senate fails to do so, but there have been no indications that it will.

It was understood that Sen. Johnson would bring the subject up for floor debate Wednesday. In any event, Senate Majority Leader Scott Lucas has assured Sen. McClellan the proposal will be "considered" and will not become law through default, it was reported. If Sen. Johnson does bring up resolution, it was learned, the little-used cloture rule would probably be used limiting debate to three hours.

Opponents have variously characterized the plan as "an executive invasion of the legislative branch," and feel it would create a "one-man agency." Advocates, who include FCC Chairman Wayne Coy and Comr. E. M. Webster, feel it would relieve Commission members of day-to-day administrative details by transferring them to the Chairman, thus expediting commission activity.

Sen. Ferguson told Senate colleagues that "it is important to make certain radio does not fall under the thumb of a dictator." He felt "the possibility of such a sad result is so alarming as to justify a complete examination of this re-organization plan and in fact a re-examination of the whole work of FCC and its policies in regulating radio.

Chairman All-Powerful

Under the Truman plan, he declared, it is obvious the Chairman can in nearly all cases "will be able to carry his ideas over any opposition which minority members of the Commission may offer." It has the potential effect, he charged, of making FCC a "one-man agency" and would invalidate its bi-partisan character.

Sen. Ferguson noted sharp division within the Senate Executive Expenditures Committee on the plan with respect to its general conformance to the Hoover Commission report, and said it contains a concentration of authority, "especially vital in any agency that is in the necessity so reliant upon its technical staff as is the FCC, which goes far beyond the purpose of efficiency ..." He observed:

FCC's Legal Staff

The Senate has already taken cognizance of the peculiar reliance upon its legal staff in the FCC. The Senate has unanimously approved S 1973, which has the effect of stripping the Commission's legal staff of some of its tremendous unseen influence in the workings of the Commission by creating independent legal counsel to assist the Individual Commissioners in the discharge of their duties. It is not without significance, as revealing a jealous determination to preserve the influence now exerted by the Commission's legal staff, that S 1973 has beenvigorously opposed in the House. It is an open secret that the Sadowski Bill, to substitute for S 1973 in the House, was written by the Commission's legal staff to preserve and protect its present prerogatives.

The FCC today is widely known to be dominated by the "Liberals" Democrat who serve on the Commission and who permeate its staff... Charging that "big government" philosophy is "threatening the radio industry and the people themselves to an extent which has become very, very dangerous," Sen. Ferguson recalled that a "previous member of the Commission" indicated "the Englishmen" to make an analysis of our radio system.

"That analysis was such that if the recommendations contained in it had been adopted the radio broadcasting industry in America would have been placed under the same domination ... as in Britain, which is very dangerous," he stated.

He continued:

During the past 16 years, since the establishment of the Commission by the Communications Act of 1934, the Commission has increasingly expanded its power of regulation in a manner which the 1934 Communications Act did not intend. It has succeeded in expanding these powers, perhaps to a much greater extent than many of us realize, and today stands in a position, if its power is not checked here and now, to throttle and ruin any radio station licensee it sees fit to discipline. The Commission is now attempting to expand its power still farther, and if this move is successful it is certain that the radio industry will be forced to give up even the fiction of free enterprise. It is even possible that this proposed expansion of its power can result in complete government ownership and operation of the radio industry. Let us examine the way in which this chance has taken place and the way in which it can proceed.

Government Ownership

Sen. Ferguson said it is "even possible that the proposed expansion of the Commission's power can lead to complete Government ownership and operation of the radio industry." Tracing the history of the Communications Act, he said FCC's primary function is one of "acting as a traffic policeman" and allocating frequencies, but questioned definition of "character" applied to applicants for licenses.

"Today, at a time when increasing regulation of private enterprise is certainly the political fashion and certainly the primary motivation of the Fair Deal Administration," he asserted, "the General Commission seems bent upon expanding the meaning of this word 'character' and thereby tremendously expanding its own power over the radio industry."

Sen. Ferguson referred to FCC's hearings on the news policies of G. A. (Dick) Richards, owner of WGBR Cleveland, KMPC Los Angeles and WJR Detroit, and said the charges made "are not attacks on the operations of the stations or the programs but... on the character of the principal stockholder of the stations and what he, individually, thinks."

"Now," he continued, "the Commission is threatening a refusal to renew the license of the stations" because of "irresponsible allegations made against the character of Mr. Richards.

Sen. Ferguson felt it should be required that, where objectionable material has been "actually broadcast," licenses might be revoked rather than not renewed giving the licensee "complete notice of the charges against him" and setting the case for hearing. He asked:

"Can it be a refusal to renew a license where the method of proceeding is unfair ...? Is this proceeding (the Richards' case) in itself not substantial evidence that it is attempting to enlarge and expand its powers of regulations ... and without consideration being given to the deprivation of legal rights which such parties as Mr. Richards have suffered?"

He asserted that "if the Senate ... does not act now, and positively, to stop the FCC to expand its powers, the FCC will succeed again and again in the future.

It is the agency which by the nature of the field in which it operates is potentially the greatest thought-control medium in the nation," he declared.

FCBA Rift

Meanwhile, a member of the Federal Communications Bar, who disputed the claim that Frank Robertson, chairman of the FCBA legislative committee, was speaking with FCBA authorization when he testified against President Truman's FCC plan [Broadcasting, May 1].

Paul M. Segal, of the Washington law firm of Smith & Hennessey, wrote Sen. John L. McClellan that:

... With the exception of half a dozen local members who are on Judge Robertson's committee or on the Executive Committee, the members of the FCBA haven't the slightest knowledge that the Association is, or could be or would be involved with any legislation. There may even be some doubt that the Executive Committee itself fully realizes it is being committed.

I am aware that if the matter were made known to the membership, the members would support President Truman's proposed reorganization, or at least would vote that
FCC BUDGET CUT SEEN

In House 'Rider'

Any Way You Look At It.
KRNT is the LEADER
in Des Moines,
the center of things in Iowa.

Highest Hoorapated—Biggest Volume of Accounts
Highest News Ratings—Most Highest-Rated
Disc Jockeys—Top in Promotion Facilities

The Hooper Audience Index, February-March, 1950, Shows:

MORNING
KRNT has a 92.7% greater audience than the No. 2 station.

AFTERNOON
KRNT has a 39.2% greater audience than the No. 2 station.

EVENING
KRNT is 3.0 percentage points below the No. 1 station.

SUNDAY AFTERNOON
KRNT has a 22.1% greater audience than the No. 2 station.

SATURDAY DAYTIME
KRNT has a 25.5% greater audience than the No. 2 station.

TOTAL RATED TIME PERIODS
KRNT has a 39.5 greater percentage than the No. 2 station.

Those are facts Advertisers know when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT!"

The station with the fabulous personalities and the astronomical Hoopers

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the matter is not the concern of the Association.

Mr. Segal considered it "fantastic for anyone to imply to your committee that Wayne Goy has any wish to dominate his fellow members of the FCC or that he could dominate them if he wanted to. With all respect for Frank Roberson, I am sure it is quite clear that no far-reaching change or even any substantial change is planned for the functioning of the FCC."

Mr. Segal circulated copies of his letter to FCBA President Neville Miller, members of the Executive Committee and Judge Roberson because, he wrote, "I do wish that individual members of the FCBA would discontinue attempting to speak for the Association as a body without getting effective authorization after full discussion of views."

Procedure Normal

FCBA President Miller said the reorganization plan was considered by the legislative committee and that the legislative group's report was considered at two meetings of the executive committee. The latter, he said, voted unanimously to oppose the plan. Further, he said, the FCBA for several years has followed similar procedure in formulating its position on legislative matters.

NAB last week reported "reasonably good response" to its letters asking station managers to contact members of the Senate Executive Expenditures Committee and "your own U. S. Senators" and appeal for approval of the Johnson resolution.

In letters signed by Don Petty, general counsel, and Ralph Hardy, director of government relations, NAB advised stations that the Truman plan would make "radical changes in the structure and operation of the FCC." They traced the history of the plan and also sent a number of enclosures, which included a blank report of action taken to be returned to NAB.

Mr. Petty, testifying for NAB before the Senate committee last month, challenged the Truman plan as "ambiguous."

WGNY (FM). OUT
Cites Economic Factors

CONTINUING financial losses after more than eight years of operation prompted the decision to close WGNY (FM) New York [Broadcasting, May 8], station spokesmen said last week.

President Palmer K. Leberman said all efforts to make the station profitable had failed and that to continue the operations which started in December 1941 would be "pouring good money in the soup."

The station, a Class B outlet on Channel 250 (97.9 mc), was owned jointly by Radio Sales Co., licensee of KRSC Seattle, Wash., which also is headed by Mr. Leberman, and Charles E. Merrill of investment security firm of Merrill Lynch, Pierce, Fenner & Beane. The licensee firm was WGNY Inc.

The station originally was owned by Musak Corp., which subsequently sold two-thirds interest to Mr. Merrill and Radio Sales Co. and, in 1947, relinquished its remaining one-third interest.

The WGNY operators are the second FM broadcasters to make the decision to withdraw from the FM field in the New York area in recent months. Nathan Straus, owner of WMCA and WMCA-FM New York, announced plans last December to close WMCA-FM for economic reasons. The station was sold, however, to a group headed by Stanley Josenloff, president of Storeycast Corp. of America, for $7,500 subject to customary FCC approval.

WJNC Airs Maneuvers

MARINE and naval maneuvers held off Camp Lejeune, N. C., were covered by WJNC Jacksonville, N. C., the station reports. About 15,000 men participated in "Operation Crossover" held April 28-May 1. Commentary and interviews were made by Lester L. Gould, station's owner. One of the interviews—with Rear Admiral Jerralid Wright—was broadcast over Mutual's News- reel Theatre May 2 at 10:15-10:30 p. m.

WDET-FM Detroit presented with Charter Membership Award in recognition of station's contributions toward success of Torch Fund Drive of United Foundation last year.
Increased Billings  
(Continued from page 88) basis (network and spot) will  increase more than 10?  (23.8%)  Increase, but less than 10?  (29.3%)  Remain about the same?  (25.6%)  Decrease by less than 10?  (14.6%)  Decrease by more than 10%?  (5.5%)  
A minority of station managers see a decrease in national radio business, but no great increase is predicted either. The largest percentage of respondents (29.3%) look for a few more advertisers on a national basis but expect the increase to be less than 10%. On 25.6% of the questionnaires station managers indicated they expect the number of advertisers using radio on a national basis to remain about the same. Another 23.8% see an increase of over 10%.

Only 10% Drop Seen  
On the other side of the picture, 14.6% of the station managers said they feel national radio users will drop but by less than 10%. Only 5.5% see more than 10% of the national advertisers on the decrease.

Question VI  
Do you believe the number of advertisers using radio on a local basis will  increase more than 10%?  (69.9%)  Increase, but less than 10%?  (26.6%)  Remain about the same?  (11.8%)  Decrease by less than 10%?  (4.7%)  Decrease by more than 10%?  (1.2%)  
On the question of local advertisers, station managers are more in accord. Over 75% see an increase in this field and 66.9% say they think it will be greater than 10%. A smaller increase less than 10%—was indicated by 25.6% of the respondents.

In only 6.9% of the cases did station managers see a decrease in the number of local advertisers. Of these only 1.2% said they felt the decline would be greater than 10%. The number of local radio advertisers was expected to remain about the same by 11.6% of the respondents. This is compared to 26.8% who indicated they expect no change in the national picture.

Question VII  
What do you think will be the general trend in use of local radio by the following classes of advertisers?  
Department Stores  
More Same  Less  (26.4%)  (35%)  (38.8%)  
Automotive Dealers  
More Same  Less  (75.6%)  (20.4%)  (4%)  
Appliance Dealers  
More Same  Less  (67.4%)  (27.4%)  (5.2%)  
Food Stores  
More Same  Less  (64%)  (39.7%)  (6.3%)  
The optimistic note for local radio is seen strongly by station managers in their replies to this question. In all four classifications a majority of respondents to each noted an increase in radio use on the local level.

As the automotive field turns more and more from a sellers “to a buyers” market, this trend is reflected in the local picture. The 75.6% of the station managers see greater use of radio by local automotive dealers. Only 4% of the managers see a decline in this field while 20.4% said they expect the use of local radio to remain about the same.

Appliance dealers, who also are meeting stiffer competition as the channels of supply fill and new products enter the field, are expected by 67.4% of the respondents to increase their use of local radio. A continuation of local radio at the present level is seen by 27.4% of the station managers and 5.2% look for a decline.

Department stores and food stores, notably slow in many cases to utilize the potential selling force of radio advertising, are expected by a lesser number of managers to be a source of increased local business. Although 63.4% of the respondents to this part of the question see an increase in the use of local radio by department stores, 10.3% look for a decline. In the food store field 30.7% see the picture remaining the same. A slight majority, 54%, however, look for increased use of local radio by food stores.

CFOR Orillia, Ont., expects to be on the air with new 1 kw transmitter on July 1, operating on 1470 kc., moving from 1410 kc with 250 w.

WROL TRANSFER  
Adcock to Mountcastle  
SALE of one of Knoxville's pioneer stations, WROL-AM-FM, by Stuart E. Adcock for $300,000-plus to Paul Mountcastle, president of Mountcastle Broadcasting Co., was reported in transfer papers filed with FCC last week.

Mr. Adcock told the Commission he wished to sell WROL since large sums of money will be required to be invested to keep abreast of new developments in radio. WROL established in 1927, is assigned 5 kw at 620 kc, directioned programming.

Transferee is Mountcastle Broadcasting Co. Inc., of which Mr. Mountcastle is president and sole owner. Mr. Mountcastle is major stockholder in the Life and Casualty Insurance Co. of Tennessee, which from 1940 to 1946 was minor stockholder of WSM Nashville. Mr. Mountcastle also has other local business interests.

Other officers in Mountcastle Broadcasting include W. H. Linebaugh, WROL business manager who is vice president; Paul Mountcastle Jr., treasurer; Catherine E. Mountcastle, wife of Paul Sr., director, and John Ayres, attorney, director.

In late 1948 Mr. Adcock sold WROL for $365,000 to the Knoxville Journal but the bid was matched under FCC's then-existing Avco procedure by Dempster-Johnson & Ward and was subsequently withdrawn. Competitive purchase was filed by George R. Dempster, 50% owner of WGAP Maryville, Tenn., and former Knoxville city manager [Broadcasting, Feb. 7, April 18, 1949].

OAB MEET SET  
Plan May 24-25 Agenda  
ISSUES important to the broadcast audience will be discussed at the management meeting of the Ohio Assn. of Broadcasters which is set for May 24-25 at the N. Howard Hotel in Columbus, according to J. Robert Kerns, WLOK Lima, secretary-treasurer.

Agenda already prepared by Carl George, WGAR Cleveland, OAB president, includes such problems as how to best handle political broadcasts, out of control expenses, trade practices, business forecast, a look at TV progress, and the advertiser's view of radio. Qualified speakers will discuss the most important of the issues, Mr. Kerns said.

Also scheduled are an election of officers and a proposed change in by-laws to authorize the OAB to maintain a fund of directors to assist its executive committee. Other topics for discussion may be added to the calendar.

WVLK SALE  
Scripps-Howard Negotiating  
NEGOTIATIONS have been re-sumed looking to Scripps-Howard Radio's acquisition of WVLK Versailles, Ky., with intentions of moving the regional station to Cincinnati. Probable sales price was understood to be in the neighborhood of $200,000.  

The deal would require Scripps-Howard, under FCC's duplyu rule, to dispose of its WCPO Cincinnati, a 250-w local on 1230 kc for which it has long sought a regional assignment. The WCPO call probably would be retained.

WVLK operates on 690 kc with 1 kw and is owned by a group headed by Baseball Commissioner A. B. (Happy) Chandler. The licensee firm is Bluegrass Broadcasting Co.

Indications that negotiations were in progress came Thursday afternoon when the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard, undertook to dismis its appeal from an FCC decision against the firm's application for 630 kc. The move was delayed by Court of Appeals officials' insistence that dismissal of the appeal requires FCC consent.

Bid Once Dropped  
Arrangements for the purchase of WVLK were completed in the fall of 1948. The FCC application was dismissed when FCC ruled that Scripps-Howard must choose between this bid and its then pending application for 630 kc, which was involved in a competitive proceeding subsequently won by WLAP Lexington, Ky.

Sales price in the 1948 sale was $250,000.

Last week's move to dismiss the 630 kc appeal was designed to prevent development of the dual application factor which led to withdrawal of the 1948 WVLK purchase application.

The purchase will be subject to the customary FCC consent. Scripps-Howard also has Cincinnati television and FM authorizations which would not be affected. The newspaper subsidiary also controls WCGG and WNOX in Cleveland and WNOX Knoxville, while the newspaper firm's Memphis Publishing Co. (Commercial Appeal) owns WMC and WMCTV Memphis.

Carruthers Heads WINA  
ELECTION of Thomas M. Carruthers, general manager of WINA Charlottesville, Va., to president of WBroadcasting Co., owner and operator of the outlet, has been announced by the board of directors. He succeeds Frank Parker Jr., who resigned from the board of directors to devote himself to other interests.

NEWS  
when it counts!  
Ten minutes after Lansing's latest robbery occurred, residents were listening to reports over WLS. Our newsmen were at the scene of the biggest crime in Lansing's recent history, reporting the news as it was being handled. WLS acted swiftly, had the first exclusive coverage of the event... Just another of the WLS exclusives, EXCLUSIVE now as LANSING'S LEADING NEWS OUTLET.

WILLS  
Lansing's Most Powerful  
1000 Watts Fulltime  
Represented by Rambo
NEW! PT63-A Offers 3 Heads

MONITOR FROM THE TAPE!
A new professional tape recorder with three separate heads: erase, record, playback for monitoring from the tape. This PT63-A Magnecorder incorporates all other fine features of the PT-6-A. The new PT63-J Amplifier for single microphone recording includes separate playback amplifier.

NEW!
The Talk of the Shows
Magnecorder
PT7 Console

3 Heads
In a single housing. Separate heads for erase, record, playback or monitoring from the tape. Separately alignable, replaceable.

New Features
New positive drive eliminates timing errors. Push-button controls can be remotely operated. Accommodates 10½" N.A.B. reels on all models including portable.

Also Available As
PORTABLE or RACK MOUNT
Same features included. Separate amplifier for each purpose. Portable amplifier has high-level mixing for three microphones.

Three Heads and Amplifier Kit
Converts Your PT6-A
To Monitor From Tape
Complete conversion kit includes new three-head unit, additional monitor amplifier and power supply. Three-head unit simply plugs into receptacle for present two heads on your PT6-A Magnecorder.

SPECIFICATIONS JUST RELEASED
Write for detailed information on these latest Magnecorder developments.

Magnecord, INC.
360 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS
World's Largest and Oldest Manufacturers of Professional Magnetic Recorders
L&M Spots
(Continued from page 83)
TV affiliates had rejected the offer, he said. Danco-Fitzgerald-Sample had offered the program to competing stations—at the same rate that the network affiliates would have received. It had accepted the program on a network basis.

Stations selling programs on a spot basis, Mr. Flanagan pointed out, derive much higher income from two to three times as much as they do from network commercials they carry. The D-F-S offer, therefore, constituted a double threat to rate standards: On the one hand insisting on rate freezes and on the other attempting to place spot business on network rates.

Although no official comment was forthcoming from D-F-S, one executive of the agency said that 27 stations had accepted the Beulah show.

It also was learned that production costs of the program were estimated at $1,400,000 a year. The sponsor's interest in enrolling stations appeared to be confined to the purchases of time.

RCA Communications Inc. announces new inter-office, long-distance, and business customer teleprinter service, available between U. S. and Netherlands. System will enable RCA private-teleprinter installations in New York customers' offices to connect with teleprinters in Holland. In effect senses the same service now available in New York U. S.

Miss Lois Winston
The News Company
New York City, N. Y.
Dear Lois:

Folks is really gonna be surprised when 'th census taken tell us how many folks is goin' on WCHS territory! Yeastir, often 'round a circle a teleprinter round Charleston and Virginiy, and 'round a circle a teleprinter round Virginiy, and 'round a circle a teleprinter round Charleston and Virginiy, and 'round a circle a teleprinter round southern, and southern, and southern, and eastern Kain, and eastern Kain, and eastern Kain, and southern Ohio, and southern Ohio, and southern Ohio, and southern Ohio and western Ohio — territory that there's lots we pass up on money bein' spent on teleprinters. Of course, the big office boys here at WCHS really don't care what kind of teleprinter it is. They just want to know how many peopul' there is, and where they be. We pass up lots we pass up on money bein' spent on teleprinters.

WCHS
Charleston, W. Va.

COUNSEL for G. A. (Dick) Richards petitioned FCC last week for a completely new rate in his news policies [BROADCASTING, May 8], contending the courts have held this procedure is necessary when the presiding officer dies before the presentation.

The petition, filed Tuesday, followed the death of FCC's Chief Examiner James D. Cunningham Jr. and the Commission's designation of Examiner James D. Cunningham to succeed him as presiding officer in the Richards case.

The first phase of the hearing will hold CSI an April 22 presentation of FCC's case. Second phase, primarily comprising evidence for Mr. Richards, is now slated to get under way in Los Angeles June 5.

Mr. Richards' licensees for KMPC Los Angeles, W GAR Cleveland, and WJR Detroit and his trusteeship plan for the three stations are at stake in the proceeding, which involves charges that Mr. Richards allocated KMPC staff members to slant news against members of the late President Roosevelt family and certain minority groups.

If the Richards petition is granted, 2,315 pages of testimony by 21 witnesses and another 94 exhibits offered by FCC counsel during the sessions conducted by Judge Johnson would be stricken from the record and a fresh start made.

Attorneys for Mr. Richards said, however, that "in the interest of saving time and minimizing expense," they are willing to go ahead with presentation of KMPC evidence on June 5, "subject to Commission counsel recalling at later time such of the witnesses previously heard before the late Chief Examiner Johnson as Commission counsel may desire to recall."

"Credibility" Issue Cited

The petition contended one of the principal issues of the case is the "credibility" of former KMPC employees who testified for FCC. Without any heard and international in the case himself, it was argued, Examiner Cunningham "will not be able to make a fair and just decision on this major issue of...credibility." Attorney McGee appealed permission to make recordings of testimony at the outset of the hearings but were denied.

"The stenographic transcript," the petition contended, "does not reflect in any way the manner in which each witness answered the questions put to him, nor does it reflect the pace of questioning and confusion evident on the part of the witnesses in answering..."

"Personal observation and judgment of the Commission's witnesses and of their manner in answering questions" and their attitude toward the applicants was particularly important because of the bias against and hostility towards the applicants manifested by the Commission's witnesses...

The petition cited several court decisions in support of the claim that a completely new start is necessary. Among these was the so-called Buxbaum Case, in which the Circuit Court of Appeals held that the Federal Trade Commission should have ordered a new hearing in a case in which the original examiner died before the taking of testimony.

The petition was filed by Hugh Fulton, Mr. Richards' chief trial counsel, of the Washington law firm of Fulton, Walter & Halley, with the Washington office of Kirkland, Fleming, Green, Martin & Ellis appearing as counsel for WJR and W GAR, and Dow, Lohnes & Alberty for KMPC.

WDSM RESUMES

Although the tower of WDSM Superior, Wis., was totally destroyed by a windstorm in April, the ABC outlet is able to resume broadcasting the following morning, according to General Manager Carl Bloomquist.

By a vote of the board, he said, W SBR Superior had turned back its license to the FCC, enabling WDSM to lease the transmitter immediately and resume broadcasting May 8 on its regular 1250 kc frequency.

WDSM received FCC approval to operate on the W SBR facilities pending completion of WDSM's new replacement on a bulletin on 710 kc which is expected around June 15.

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CANADA RATINGS

McCarthy Tops Night Shows

ONE CANADIAN program was listed among the first 10 most popular evening network shows in April in Canada according to national rating reports released by Elliott-Haynes Ltd., Toronto, on May 9. Charlie McCarthy led the evening networks in ratings for his program of 33.7, followed by Radio Theatre 30.7, Amos 'n Andy 30.3, Our Miss Brooks 27, My Friend Irma 24.1, NHL Hockey (Canadian program) 22, Twenty Questions 22.8, Fibber McGee & Molly 22.6, Alذرich Family 20.8, and Bob Hope 20.2.

Regional football plays off with these some of the programs, giving McCarthy top rating on the evening network.

First five daytime programs in April were: Big Sister 16.5, MG Perkins 15.8, 22, Leave it to Beaver 14.1, Diary of Young's Family 14.5, and Happy Gang (Canadian program) 14.3. French language evening programs were led by the usual Un Homme et Son Fonde 40.0, La Fille de Père 29.1, Metropole 30.9, NHL Hockey (French program) 28.9, Agence Aime 21.9. Five leading French daytime programs in April were: Eze Principale 28.4, Jeanne Dores 21.9, Queues Nouveaux 21.7, Meinmann 22.2, and Tonie Lucile 21.6.

Recording Laws Mulled

LEGISLATION designed to apply the U. S. Code to importation or transportation of "obscene or lewd" phonograph records or electrical transmissions in interstate commerce has won approval of the House Judiciary Committee, which reported it favorably to the House floor May 5. The bill (2811) passed the Senate with the endorsement of the Justice Dept. and other law-enforcement agencies which indicated the volume of shipment of such records has increased. Approval by Congress would subject records to prohibitions now imposed by the code on pamphlets, pictures and motion picture film.
shows like these have made 175% more t-viewers switch to WOR-tv during the past six months!

"Time for Beany"
"Comedy Carnival"
"Talent Parade"
"The Mystery Rider"
"Bobby Benson and the B-Bar-B Riders"
"Dinner at Sardi's"
"Mr. and Mrs. Mystery"

little wonder that selling's fine on channel 9...

WOR-tv,
New York
IN BOSTON IT'S THE
BIGGEST SHOW
IN SIGHT

COUNT 'EM 43 COUNT 'EM

LOCAL LIVE STUDIO PRODUCTIONS
each week... 43 firmly established shows that are in
Boston to stay! All this in addition to remote telecasts
of popular sports events all year round.

PROGRAM HOURS
weekly, 15 hours are devoted
to local live shows, including
drama, news, sports, variety, and
educational programs.

Added attraction for advertisers!
Boston now listed as
5th Ranking TV Market in U.S.A.

MORE THAN
120 SPONSORS
reach the ever-growing number of TV
homes in this great market through

WBZ-TV

For details, check NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
COLOR WINDUP

FCC's EXHAUSTIVE color television hearing was completed last week except for Color Television Inc.'s further demonstration in San Francisco May 17 and a brief session in Washington May 28 for CTI cross examination and rebuttal testimony.

Meanwhile, FCC's hope to close the record at that time and produce a decision as promptly as possible was evidenced in the Commission's issuance May 4 of the exacting notice concerning the time table and procedure for filing proposed findings, conclusions and reply briefs by the participants (see story Three, p. 18).

CTI has claimed it is prepared to show substantial improvement in its system at the May 17 demonstration (TELECASTING, May 1). The showing will be made for the FCC record beginning at 10 a.m. in the Borgia Room of the St. Francis Hotel.

FCC Chairman Wayne Coy and Commissioner Rosel Hyde will represent the Commission along with Harry Plotkin, FCC assistant general counsel; Edward M. Allen, chief of FCC's Technical Research Division, and Wilmur K. Roberts, Laboratory Division engineer and co-inventor of the Chapin-Roberts automatic adapter.

On the return from the West Coast Chairman Coy first is to discuss television and the freeze before the City Club of Portland, Ore., on May 19 and the Rocky Mountain Radio Council in Denver on May 22.

Hearing Actions

The hearing before FCC last week, held Monday, Tuesday and part of Wednesday, included:

● Further examination of the RCA patent situation through questioning of Dr. E. W. Engstrom and Conway P. Cee, both RCA vice presidents, and the latter a former U. S. Commissioner of Patents.

● Assertion by Chairman Coy, when dispute over the patent questioning arose, that he thought it important that "there be understanding that the Commission is concerned about the general patent picture" with respect to existing monochrome and proposed color standards and is concerned whether there has been any restraint upon TV development.

● Detailed criticism of RCA's color system by Dr. Peter B. Goldmark, who claims his CBS color system "outperformed RCA's in every respect," despite the contrary views of Brig. Gen. David Sarnoff, RCA board chairman [TELECASTING, May 8].

Dr. Goldmark charged "basic misconception" of the CBS system exists "at the top of RCA management" and that this "underlay his [Gen. Sarnoff's] entire presentation."

Engstrom Appears

Dr. Engstrom, vice president in charge of research, RCA Labs. Division, was examined on Monday by FCC Patent Attorney William Bauer. He indicated that RCA, to protect itself from possible infringement suits and to assure complete freedom in development work, acquired certain rights to the Lorenzen tri-color tube patent. RCA has taken an option from Technicolor Inc. for non-exclusive license and sub-license rights on the Geer tri-color tube, and is negotiating for similar non-exclusive rights under the Toulon patent respecting horizontal dot interlacing.

Dr. Engstrom said the Toulon patent came to RCA's attention in Patent Office files just before the color hearing. It had been issued Aug. 28, 1940, he said. RCA thought picture dot interlacing was its own when it announced its color system earlier, he reported.

Concerning the C. W. Geer patent, Dr. Engstrom said that RCA's first known patent, filed by Dr. Goldsmith tri-color tube patent, was substantially won by Dr. Geer last fall. Dr. Engstrom contended there was "no question" that Dr. Goldsmith was first but that certain claims that had been lost by RCA through lack of diligence because of war work. He explained that the Geer patent claims go to the tube itself while the Goldsmith claims pertain to the circuitry using the tube. He felt them interdependent.

Tri-Color Tube Question

Mr. Bauer wanted to know what part the Goldsmith tube, first conceived in the early 1940s, played in the tri-color tube RCA now has. Dr. Engstrom said his research people had not been enthusiastic about the Goldsmith tube and accordingly tried many paths.

Over objections of RCA counsel, John C. Geer, the witness was asked to compare similarities of the Goldsmith tube and RCA's present tri-color tube. Dr. Engstrom explained that on the scanning surface of the Goldsmith tube the phosphors are arranged on raised surfaces while on the present tube they are on a flat surface.

He said the Goldsmith tube has three guns, each in a separate neck, while one form of the present tube features three guns in a single neck.

Mr. Cee, who appeared Tuesday told FCC his duties were assigned by Gen. Sarnoff and RCA President Frank M. Folsom and that in addition he was member of RCA's patent policy committee and chairman of its trade-mark committee.

He presented a survey of RCA's TV patents based on reports of the Chromy Digest, published by the Radio News, which reflects all patents in the electronics field issued by the U. S. Patent Office.

48,000 Electronic Patents

He testified the report showed that for the years 1931 through 1948 the Patent Office issued about 48,000 patents in the electronics field, of which 16-18% were issued to RCA. Since the patent system covers a period of 20 years and the life of a patent in 17 years, Mr. Cee said "this would indicate that RCA owned 7,500 unexpired patents which were (Continued on Telecasting 12)

SCREEN ACTORS GUILD last Thursday sought to open negotiations with the television networks for contracts covering performances in television film.

The SAG action was taken after Television Authority, with which SAG is embroiled in a bitter jurisdictional dispute, filed a National Labor Relations Board petition seeking certification of TVA, as the single bargaining unit for all performers in all kinds of television programs, live or filmed.

TVA already has met with network representatives to push its claim to representation of television talent [TELECASTING, May 8].

In a telegram sent Thursday to all New York TV and radio representatives of television networks as well as to WOR-TV and WPIX (TV) New York, the screen guild made a "formal request ... for a meeting between the guild and your company for the purpose of negotiating collective labor agreement with respect to talent used in production of motion pictures."

The guild suggested that network representatives meet with its offices tomorrow (May 16) at 10 a.m. at the guild's New York offices.

Telegraph to Networks

The SAG telegram Thursday was the second it sent to networks last week. The first announced the guild's intention to file NLRB petitions seeking certification as the bargaining unit for performers in all motion pictures, whether made for theaters or for television.

In Los Angeles a fortnight ago, the SAG petitioned the NLRB for a representation election covering actors employed by all Southern California companies engaged in making motion pictures, including those making television film.

The TVA petition seeks blanket jurisdiction over "all persons engaged as talent by any of the employers of television programs, whether alive, filmed, kinescope, taped, transcribed or utilizing any other device." Such employers include networks, stations affiliated with networks, producers of "programs or portions thereof including commercial messages for television broadcasting on a network or a station affiliated with a network or on a syndicated or multiple station basis," as well as "advertising agencies and/or sponsors producing such programs where such programs are broadcast by television in New York, Chicago or Los Angeles."

SAG Action

Following the filing of the TVA petition, the SAG telegraphed TV networks and New York TV stations that although the Screen Guild had no quarrel with the establishment of TVA as the bargaining unit for live performers, it would file NLRB petitions in major markets, claiming it was representative of performers in all tele-
MODIFIED opposition to telecasts and the grounds it hurts minor league office receipts of the major circuits owner of the Washington Senators.

Mr. Griffith thus altered previously the Umpires' Association (CASTING, May 8) that he would ban home telecasts of 'Senators' contests in 1951 because TV had cut into his own attendance figures.

"I haven't made up my mind definitely yet, but I doubt if we'll televise our games next year," the Senators’ owner stated, adding that he would not be surprised if the major leagues vote to eliminate all baseball telecasts at their 1951 winter meeting. He conceded, however, that he would go along with other clubs if they permit telecasts.

West Coast Picture

On the West Coast, the baseball picture also was shaken up by a verbal blast delivered by Clarence Rowland, president of Pacific Coast League, against the telecasting of games and his suggestion that clubs "tear up contracts."

While no outright cancellations were reported, PCL club owners cowered a wary eye to the effect of video on gate receipts.

Mr. Griffith said he felt that television is "definitely hurting baseball" on the minor league level and called for the formation of the "damage TV has done," and said telecasting major league games "is bound to decrease attendance in minor league areas where the games are obtainable."

Under organized baseball's revised rules governing broadcast and cited 12,000 paid attendance for a Saturday night game with the World Champion New York Yank-"es. Threatening weather, combined with TV, had kept the customers at home, he complained. It was the Senators’ first scheduled home contest on a Saturday night when even television normally has difficulty keeping the people home, it was pointed out.

Pacific Attendance Figures

While attendance figures for Pacific Coast League games played thus far do not show any decline over the spectator count for the corresponding period last year, 1950 figures on baseball video audiences released in Los Angeles last week added a measure of worry for club owners.

Adjusted attendance figures for comparable periods show that 555,355 fans attended Pacific Coast games thus far this year as against 584,504 in the first week of the 1949 season.

Tele-Que Report on the Los Angeles TV audience released by Coffin, Cooper & Clay, Inc., that city, revealed the Los Angeles-San Diego series at Wrigley Field on April 4 drew 102,057-day viewers, with only 4.9% of this figure actually at the ballpark. While 178,000 persons watched a Sunday afternoon fiasco by Los Angeles-TVC Hollywood on April 2, the report showed that the crowd at Gilmore Field numbered only 9,000 paid admissions. Another twin bill between Los Angeles and San Diego Padres found 2,083 persons at the park compared to 232,000 viewers on KFI-TVC and audience for double nights for the series averaged 197,300; ballpark attendance averaged 4,767, the report showed.

Meanwhile, executives of the Hollywood and West Coast League declared last week they have no belief plans for continued tele- casting of baseball games in Los Angeles. Don Stewart, Angela’s president, and Victor Ford Collins, Angles’ president, commenting on the Rowland statement, said they wanted to view TV’s effect over a longer period of time before coming to such a decision. Los Angeles Brewing Co. (Eastside beer) spon- sors half this season’s telecasts of the Angels and All-Stars home games on KTLA-TV and KLAC-TV respectively. Century Distributing Co. (TV Schenectady) (TV) San Francisco, expected to for the balance of the season. Brick Laws, club president, said although he would like to cancel remaining telecasts, he would keep his agreement with both the station and the fans.

A different story was told in the northwest where the Seattle Rainiers’ President Cof- fer, Terrance, told Television his club has not found the telecasting of home ball games as a deterrent to attendance. For the second con-secutive season, Rainiers home games are being telecast on KING- TV Seattle three days a week. In 1949, the club drew 100,000 fans above the year before when no games were telecast.

Television Code— (II) . . . . . . . . . . . . . . . AN EDITORIAL

IF TELECASTERS, in considering the creation of a code for their own programming, paused to study the history of the NAB Standards of Practice for radio, they would be apt to wonder if codes are worth the very great effort it takes to write them.

In its two years of existence, the NAB code has proved to be a much less controversial issue than it was before it was written. Rereading it today, I am struck by the fact that the code is, in most respects, a painstaking expression of the obvious.

Excerpts from the NAB code suggest that broadcasters should honor the sanctity of marriage and the home, observe the proprieties of civilized society, present news that is factual and without bias, confine children’s programs to those that "contribute to the healthy development of personality and character," and avoid suggesting that "television may make the commission of crime attractive."

Since no broadcaster in his right mind would quarrel openly with such precepts (who would?) we will simply try to apply the standards to a stand publicly against children and dogs?, there was little disagreement over their inclusion in the document before it was written and only occasional disregard for them after the code became "law."

The section of the code over which the greatest controversy raged in the preparatory period was that which fixed limitations on advertising time. A not inconsiderable number of broadcasters argued that the proposed time standards were unrealistic. There is no reason to believe that they changed their minds on their habits in this regard after the adoption of the code.

Now if, on the one hand, the programming principles contained in the code were in general practice before its adoption and, on the other, the time standards were the subject of disagreement before and after they were put into the code, the question arises: What purpose has the code served?

The question may stand as rhetorical in relation to radio. It may be asked, in future tense, in regard to a television code.

The moral standards already being observed independently by most telecasters presumably would be those contained in a formal code. It would seem no more than an academic exercise to set them out in writing.

To attempt to establish industry-wide stand-ards for commercial time at this state of television development would be rashly premature. Such criticism as has been heard of television lately has not been concerned with its commercial excesses. Indeed it is not ex- cess but scarcity in advertising that troubles television today.

The reasons for the main television moral are in good repair, without a code, and that is too early in the growth of television to hobble it with difficult commercial limitations, and you must also grant that there seems little likelihood that the field will be legislated in the direction of a formal document of self-regulation.

Conceivably the situation could deteriorate. Necklines could plunge beneath levels of, well, decency; questionable ad libs could go unre- butted, and commercials could blank out programming. We doubt, however, that the future holds such terrors.

In this space next week we shall discuss our opinions for believing that no code adopted now could materially alter the character and destiny of television.
**HIGH LEVEL TV**

Cabinet Meets Via Camera

FIRST public meeting of a President's cabinet to be telescast in U. S. history was scheduled by CBS-TV for yesterday (May 14) from 2:30 p.m. (CST) as part of the Democratic Party's national conference and Jefferson Jubilee in Chicago.

Arrangements with OBS New York were handled by the network and Stuyvesant Peabody Jr., chairman of the Chicago host committee, according to William M. Boyle Jr., chairman of the Democratic National Committee. The special program, described as a report to the people, was to have included all cabinet members except State Secretary Dean Acheson. NBC was slated to broadcast the report, with other network coverage pending last week.

Other TV coverage of the conference will include the President's address tonight (Monday), 11:30-12 midnight, on NBC-TV. The four radio networks also will broadcast the speech. Other broadcasts also were slated for the three-day conference, which ends today.

**WSM-TV PLANS**

Cost Is Set at $400,000

INSTALLATION of WSM-TV Nashville, including a microwave relay system between Nashville and Louisville which will bring network programs to that city, will cost approximately $400,000, officials announced last week.

The relay system, claimed by WSM to be one of the first installed by an individual station over such a distance, will consist of transmitters and receivers at five points between the two cities. All equipment (for construction and installation of WSM-TV has been ordered, officials said, and work has been started. This means that Nashville will have TV by late summer, it is reported.

**Chromatic Labs**

PARAMOUNT Television Productions, subsidiary of Paramount Pictures, has acquired an interest in Chromatic Television Labs, it has been announced by Richard Hodgson, CTL president. Paul Haubourn, president of PTP, becomes a board member of CTL, whose research into color TV is said to be applicable to both home and theatre video programming.

**WOAI-TV On 7 Days**

WOAI-TV San Antonio, owned and operated by Southland Industries Inc., began seven-day-a-week operations May 6. Programming for the first Saturday on the air, officials reported, included the first softball game to be telescast in the area. WOAI-TV operates on Channel 4 (6672 mc) with power of 10.8 kw aural and 21.6 kw visual.

**WTAR-TV Joins DuMont**

WTAR-TV Norfolk, Va., owned by the WTAR Radio Corp., has signed an affiliation contract with the DuMont Television Network. The affiliation marks the first time the station will join the network. The station also is affiliated with NBC-TV, CBS-TV and ABC-TV.
NINE out of 10 elementary school students in Washington, D.C., have access to television sets and a majority of parents and teachers feel that the medium is contributing to educational achievement, according to a report made last week by Dr. Carl F. Hansen, associate superintendent of Washington schools. Dr. Hansen presented the report Wednesday at a panel discussion of "Parents and Television," and one in three watch five or more programs during the afternoon and evening of school days.

**Teachers Queried**

Of the teachers queried, 44% said they do not believe video to be harmful to children. Another 7% had no opinion. To the question, "Have you reason to believe that children's present use of TV is contributory to educational achievement?", 58% of the teachers said "yes." Ten percent of the teachers said they feel television increases interest in reading.

Although beneficial effects were seen by a majority of teachers, 64% of them reported they also have "seen significant evidence of harmful effects of TV." Some teachers reported having seen harmful effects to only a few children, such as sleepiness, fatigue and lassitude, but thought it did not justify a general conclusion.

A number of teachers also reported seeing both harmful and beneficial effects in the same classroom.

The parents who took part in the study registered a highly favorable reaction to video. Of the 54 surveyed, all but nine said they feel TV to be beneficial to their children. The benefit named most frequently by the parents was that television has stimulated a "keen interest in news, scientific and travel programs...and has extended the interests of children."

Mrs. Peter Seitz, mother of two grade school pupils, suggested that parents guide their children in the selection of programs during "television watching time." The panel was moderated by Dr. Paul F. Douglass, American U. president. Other speakers included: Dr. L. D. Folkemer, director of religious activities at George Washington U.; Comdr. Thomas A. Harris, USN, head of the neuro-psychiatric branch of the Navy Bureau of Medicine and Surgery; Dee W. Pingeck, FCC employee and television instructor at American U., and about one in three watch five or more programs during the afternoon and evening of school days.

**Set Owners Approve Paid Home TV in California**

TELEVISION families in Southern California are willing to pay to see first-run movies over home receiver sets, but not to see them on large theatre size screens, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Embracing some 3,000 TV set owners in Los Angeles, San Diego, San Bernardino and fringe areas of Riverside, and covering a 30 day period ending May 5, the research project was conducted under the supervision of Prof. Hal Avry. Some 600 students from Woodbury College, Valley College and Redlands U. handled interviews.

The survey shows 59% of the persons contacted in Los Angeles would pay $1 to see first run movies on their home sets. San Bernardino figure was 58%. The report continues with the following information:

- In San Diego 52% of those interviewed were for seeing movies at home and paying $1 for the service while 38% turned it down.
- Twenty percent said they were willing to pay to see TV on a large size theatre screen. San Bernardino figure revealed 56% for home viewing and paying for first run pictures and 32% against. While 56% were against seeing TV shows on large size theatre screen, 37% in the San Bernardino area gave their approval.
- To a movie going question, 34% of those interviewed in Los Angeles, and having receivers more than 12 months stated they attended movies less frequently and 33% reported no change in this respect. Of San Diegoans interviewed, 41% reported attendance at movies as the same, 31% attended less. In San Bernardino, 35% said there was no change in theatre attendance habits, 42% admitted going less frequently.

**Set Owners Pleased**

After having acquired TV sets, 97% of the Los Angeles owners declared they were "glad," primarily because of entertainment economy and more home life. San Diego "pleased" figures were 92% with San Bernardino 98% and for the same reasons disclosed by Los Angeles set owners. Of those interviewed in Los Angeles 67% said they spent more time at home and San Diego figure at 68% and San Bernardino 76%.

About half of those interviewed indicated they would like to have a new and larger screen set this year. Makes of sets in homes contacted include RCA, Philco, Hoffman, Packard-Bell and Admiral.

**Length of Ownership**

In homes having sets over 12 months, 19% of the owners in Los Angeles said they are viewing programs more, with 28% giving an answer of "less," according to the survey. The San Diego figure has increased, with 18% more attention given to viewing by owners who have had sets a year or more. In San Bernardino there is a difference of 4%, with 26% reporting more viewing and 30% declaring they watch TV less.

TV shows and films are still tops with children in the popularity poll and Hopalong Cassidy is a close second. Milton Berle holds first place in popularity with adults, according to the survey and comes in for third place with the children. Spade Cooley shows, movies and wrestling, in respective order are popular features with set owners. Viewers would like to see Bob Hope, Bing Crosby, Jack Benny and Red Skelton on TV, giving their preference in that order.

To the question of whether crime and detective type shows should be shown at different hours than current (Continued on Telecasting)
Baltimore Leads the Nation*

51.6% of the average 6-10:00 P. M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Feb.-March.

WMAR-TV Leads all radio and TV stations in BALTIMORE

Hooper Ratings

IN MARYLAND MOST PEOPLE WATCH WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
nothing but smiles under our umbrella!
But both heard your sales message on TRANSIT RADIO
The Medium that tells you HOW many...WHO they are...and WHAT they cost

A SELECTED AUDIENCE...Breakdown of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

A COUNTED AUDIENCE...by half-hour periods. You know exactly how many people your sales message reaches. No "guessimates," no surveys necessary.

A LOW COST AUDIENCE...With this precise information and Transit Radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

A HOME AUDIENCE...Because of their unique "music and news" program structure, Transit Radio Stations capture the bulk of FM home listeners...with highest hours-per-day average. Check the FM listening reports.

AND REMEMBER, TRANSIT RADIO GETS RESULTS!
Call TODAY for the fact-full story from

TRANSIT RADIO, INC.

And in CINCINNATI, OHIO

Transit radio is WCTS·FM

Times-Star Bldg.—GA 1331
Affiliated with WKRC-WKRC-TV and the Cincinnati Times-Star
**TV REVENUE PLAN**

WORRIED about the costs of operating a video station and seeing new stations get out of the red for years to come, a thoughtful broad- caster has come up with a plan for increasing station revenue which he has asked TELECASTING to present in the networks, advertisers and advertising agencies.

In essence, his proposal is that the TV networks shorten their program periods so that their affiliates have enough time to make their early announcement time sell. A quarter-hour program, now actually 14½ minutes, would be reduced to 13½ minutes by this plan, and a half-hour show would run not 29½ minutes as at present, but 28½ or perhaps 27½ minutes.

**Author’s Thinking**

The author of this plan, manager of an outstandingly successful radio station for many years, who added a TV station to its opera- tion, presented his thinking as fol- lows:

Interconnected as well as non-inter- connected TV stations are having a struggle. If and when the Commis- sion lifts the freeze and if and when and current and future applica- tions get on the air, it is reasonable to as- sume that more of more of us will have more and more operational and financial problems than anticipated. It is also reasonable to assume that many stations of this nation will find themselves with red for the long periods of time—longer per- haps than many of them can afford financially. And, I feel certain that a lot of the boys who have large capital investments in TV will be forced out of business—thereby retarding the overall progress of the industry.

The life blood in TV, as far as sta- tion operators are concerned, is derived from 1-minute and/or 90-second na- tional spot announcements. Those of us who are not on the cable have been fairly successful in selling these spots being carried by network shows and spots starting the upcoming network show 30 seconds or 1 minute late. So far this year, they have not sold as much about this general practice. As far as the Interconnected stations are concerned, I would say, this of today, with all the networks have chosen to program their television on a radio time segment basis—that is, 14½ minu- nutes for a quarter-hour show, 29½ minutes for a half-hour show, etc.

My idea is simply for the networks to adopt the same time segments and with their clients to change their rate struc- ture and overall programming to the extent that their affiliates might be able to pick up the extra buck that will keep them in business. I mean simply that instead of setting up 15- minute shows on a 14½-minute basis, they should set them up on a 13½- minute basis and sell them accordingly. Half-hour shows should be set up on a 28½-minute scale—or even 27½-minutes. This would allow stations to sell more spots on either side.

When this plan is discussed with the networks, their first question will probably be: "Where do the networks benefit by this plan?" The answer is simple. Nothing—if something along these lines is not instituted by the networks, I firmly believe that some day in the not too distant future, the networks will find themselves with affili- ates only in major markets that have a few scattered rich boys carrying their programs to other limited areas. Number Two—why the networks do not at- tempt some plan along these lines, I am afraid that many stations—prob- ably the majority stations—will be forced to lean on national spot pro- gramming (or of course local program- ming in areas where talent is avail- able) to the exclusion of network pro- gramming. This I believe you will agree will mean more and more networks than revamping their sched- uling along the lines suggested above. Isn’t it better for networks to allow a station to sell a 1-minute spot fol- lowing a network show—or would they prefer that the station delete the net- work entirely in this period and pro- gram it with a more remunera- tive national spot show?

Before publishing the proposal for general discussion, TELECAST- ING, on Monday, was submitted to the top executives of the four networks and to a number of agency televi- sion directors. Some of them de- nied comment. Those who express their reactions were unani- mous on two points: They all op- posed the plan and they all in- 

**WHAT IT DOES:**

Obsolesces plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

**RESULTS:**

- Lateral, Vertical, Micro- groove in 1 Arm
- Any combination of car- ridges in 1 Arm
- Simply turn knob to se- lect cartridge
- Pressure changes automatic- ally
- Optimum performance — separate cartridge for each function
- No arm resonance — new viscous damping
- Fits all transcription turntables.

**Write for Illustrated Details**

**One Pickup Plays All Disks**

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Lateral, Mi- crogrooves, and Verticals Without Plug-ins . . .

**WHAT IT IS:**

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm

**TV BUSINESS**

Cramer Sees Rapid Growth

THE MANUFACTURING-distrib- uting side of television can easily amount to $2 billion in the year 1950 alone, Leonard F. Cramer, vice president of Allen B. DuMont Labs, said Tuesday in a talk before a luncheon meeting of 40 DuMont dealers in the Boston area, held at Boston’s Copley-Plaza Hotel.

Mr. Cramer predicted that within the next two years or less, there would be one of the nation’s top 10 industr.

He noted that the total investment in TV equipment in this country already exceeds $2.5 bil- lion and with addition of the ’50 investment, may be expected to reach the $3 billion mark by the end of the year. Mr. Cramer pointed out that these figures “leave out telecasting entirely. However, in February the TV networks reported $1,790,000 in total billings, that was 290% over the same month in 1949. First quarter charges of all four of the TV net- works are well over last year’s figures for the similar period.

“The impact of television as an advertising medium will stimulate business activity 10% to 16%,” Mr. Cramer stated, adding that “at the present time more than 2,900 con- cerns use television to sell their goods and services.” As a concrete example of the impact of video advertising, considered the statement by Marlon Harper, president of McCann-Erickson, that for 23 of the agency’s clients sales had increased from 1% to 37% in TV markets compared to non- TV markets.

Client Disfavor

Agency reactions agreed that the proposed plan would not be fa- vorable. Many said whether sponsors of TV network programs or of video spots. The network sponsor, it was pointed out, is probably more concerned at the high cost of TV advertising and seeing that it is not quite fair that the spot advertiser should be al- lowed to cash in on the major network’s money, own money, own sponsor. He would certainly own most emphatically to any more
WMAR-TV Baltimore is cited "for distinguished public service in highway safety," as Alfred P. Sloan (r), chairman of the board of General Motors, presents the Alfred P. Sloan Radio Award at the National Association of Radio and Television Directors Convention. Occasion was the awards dinner held May 8 at New York's Waldorf-Astoria Hotel.

Johnson 'Meets Press'
SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, was scheduled to appear yesterday (Sunday) on NBC-TV's Meet the Press, 4:30-5 p.m. (EDT).

and insisted on his full 29 minutes, 25 seconds.

Television is presenting many new problems to broadcasters and advertisers alike and the formulas established by radio over the past 25 years may not always provide the right answers for TV. The station-network time allotment problem posed above is as serious as it is controversial and the early discovery of a solution that will operate to the benefit of all concerned—stations, networks and advertisers—is imperative. Telecasting will welcome constructive comments from any and all of its readers.

WORLDWIDE rights to six Leon 'W' Abner video features, on both 16mm and 16mm film, have been purchased by Post Pictures Corp., New York. . . . New treatment for obtaining sponsor identification on feature film presentations was announced by James G. Riddell, president of WXYZ Inc., Detroit, and shown on WXYZ-TV's Theatre Hour April 30. Process developed by John Pival, production manager of station, shows advertiser's name at bottom of screen in such a way that it does not detract from action. Each sponsor is given one-minute spot at beginning of act, plus constant identification during purchased period.

Arrangements to telecast 68 recent J. Arthur Rank films have been completed by WLWT (TV) Cincinnati. Many of the films have not been shown in American theatres. Films, all made since 1944 and mostly in 1947-48, include "I Know Where I'm Going," "Tawny Pipit," and "This Happy Breed" . . . To introduce its new Hopalong Cassidy Socks, children's socks with picture of Hoppy on each pair, Sport-Wear Hosiery Mills Inc., New York, has prepared one-minute TV commercial. Film with 15-second open-end on audio for local store message can be secured by contacting Harry Feigenbaum Adv. Agency, 2011 Walnut St., Philadelphia 3, Pa.
Color Windup
(Continued from Telecasting $)

issu ed directly to it."

Mr. Coe said RCA studies indicated "slightly less than 30% of these electronic patents were applicable in the general radio broadcasting industry, including both transmitters and receivers," or a total of 1,500. "About one-half of these, or 900, he said, "have particular application to television transmitters and receivers."

He estimated RCA under sublicense agreements has the right to license about 900 additional patents relating specifically to TV transmission and reception.

The witness explained that of these two groups of patents relating specifically to TV about one-third apply to transmitters and three-tenths to receivers. An exact count is difficult, he said, since some apply to both.

Under cross-examination by Mr. Bauer as to why RCA does not mark all of its patents and does not require its sublicensees to do so, Mr. Coe explained the necessary information is contained in the license agreement and RCA believes, this is lawful.

Mr. Bauer asked, "What is your intention with RCA patents, to have just a pool and not identified as to what you use, so that when you give a license you give a license to use RCA patent pool?"

"No," was Mr. Coe's prompt reply. He asserted, "First of all, I do not regard the RCA patent structure as a pool."

Questioned on Patents

Mr. Bauer asked if RCA's policy to "wait until your licensees make the demand that you acquire the right to sub-licenses or is it your policy to look after that patent group and acquire patents that you think the TV receiver licensee should have in order to build receivers without gettin a license for it?"

Replying that it is RCA's policy to acquire non-exclusive rights for itself and when possible the right to pass it on to RCA licensees, Mr. Coe said, "The RCA never is interested in the acquisition of sublicense rights, except in those situations where of necessity or at least of a very desirable approach those rights are necessary for RCA alone." He added he knew of "no case where RCA has been interested or has acquired sublicense rights without having to have those rights for itself.

When Mr. Coe testified RCA keeps licensees notified of its new inventions through industrial bulletin or laboratory demonstrations but does not report pending applications until RCA first proves them practical, Chairman Coe expressed concern about the point where RCA "makes the judgment as to the practicability of the invention and its usefulness."

He asked the witness if from this it might be assumed that supression of new developments could occur. Mr. Coe agreed it might be "theoretically possible" but held "it does not happen at RCA."

Mr. Bauer queried the witness as to whether RCA is better off than its licensees since RCA gets a patent license instead of the license to the patent rights itself as does RCA. "No," was Mr. Coe's prompt reply. He asserted, "First of all, I do not regard the RCA patent structure as a pool."

Johnson Lauds FCC

SEN. EDWIN C. JOHN-SON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee which has consistently pressed the Commission on color TV, told Telecasting Thursday that "I'm proud of the job they've done." He noted FCC had "explored the field" during the extended hearings but conceded he didn't know "what the results will be" and would withhold further comment until a decision is reached by the Commission.

Value of Philco Pact

Mr. Coe testified the "elements of value" in the Philco agreement were that "there were two or three hundred patents, a comparable number of pending applications, and a provision that RCA was to have free license on the terms of the contract under any developments that came from the Philco Laboratories." He said the agreement was still in effect.

Comr. Jones asked Mr. Coe whether the policy enunciated in 1940 was if one patent was needed from RCA in order to build equipment called for under the standards the full royalty was paid on all patent privileges must be paid.

Mr. Coe replied, "If they want the full license and the right to use all of our patents, to get that they pay the royalty, and they pay it if they use one patent. If they don't use any patents, they don't pay any royalty." The amount was later established at 2.25% on manufacturer's selling price.

Mr. Coe indicated all RCA licensees pay the same rate and that there is no discrimination.

Cites Competition

Mr. Coe told Comr. Jones he agreed with Gen. Sarroff that from the standpoint of public interest it is good to have a number of different laboratories working on television techniques. The witness also told Comr. Jones there was competition between these laboratories.

When Mr. Coe in reply to a question said it did not know of any group that has the royalty such as ours," Comr. Jones replied "It is a fact in the public interest to have a more even division of this royalty in order to have income for research in more than one company." The witness said, "I think you have that. More than one company now engaged in research."

"Would it be in the public interest to strengthen by selecting a broad basis of television standards so that more than one company would have the same patent interest," Comr. Jones asked.

"I would think that the basis of selection of standards," said Mr. Coe, "is what will give the best service and the best product regardless of who owns the patents."

Comr. Jones continued, "Theoretically if one company has the largest share of the business, if it can be done by itself or by purchasing the right to sublicense, it is a matter of addition having the licensing rights and earning "royalties." I believe even when the license in the manufacture of television receivers, in addition to the agreement to you there would be more equal division of the sales and the exchange of patent information and more mutuality if there was a division of some of the licenses among some of the companies having laboratories."

"I don't think so," Mr. Coe replied, "because I don't see how you could divide some of the patents to you to your patent merit."

As far as I am aware this acquisition of sublicense rights has not failed to stimulate the continuance of research by
other laboratories. Certainly no one has suggested that the Bell labs have ceased or that Philco has ceased, or in any way disconnected their research activities.

Mr. Coe also suggested that patents have a way of expiring, hence selling of rights to RCA "has every inducement" to such firms "to strengthen their research and their patent position."

"As a matter of fact then," Comm. Jones asked, "assuming that the Toulon patent lasts until 1965, what is the basic to your system, and that you have other patents that will be later adapting the Toulon dot interface system to yourself that I have over until 1962, will that not continue the predominance of RCA in the patent licensing and sub-licensing field for an additional 10 years?"

"If our system is adapted," the RCA witness replied, "it would assume that our patent position would be stronger, not for the reason that the invention is better, but because that is the systems research, and our inventions are more likely to be more important and more numerous."

Dr. Goldmark, who appeared briefly Monday and again Wednesday morning, asserted the possibilities of the RCA system ever becoming a practical home broadcast service is extremely doubtful. He said RCA's problems "are monumental and fundamental."

The CBS inventor contended Gen. Sarnoff was wrong in calling the color disc a "harness" and held that if it were not for this disc, and the quality of the CBS picture, there would never have been a color hearing. Dr. Goldmark argued the color wheel was rather a "starting point for a practical, inexpensive home color TV system."

Chims No Registration Problem

Dr. Goldmark said the CBS system, using the disc, was the only one that has no registration problem at either the camera or the receiver. He charged RCA and others have minimized this problem and noted that if the RCA camera tubes are off one element in the picture resolution is cut to 25% of that usually obtained.

Regarding color fidelity, Dr. Goldmark said three points were important: Faithfulness at a given point in the picture; uniformity over the whole screen, and stability under home conditions over a long period. He contended CBS has met all three of these conditions and that RCA has not, and he doubted it ever could. He said RCA itself has admitted color cross-talk to be a problem in small detail.

Even though Gen. Sarnoff characterized the CBS picture as "degraded," Dr. Goldmark said he has seen all RCA demonstrations and the RCA picture under all conditions has been "degraded.

The CBS witness considered the CBS picture adequately bright for satisfactory viewing and without flicker. He said the RCA tricolor tube used with the CBS system would automatically increase brightness since RCA light emission occurs only 15% of the time due to the mixed highs while CBS light occurs 100% of the time. He said CBS home equipment could be available within a few months but that "grave doubts" exist that RCA equipment ever can be ready. He held CBS also would beat RCA on receiver costs even if the number of tubes were the same since RCA would require exacting construction and testing because of its critical circuits and close tolerances.

Dr. Goldmark asserted the dot interface technique used by RCA is twice as susceptible to interference as the simple form proposed as a refinement of its system by CBS. He said CBS doesn't need oscillator suppression either.

Although he considered the possibility of there being good coverage already, Dr. Goldmark said he found on RCA receivers in his hotel suite that black-and-white pick up of RCA color programs suffered from bad aural signals to the picture. He said if this problem can't be adjusted, "RCA is not compatible" to monochrome standards without antenna or set modifications being made.

Dr. Goldmark testified at length to his experience with an RCA color system.
NIelsen DATA

Issues First TV Ratings

A. C. NIelsen Co. has issued its first National TV Nielsen-Ratings Report for subscribers. It is the successor to "TV-Network Hoopers" acquired by Nielsen last March [BROADCASTING, March 6]. Acquisition of the Hooper services, the Nielsen firm said, set off its program of expansion and improvement of the TV ratings.

New improvements included in the report thus far are (1) figures for total TV audience, (2) increased information and program ratings of "special" programs, (3) pocket size report, (4) reduced charges for copies, (5) elimination of branch office charges, (6) faster delivery of reports, and (7) inclusion of alternate-week programs.

Nielsen's compilation of top TV programs for March, based on the weeks of March 1-7, and 15-21, both the April and All Stars:

AUDIENCE DELIVERED

(Average Audience Basis)

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PROGRAM POPULARITY

(Average Audience Basis)

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Ratings for individual stations will appear in next month's issue of BROADCASTING.

Dr. Pepper TV Spots

Dr. Pepper Co., Dallas (soft drink), will use TV spots in selected markets starting June 15, as part of its $250,000 campaign introducing the new, smaller bottle cap. Agency: Ruthrauff & Ryan, Chicago.

Desmont Adds Two

WTW (TV) Utica, N. Y., and WDAF-TV Kansas City, Mo., have signed network affiliation contracts with the DesMont Television Network, bringing the national total of the network's affiliates to 66. Both stations are affiliates of CBS-TV, ABC-TV and NBC-TV.

NEW COAX LINK

AT&T Announces Construction

CONSTRUCTION of a new coaxial cable line scheduled to connect TV transmission service next October between Indianapolis and Louisville has begun, the AT&T announced last week. The cable initially will carry one video channel from Indianapolis to Louisville.

AT&T also said that construction was proceeding on a Dayton-Indianapolis radio relay system which will connect with television network channel already operating.

SMITH TO WCAU-TV

Is TV Operations Manager

THOMAS FREEBAIN SMITH takes up duties today (May 15) as manager of television operations for WCAU-TV Philadelphia. His appointment was announced last week by Charles Vanda, vice president in charge of television for WCAU Inc.

Mr. Smith formerly was with Foote, Cone & Belding and Ruthrauff & Ryan.

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BROADCASTING • Page 64
**FIRST WITH MORE FIRSTS**

* Based on April American Research Bureau Survey in a breakdown of 1/4-hour periods between hours of 5:00 and 11:00 p.m.

* WBAL-TV also leads in overall average between 7:00 and 10:30 p.m.
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CONSULTING RADIO ENGINEERS
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National 7757

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Washington 6, D. C.
Republic 7256

McIntosh & Inglis
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WASHINGTON 4, D. C.
MICHIGAN 2261
Member AFCCE*

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Washington 6, D. C.
Member AFCCE*

CRAYTON & WILLOUGHBY
CONSULTING RADIO ENGINEERS
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Sтерлинг 7932
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JUStIN 5-6108

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Member AFCCE*

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• Bridgeport 3, Conn.
• Bridgeport 5-414
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2915 Red River 2-5055
Austin, Texas

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Washington 5, D. C.

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AR 4-8721
ARLINGTON, TEXAS

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New Rochelle 6-1620

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Radio Engineering Consultant
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Executive 1230 WASHINGTON 6, D. C.

KENNEDY & TURNER
Wes Turner
Frank M. Kennedy
“Registered Professional Engineer”
Specializing in Television
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LOS ANGELES 27, CALIF.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Member AFCCE*

*Member AFCCE
ACTIONS OF THE FCC

MAY 4 TO MAY 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synchron amp-synchronous amplifier
vis-visual
STA-special temporary authorization
CG-conditional grant

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

May 4 Applications...

ACCEPTED FOR FILING

License Renewal
Request for license renewal of AM station KDAY San Luis Obispo, Calif.; WWJ Detroit.

License for CP

Modification of CP
WBTG-FM Philadelphia—Mod. CP, new FM station; increase power from 2 kw to 6 kw.

WBOF-FM Hopkinsville, Ky.—Mod. license FM station to change power from 2.5 kw to 3 kw.

WFNS-FM Burlington, N. C.—Mod. CP, increase new FM station to change ERP to 0.5 kw.

License for CP
WLBE Fort Lauderdale, Fla.; WKFM-AM Cincinnati, Ohio—Mod. CP, new FM station to change ERP to 2 kw.

May 5 Applications...

ACCEPTED FOR FILING

AM—1010 kc
WSID Essex, Md.—CP AM station to change from 1000 kc 1 kw D to 1060 kc 250 w unlim. AMENDED to request 1010 kc 1 kw D and omit contingent on denial Belvedere Best Co. application.

AM—750 kc
WXKI Buckhead, Ga.—CP AM station to change from 1000 kc 5 kw D to 750 kc 5 kw D 600 w DA-N.

WRLB Eustis, Fla.—Mod. license to change main studio from Eustis, Fla. to Leesburg, Fla.

AM—1390 kc
KULP El Campo, Tex.—CP AM station to change from 1360 kc 500 w D to 1390 kc 600 w D.

License for CP
KCLJ Shreveport, La.—License for CP new AM station.

Modification of License
WGEZ Beloit, Wis.—Mod. license to increase power from 100 w to 250 w.

Modification of CP
Mod. CP, new AM station for extension of completion date: WSJW Saginaw, Mich.; KBKE Kerkert, Tex.; KRGV Weslaco, Tex.; Mod. CP AM station to increase power etc. for extension of completion date.

MINI Michigan City, Ind.—Mod. CP AM station to increase power etc. for extension of completion date.

Servicing Applications

ant-antenna
cond-conditional
D-day
LS-local sunset
El-night
mod-modification
trans-transmitter
unl-unlimited hours

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night

PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

RCA TUBES...
the standard of comparison

RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters.

• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

Tube Department
RADIO CORPORATION OF AMERICA
HARRISON, N. J.

May 15, 1950 * Page 67
SEVENTEEN-station Texas State Network has acquired exclusive radio rights to 1860 Colonial National Invitation Golf Tournament, to be held in Ft. Worth May 25-28. One hour of tournament will be aired daily, with more on Saturday and Sunday. Sportscasters will be Charles Jordan, vice president of TSN; Fred Kenedy, WRB Dallas, and Bill Michaels, manager of KABC San Antonio.

Hallock Cited

AWARD for conducting area’s “most interesting and worthwhile program,” On the Record, was presented to Ted Hallock, special events director of KPOJ Portland, Ore., by Press Club of Oregon. Show brings to microphone local and national figures of prominence in political, social, business, labor and spiritual fields who are queried by local press and radio men. Some included Alaska Governor Ernest Gruening, Sen. Wayne Morse (D-Ore.), Mayor Dorothy McCullough Lee, Mrs. Eleanor Roosevelt and Harry Bridges, West Coast union leader.

New ‘Television Shopper’

NEW Your Television Shopper, merchandising service for homemakers, soon will make its debut on WABD (TV) New York and DuMont network. Daily bargain items, obtainable only by writing station, will be featured on show, to be viewed daily, 11 a.m. to 12 noon. Duncan MacDonald, former studio supervisor, now supervisor of women’s programs, will head station’s shoppers who will comb city’s stores and show rooms for “ bargains.”

Sydney Smith, coordinator on Programs...

Airs Dedication

SPECIAL broadcast of the dedication service of Grace Baptist Church in Richmond, Va., when new church building was opened on May 2, was presented over WMGB Richmond. Outlet’s remote and special events department carried hour long dedication service as public interest feature. Church had been holding services in local theater since former building burned down five years ago. Since fire, regular Sunday morning services of Grace Church had been broadcast over WMGB at least one month each year.

Indianapolis Races

ENTIRE 500-mile race at Indianapolis Motor Speedway will be telecast for second year by WFJM-TV Indianapolis on Memorial Day, May 30, station and speedway officials have announced. Telecast will be sponsored by Perfect Circle Corp. and Lincoln Mercury Div., Ford Motor Co. WFJM-TV will use three cameras covering five-hour period beginning at 10:15 a.m. (CDT). Station is airing qualification trials for first time on three weekends prior to race.

Medal Presentations

BROADCAST of unusual nature, covering presentation of Silver Star of Solidarity Medal from Republic of Italy to five local persons, was presented April 30 by WBFCB Dunkirk. Y Medal, only one currently being awarded by Italian repub,

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The Time-Tested Service

for
dependable
sales and
advertising
facts

Now more than ever before — Sales and Advertising Executives appreciate and depend on the STANDARD ADVERTISING REGISTER. Experience has taught them that S.A.R. is really the ONE dependable “source book” of facts about the 13,500 Companies and their Advertising Agencies spending 95 cents out of every national advertising dollar in the U.S.A.!

Imagine — in one handy book — listed and cross-indexed for immediate reference — 13,500 Companies with their 50,000 Executives listed by title, the Advertising Agency handling the account, all subdivided into 47 classifications, 12,500 Brand Names.

You owe it to yourself and your Company to have the STANDARD ADVERTISING REGISTER on your desk. So here’s an easy way for us to get acquainted. Just drop us a line on your Company’s letterhead. We’ll do the rest.

NATIONAL REGISTER PUBLISHING CO., INC.
330 WEST 42ND STREET
NEW YORK 18, N. Y.

333 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

BROADCASTING • Telecasting

May 15, 1950 • Page 69
D. C. NETWORK
Marjack Is First Sponsor

FIRST sponsor for Metropolitan Network, formed earlier this month by five Washington, D. C., area daytime stations, was announced last Wednesday. The group offers programs for joint sale [Broadcasting, May 8].

Marjack Co. Inc., Washington, nationwide confectionary firm, will sponsor a quarter-hour segment of the one-hour daily program, Metropolitan Melody Time, for Chief Trest Popcorn on a 13-week basis beginning this week.

The first program, originating at WARL Arlington, Va., and picked up from WARL-FM and rebroadcast by other network members, was aired simultaneously at 7-8 p.m. Other participants, all independents, are WPKI Alexandria, Va.; WFXD Falls Church, Va.; WGAY Silver Spring, Md., and WBCC Bethesda-Chevy Chase Md. Marjack account was placed through the firm's agency, William Stark & Hinkle, Washington.

According to Howard B. Hayes, WPKI, Marjack's signing and subsequent "blanket coverage" for the firm, "heralds a swingover" to this type of network offering. "It's an indication for other advertisers, who have shown interest, to come along on Metropolitan Network," he added.

ROSS MERRITT, former salesman for WLBK District, joins ABC's Central Division as AM producer.

HONORE NICHOLS appointed producer for WLW News & Weather. She joined station in 1948, shortly after it began commercial operation, handling make-up and script coordination. In 1949, she was appointed assistant editor of News, for the Modern Woman show, and is currently producing the station's Alley, afternoon disc program.

RICHARD ARLEN, stage and screen star, named m.c. of KFEL (TV) Hollywood half-hour weekly Hollywood Opportunity program.


FELIX GRANT, m.c. of Your Patrol on WWDC Washington, selected by CBS to appear as guest star on new network program, ABC's of Music.

BOB ROTH, formerly announcer for CBC, joins WIP Philadelphia as relief announcer.

NICK NICKSON, disc jockey for WARC Rochester, appointed to handle new summertime show, Everything for Everybody, weekdays, 1-6 p.m. on WARC.

JOE ROCKHOLD, formerly "Uncle Orrie" on National Barn Dance, moves to WRFD Worthington, Ohio, to direct artists bureau for talent now on station. He was previously station manager of WHOK Lancaster, Ohio, and has also served as manager of WLW WGN WMAG Chicago, WXYZ Detroit and WSPD Toledo.

ALWYN BACH, formerly KTW Philadelphia night supervisor and news director, joins KNRB San Francisco as vacation relief announcer.

MRS. LILLIAN J. WEBEL joins WOAI-TV San Antonio as film librarian and assistant to Hull Youngblood, film manager. She previously worked for Philco Corp., Rutherfurd & Ryan, McCann-Erickson and Widlife Picture Productions.

TOM MARSHALL, continuity writer at WNJR Newark, N. J., resigns to open his own book and record rental business on Cape Cod.

CARL NELSON joins WBBM Chicago as conductor of nightly record show, Mattes in Midnight, after working as disc m.c. at WTMJ Milwaukee, starring on Masters of Rhythm show.

GORDON L. HINKLEY, announcer, transfers to WTMJ-TV-Milwaukee from WSAU Wausau, Wis. Milwaukee Journal owns both outlets.

VICTOR YOUNG, composer-conductor, named musical director of CBS Tent Talk. He replaces TED DALL, who resigned to join Martha Graham dance troupe.

JOHN BRADFORD, staff announcer of WINS New York, named program director of station. He succeeds JOHN NEAL, resigned. ED BENDER, producer and director of WINS New York, appointed assistant program director for station. FRANK TOMASELLI, program builder in station's music department, named production manager.

LEE MORRIS, formerly music librarian for WBAL Atlanta, Ga., appointed to fulltime announcing staff. BLAIR TREWHITT replaces him as librarian.

STEVE HUNTER, formerly with KRIB Mason City, Iowa, joins staff of KJAY Topeka, Kan., as disc jockey on Destination One A.M. show.

JOHN CLAAR named to direct new Freddy Martin Band of Tomorrow television show to start next month on KTTV (TV) Hollywood.

BOB DICKSON, formerly with WXGJ Richmond, Va., as promotion and production manager, appointed program director of WSVS-AM-FM Crewe, Va. JIM SIMMONS, formerly spot announcer at WHLP South Boston, Va., appointed continuity chief and production manager for station.

HOOSIER HOTSHOTS, musical comedy group, being featured in new half-hour program, Symphony in Corn, on KLO Los Angeles. Also featured is ANITA GORDON, vocalist. FORT PEARSON is m.c. of show which is produced by JIMMIE DOOLITTLE.

L. KOKERNER, ABC-TV Chicago technical director, and MARCEE BISHOP, freelance TV packager, were married May 9.

LARRY BLENHEIM, WMGM New York staff announcer, is the father of a girl, born May 3.

RUTH CRANE, director of women's activities for WMAI Washington, honored Advertising Club of Washing-ton for her nomination as Advertising Woman of the Year Award.

REYNALD TEASDALE, chief script writer of CBS Radio Edmundton, N. B., and Aline Martin have announced their marriage.

ED SULLIVAN, m.c. of Toast to the Town show on CBS-TV, awarded engraved silver water pitcher and Syl- vania TV set by Maryland Television Dealers Assn., who voted show best on TV.

EDWARD THOMAS SULLIVAN Jr., continuity director of WCOP Boston, is the father of a girl, Mary Ellen.

SDX AWARDS

Cites Davis, Pietzsch, WTTTS

ABC COMMENTATOR. Elmer Davis, National Director, WTTTS of WFAA Dallas and WTTTS Bloomington, Ind., were included in annual awards for distinguished service in American journalism announced last week by Sigma Delta Chi, professional journalism fraternity.

Mr. Davis won fraternity's radio news writing award for his "consistently brilliant writing, reporting and analysis."

Cited for radio reporting, Mr. Pietzsch was acclaimed for having done "a complete and effective job of radio reporting when he broadcast the news of an airplane crash. His skilled coverage of a dramatic story also demonstrated initiative and preparedness for meeting and covering such news events."

The public service in radio journalism award went to WTTTS for broadcasting the School of the Sky, a public service educational series prepared by Indiana U.'s department of journalism. Slanted to students of the grammar school level, the programs were singled out for their "public service, originality, and the value to an estimated listening audience of over 200,000 persons."

Storecast Additions

STORECAST CORP. of America has announced that during the months of March and April it signed 19 new advertisers. Storecast covers 500 super markets and FM listeners in Southern New England, Pittsburgh, Philadelphia and Chicago. The sponsor lists now include more than 150 products.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newsletters, Ad Libs, Financial Consultants, Mystery Plays, Commercials, Interviews. Hundreds of Broadcasters and Newspapers Guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. Kansas City, Mo.
WDGY has Nine Truscon Radio Towers in the Milling Capital of America...

WDGY, Minneapolis, Minnesota now represents a powerful new selling force in the great northwest. It has 50,000 watts power on 1130 kilocycles, reaching 55% of Minnesota radio homes within its daytime 0.5 Mv/m. contour. It carries an effective power signal into 96 counties in three states, representing nearly a million radio homes.

The nine WDGY self-supporting Truscon Radio Towers typify Truscon's world-wide experience in designing towers to fit individual needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection... tall or small... guyed or self-supporting... tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention... and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
**Dependable Performance at Lower Cost**

**Tower Lighting Equipment**

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

**Single and Double Obstruction Lights**

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamp.

**Other H & P Products:**

- 300MM Code Beacons & Mercury Flashers
- Photo-Electric Controls & Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

**Prompt Service and Delivery**

Immediate Shipment Out of Stock

**Write or Wire for Catalog**

**Hughie & Phillips**

Taylor Lighting Divisions

326 N. LaCienega Blvd.

Los Angeles 58, Calif.

60 E. 42nd St. New York 17, N. Y.

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**Allied Arts**


Joe Bigelow, producer, will direct MGM Radio Attractions' *The Handy Family* program, replacing Tom McNulty, who has joined CBS Hollywood as radio production supervisor.

James M. Mahoney, former program director for WLAW Lawrence, Mass., before that with WRDD Boston in same capacity, and at one time program director of NBC, opens program consultant offices in New York at 251 West 67th St.

William Sloan named musical director of John Norman Productions, Houston, Tex.

Marjorie Heyer, former secretary for press and radio of Church World Service, joins staff of National Radio Commission, where she will be in charge of development of radio executive's program and promotion of the commission-produced transcription series, *All Aboard for Adventure.*

Ray Streeter, former WGN Chicago announcer, named production manager of E. C. N. Corp., Madison, Wis., TV specialties firm.

MGM Radio Attractions, New York, announces addition of following stations to its list of subscribers: WHHI Terre Haute, KTTV Springfield, Mo., WSAZ Huntington, W. Va., WJER Detroit and WINS Columbus, Ohio.

Dahman & Dahman, New York television production service supplying costumes, props, sets, lighting equipment, will utilize LT-12 linear control on make-up, hair-styling and scripts, formed. Company has offices at 130 West 43d St., New York; telephone, Wisconsin 7-2466. Its costume department is situated at 3 West 63t St.

Kasper-Gordon Inc., Boston, releases new juvenile training program series titled *The Adventures of Sunny Bear.* Initial unit of 78 quarter-inch episodes is ready, with series expected to continue to 260 or more programs. Audition samples are available on memo for 30 days.

**Equipment**


Alfred C. Lindquist, formerly manager of RCA TV Antenplex Systems, becomes manager of sound products and associated electronic activities in RCA Engineering Products Dept. He has been with RCA since 1928.


L. M. Clement, former director of engineering for Crosley Div., Avco Mfg. Corp., appointed technical adviser to vice president and general manager, John W. Craig, D. R. Nason advanced to manager of electronic engineering in charge of research, development and engineering on TV and radio receivers.

John Kame appointed Bendix Radio & Television district merchandiser for Northern California and Western Nevada.


Five new types of miniature tubes, designed especially for long life and service under conditions encountered in mobile and aircraft service, added to General Electric's product lines. Tubes are designated as 5749, 5760, 5755, 5756 and 5686.

John H. Ganzehnuber, formerly manager of broadcast sales for West ern Electric Co., appointed vice president in charge of broadcast sales and product development of Standard Electronics Corp., subsidiary of Claude Nee Inc.

Robert F. Herpich joins engineering staff of Telrex Inc., Asbury Park, N. J., as industrial engineer.

**Research Data**

Nielsen cites acceptance of survey findings

If the user of a research organization believes the findings of a survey when they agree with his opinion, he should believe the findings when they are in disagreement with him, Arthur C. Nielsen believes.

In an address May 5 on the "Executive Program" of the U. of Chicago, the president of Nielsen Radio Index observed that "the truth of research findings is dependent solely upon the skill with which the survey was planned and executed—and not at all on whether the findings happen to agree with the subscriber's own opinion."

Mr. Nielsen suggested that before reading the findings, the subscriber should file a written record of his own opinions—then compare them with the findings.

**AP-Radio Unit**

North Dakota Group Forms

North Dakota Jota radio members of the Associated Press have organized the North Dakota AP Broadcasters Assn.

Chairman elected was Jack Dunn, WDAY Fargo. George Brooks, KDIX Dickinson, was named vice-chairman, and AP Correspondent Fred Moen was elected secretary.

**KICM Becomes KRIB**

Call letters of KICM Mason City, Iowa, have been changed to KRIB "Crib of the Corn Belt." The 250 w station operating on 1490 kc and affiliated with MBS and the Iowa Tail Corn network, is licensed to Mason City Broadcasting Co. Allan Curnutt is general manager. At a ceremony April 26, congratulations were accorded by the mayor and Iowa's governor, William S. Beardsley.

**South Carolina's Supermarket**

**HAS 37% OF SOUTH CAROLINA'S FOOD SALES**

**BROADCASTING • Television**

**Greenville - Piedmont Station**

* NBC For Greenville-Anderson, Spartanburg Markets

Represented by Avery-Knodal
FM STATION OPERATORS!

Here’s what one FM broadcaster says about Zenith, its distributors and its dealers...

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners"...a member of the Kitty League...on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will gain more from the cooperation.

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

Zenith Radio Corporation

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area...to build bigger, better audience for you. Get in touch with him now...or write direct to Advertising Manager

ZENITH RADIO CORPORATION • 6001 Dickens • Chicago, Illinois
SEL Radio" campaign is underway in Tucson where four network stations, KVOA KCNA KTUC KOPO, have handed together in direct mail campaign for months of May, June and July, to "sell" all local advertisers. In addition to promotion cards, which point up radio as best buy, advertisers also are sent mailing pieces prepared by BAB. Stations also plan weekly radio show, broadcast by four outlets at same time, which will sell radio as best advertising medium.

WTOP Audience Claims

THREE-DAY series of station breaks, May 7-9, on WTOP-CBS, 60 kw Washington outlet, contained announcements to effect that station has more people listening to it than any other radio or TV station in Washington and that more people are listening to station "this year than ever before in history." Statements were based on latest Pulse reports for the Washington area and figures from BMF report.

Beaune Boon

OFFER of beanie hats by Royal Crown Bottling Co. on WHAS-TV Louisville, resulted in sell out of 3,000 in one day at TV cost of 13¢ per sale, Edward Petry & Co., station representative, reports. Citing promotion as "Proof Through Sales on WHAS," sponsor says responding them to Air Express to replenish stock.

Adds 'R' for Radio

CHEHALIS (Wash.) High School received added "R" to radio station call letters when Hoe Chytil, manager of KELA Centralia - Chehalis, promoted Chehalis Day on KELA last month. From signoff to signon, programs prepared by students, all commercials announcement and station breaks were presented by seniors. Mr. Chytil said school broadcast proved success both from KELA sponsors' standpoint and audience's. School program day would be planned as annual event, according to Roscoe Mitten, Chehalis High principal.

ACCENT on entertainment in television underscores promotional drive by Florida Power & Light Co., which hopes to stimulate sales of some $500,000 worth of TV receivers during May and June. Both firm and WTVJ (TV) Miami sponsored meetings attended by Greater Miami TV retailers and distributors. Kits were distributed containing TV program schedule, booklets on viewing, window and counter display cards. Electric company backed up dealer displays with full-scale advertising programs on radio and newspaper, bus card, mailings and special displays. Many retailers changed advertising to stress entertainment rather than tube size or make.

Batton Rouge Radio

DOWNTOWN Baton Rouge, La., window display promoted radio industry as part of city's life recently. Station cooperating were WBRJ WJBO WCJC and WABF all Baton Rouge stations. Using theme of radio news, display showed how stations keep listeners abreast of news stimuli. Simulated broadcasts were made from window four times daily, with PA system carrying voices to street. World map with ribbons from capital cities coming to Baton Rouge with stations' call letters placed around meeting point was background of winner's table. Telephones were set up so that observers could read news as it came into "studio." Stunt was part of Baton Rouge department store's 98th anniversary.

TV Center Tours

GUIDED tours of ABC's 23-acre Television Center in Hollywood are being conducted weekly Wednesday through Sunday four times a day to show public what is believed to be world's largest television production facility. Area is famous as site where first talking picture was made by old Vitaphone Graph Studios. One of complete tour is 60v with special student rate for groups of 10 or more at 25f.

Letter Promotes Radio

LETTER sent to merchants and manufacturers in Tulsa area by Dick Campbell, general manager of KOME Tulsa, promotes radio as primary advertising medium. Letter states: "Although you are not currently a user of radio station KOME, I would like to urge you to consider placing an ad in our window. This will give you for your business acumen in selecting radio as an advertising medium. It feels it produces more sales per dollar spent than any other medium. I sincerely hope you will continue to use radio, which gives free to the presents man ... that which the richest man cannot buy.

That's the Ticket

LONG yellow ticket, with perforated stubs attached bearing titles such as "Backyard Specials," "Shore Spots," "Mountain Meccas," and "Historic Shriners," sent to trade by KYW Philadelphia. Main part of ticket reads, "Here's your ticket for a happy summer selling in the KYW vacationland of which hardworking salesmen alone spend more than $5 billion each year!" Tickets list highlights of vacation spots in Philadelphia area. Artwork shows sheet features drawings of people enjoying themselves within sight of KYW transmitter and shows sponsors urge sponsors to use KYW because "there's no summer hiatus in buying!"

'Velvdoe Against World' Tour

WTAM Cleveland (May 8) started contest, in cooperation with Campbell Soup, sponsor of Walter O'Keefe's Double Or Nothing program, in which winner will receive week-end trip to Hollywood. In addition to expense-paid trip, winners will appear on Walter O'Keefe show in "Cleveland Against the World" contest. To enter contest, listeners must complete (in 26 words or less) sentence: "I'd like to appear on Double Or Nothing in Hollywood with (name of artist) because:"

WTOC's local programs which will participate in contest are: Jim Chapman's Musical Farmer, Jay Mitter's Musical Clock, Bob Reed and His Piano, Len Babcock's The Record and Mildred and Gloria's Woman's Club of the Air.

'Sexton Stunt'

IN NOVEL stunt to promote sponsor interest in NBC's The TV Guide magazine, network distributed RCA record players to nearly 100 agency officials in New York. With record players went audition record of three shows

Mindy Carson, The Trustees and Night Beat. Auditions of other shows will be sent out in future. Record players and records were delivered by NBC pages. Idea was conceived by Charles Harmon, vice president in charge of advertising and promotion for NBC.

Promotes 'Maids of Cotton'

ALL-GUT effort of Spartanburg, S. C., to promote home-come of Maid of Cotton, Elizabeth McGee, was highlighted with promotion by WSPA and WORD Spartanburg. WSPA staged doll dress-making contest and word put on "Made of Cotton" contest, giving to person listing greatest number of maid of cotton products from sale of bale of cotton auctioned off in front of world studios. Bale brokers $117.50, and this was given to winner who submitted list totaling more than 1,000 articles.

Personnel

ALAN (Bad) BRANDT, former director of publicity and promotion for Martin Stone Assoc., effective May 22, will join WNET New York as director of publicity [CLOSED CIRCULAR MAY 8]. He has been in charge of promotions and publicity for productions as Howdy Doody and Author Meets the Critics. Before joining production firm, Mr. Brandt was assistant to president of International Artists Corp., and prior to that was with Pacific Broadcasting office of Columbia Pictures Corp.

MARY JANE LANG, new to radio, joins promotion staff of Don Lee Broadcasting System, Hollywood.

ADOLPH L. SETON, former reporter for Hollywood (Calif.) Journal-Evening Bulletin, joins publicity staff of WOR New York as writer. BARBARA FRIDEN, with WOR publicity department since last April, named publicity writer for WOR-TV.

ROBERT S. KELLER Inc., New York, appointed sales promotion representative for WIRK West Palm Beach, Fla.

FRED BRICKENDEN appointed press and information officer for CBC International Service at Montreal. He previously was International Service representative at Halifax, and prior to that was on CBC news staff.

CODY PFANSTIEHL, director of promotion for WTOP Washington, appointed to publicity committee of Washington Advertising Club's 1950 Jambooree.

SIG MICHELSON, CBS director of public affairs, is the father of a boy born on May 2.
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS

...THROUGHOUT THE WORLD!

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

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

**CHESAPEAKE MEET**
AP Group Has Spring Session

SPRING meeting of the Chesapeake Associated Press Radio Assn. was held in Washington May 5 with broadcasters from 20 stations in the Chesapeake Bay area attending the day-long session. Principal luncheon speaker was Sen. Millard Tydings (D-Md.). He and Maryland Congressmen were guests of the association.

Speakers also included Oliver S. Gramling, AP assistant general manager for radio; W. L. Beale Jr., Washington AP Bureau chief; Max Fullerton, chief of the AP Baltimore bureau; Howard L. Kany, AP Washington radio representative, and Denis Sartain, WWDC Washington news editor, association president. Mr. Sartain appointed a committee to explore the advisability of establishing annual awards for best station cooperation with AP and for the most commendable local coverage by station reporters and newscasters.

Named on the committee were: Ernie Tannen, WGAY Silver Spring, Md.; Stewart Phillips, WARK Hagerstown, Md.; Ed W. Dockeney, WEPN Martinsburg, W. Va.; John Alderson, WFBR Baltimore, and Mr. Fullerton.

Mr. Phillips was elected second vice president of the group, replacing Edwin Hinkle, formerly of WTBO Cumberland, Md., resigned.

It was voted to hold an outing in September at the transmitter site of WJEJ Hagerstown, Md.

Head table group at Chesapeake AP group’s luncheon included (l to r): Mr. Kany, Mr. Fullerton, Sen. Tydings, Mr. Sartain, Rep. George Fallon (D-Md.) and Rep. Edward T. Miller (R-Md.).

**Statistics Ready**

FCC book, Statistics of the Communications Industry, for the calendar year of 1948 and based on annual reports field with the Commission, is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price for the 292-page volume is $1. Section A deals with common carrier services. Section B, available separately at 50c, deals with broadcast networks and stations. Financial data for FM and TV are included for the first time, FCC said.

**‘VOICE’ RECORDINGS**

Bill Would Exempt From Duty

SOUND recordings imported by State Dept. for use in its Voice of America programs would be exempt from duty, provided in the 1930 Tariff Act, under a bill introduced in the Senate May 5 and another being drafted on the House side.

The legislation—a bill (S 3545) sponsored by Sen. Walter F. George (D-Ga.) and a companion measure slated to be thrown in the hopper by Rep. Robert L. Doughton (D-N. C.)—was urged by State Dept. as a means of “speeding up” current import procedure involving foreign countries. Recordings sometimes are delayed in mail through customs red tape, it was explained.
New Beginner’s Guide

HOW TO BECOME A RADIO AMATEUR. Published by The American Radio Relay League, W. Hartford, Conn. 70 pp. $3.00

This new, expanded edition of How to Become a Radio Amateur is a complete beginner’s guide to the hobby of amateur radio. It explains in concise and understandable language what amateur radio offers, from communicating with distant countries to emergency communications work, from learning the code and theory to building a station.

Regular D. (Hap) Webster, technical director of McClatchy Broadcasting Co., Sacramento, Calif., is first man in field of radio to become affiliated with 26 Year Chb of McClatchy Newspapers. Mr. Webster. He recently observed his 25th year with organisation.

Tec Johnson appointed to engineering staff of WSB Atlanta, Ga.

Gray Research & Development Co., Hartford, Conn., issues six-page catalogue describing Gray TELOP, camera turrets, multiplexer and other basic equipment designed for broadcasting in TV stations.

American Microphone Co., Pasadena, Calif., produces new dynamic microphone, with one-inch diameter head and omnidirectional pickup, mounted with detachable head for hand use. List price is $125.

Audio Facilities Corp., New York, announces artificial reverberation generator, new unit for addition of reverberation to radio, video and recorded sound channels.

RCA Victor, Camden, N. J., produces new portable service-type oscilloscope (Type WO-57A), incorporating features formerly found only in more costly laboratory oscilloscopes. Firm also announces television “ruler” which can measure time it takes for TV signal to travel across face of kinescope. Item is called “Microstick” and is scaled for use with all picture tube sizes.

Crest Transformer Corp., Chicago, takes over entire building at 1834 W. North Ave., doubling its previous plant size.

Altec Lansing Corp., Hollywood, produces 156A chest plate for use with Altec 21B miniature condenser microphone.

Radio Engineering Labs., Long Island, producing new FM relay receiver (model 722) for 88 to 108 mc band.

Radio City Products Co., New York, develops FM-TV swept generator and marker combined in one instrument weighing 15 lbs., and selling at net price of $84.50.

With Care

Whether the thinnest of trebles...or the fattest of bass notes...sound is a perishable commodity to be handled with care. If you would preserve it perfectly, you need a device of exceptional versatility. And that device—in its most perfect, dependable form—is a PRESTO recorder. Here, within a single instrument, electronic fidelity and mechanical exactness are combined to attain results beyond excelling. Whether you choose to record on disc or tape, PRESTO units give the same dependable, accurate reproduction of sound as it was...a faithful, repeatable echo of whatever you wish preserved.

There are many other instruments that will record sound. There are none that do it better than a PRESTO.

RECORDING CORPORATION
Paramus, New Jersey. Mail to: Box 500, Hackensack, N.J.

IN CANADA:
Walter R. Downs, Ltd.
Dominion Square Bldg.
Montreal, Quebec

OVERSEAS:
M. Simons Company, Inc.
25 Warren Street
New York, N. Y.

PRESTO portable tape recorder PT-900
NEW WJR RATES
Wismer Announces Revision

REVISION of WJR Detroit's day-time rates was announced last week by Harry Wismer, assistant to the
president of WJR, WGR Cleveland and KMPC Los Angeles.

Nighttime rates will remain the same, in line with policy set by other stations, he said.

Other segments of the broadcast time were increased or reclassified in accordance with audience poten-
tials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertisers
will continue on old rates for six months, or until Nov. 6, 1950.

Under the new rates, WJR's Class A time will range from $200 for five
minutes to $1,000 for one hour: Class B, $154 for five minutes to $705 for
one hour; Class C, $115 for five minutes to $550 per hour; Class D, $60 for five
minutes to $460 for one hour; Class E, $101 for five minutes to $505 for
one hour. Announcement rates go from $40 for the 6:30 a.m. slot to $150 for
one minute from the 11:6 p.m. period.

RAILROAD SPOTS

Started on Go.-Ala. Stations

TEST radio campaign is underway on three Georgia and two Alabama
stations by the Atlanta & West Point Railroad, operating between Atlanta and
Montgomery. It was reported last week. Schedule of an
ouncements began May 8 on a basis of five announcements daily.

Company worked out details with W. W. Snow, railroad's general passenger
agent. Stations are: WCOH New-
nan, WLJ La Grange, WAL
Opelika, WAUD Auburn, both Alabama.

WTVB Operation

WTVB Coldwater, Mich., began operation May 5 on a non-directo-
able basis using 1 kw on 1590 kc, according to Station Director E. E. Harms and
Montgomery, it was re-
ported last week. Schedule of an
ouncements began May 8 on a basis of five announcements daily.

Company worked out details with W. W. Snow, railroad's general passenger
agent. Stations are: WCOH New-
nan, WLJ La Grange, WAL
Opelika, WAUD Auburn, both Alabama.

iera

IER VIEWS RADIO

Educators See Long Use of AM

WHILE educators seem increasingly aware of their profession's bloss-
oming role in television, there is strong indication that a high degree
of concern with sound broadcasting will prevail indefinitely in peda-
gogues' high councils.

This was the general import drawn at the conclusion of a four-
day meeting, May 4-7, of the 20th Ohio State U. Institute for Edu-
cation by Radio at Columbus [BROADCASTING, May 8].

The radio longevity note was struck by a number of the fea-
tured speakers. FCC Vice Chairman Paul A. Walker underscored this feeling by saying, "we are
going to need sound broadcasting no matter what medium is used and suggesting educators might prepare for TV operation by start-
ing with FM.

‘Radio to Stay’

At the same time, NBC Com-
mentator H. V. Kaltenborn told 400 delegates that "radio is here to stay; TV will never completely replace it." The teaching profes-
ion, he said, is secure because
"there is no substitute for the per-
sonal touch." He asserted that

writers and broadcasters are
"just as satisfied as ever" with each other, a condition, which is
"as it should be." Only by wide

The Happy Kitchen, one of the Mid-
west's most popular and best liked women's programs, is conducted by Nancy Goode.

This 9:15 a.m. program is a feature that has been on the air for almost 15 years. The pro-
gram is deftly handled by Nancy Goode, homemaker, mother and activity woman. Her reci-
s, food and household hints are of great interest to KMBC-KFMR listeners. Her April mail averaged more than 250 letters a week.

Fleischmann's Yeast and K. C. Power & Light are current spon-
sors, and other participation are now available!

Contact us, or any Free & Peters "Colonel" for details!

The Happy Kitchen, one of the Midwest's most popular and best liked women's programs, is conducted by Nancy Goode.

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May 15, 1950  •  Page 79

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May 15, 1950  •  Page 79
HELP WANTED

Managerial

Manager wanted. Capable manager for FM station. Expanding into transis- 
to another station and musical. Must be capable to handle all work and 
manager of substantial station or man- 
gage radio. Age 35, married and have 
the city. Must be aggressive, exci-

Commercial manager for 5 kw Midwest 

Manager: 250 watt daytime indepen-

Salemese

Salesman—salesman wanted for 5 kw 

Salemese—1000 watt Illinois indepen-

Salemese—1000 watt independent 

Salesman—1000 watt Illinois independ- 

Technical

Chief engineer, 850 watt Rocky Mt. net-

Combine man, Wyomong station, 

Television

Television opportunity: WMFY-TV is 

Situations Wanted

Situations Wanted (Cont'd)

Announcers

Announcer—Age 35, single, rich, low voice. 

Announcer—Young, deep voice. Graduate of New York radio school. 

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Announcers

Situations Wanted

Announcer—anything: Full-time, part-time, open-air, or television. 

announcing. Must have references. Box 987, BROADCAST- 

Freelance announcer. The name of the game is to get the central 

Looking for an experienced, hard work- 

Newscaster. A newsmaker with a talent for writing, radio, and com- 

Chief announcer—family man. Desires 

Topflight sportscaster. Present 50 kw 

Experienced metropolitan station 31, married, free to travel. Desires 

Announcer, reliable, married. Age 22. Some experience prior to recent 

Announcer, network and independent experience. Young, single. Good sell- 

Announcer—3 years experience announcer. Excellent writing ability and 

Announcer—anything: Full-time, part-time, open-air, or television. 

Announcer—20 years experience. Excellent writer and copyman. 

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Announcer—20 years experience. Excellent writer and copyman.
Situations Wanted (Cont'd)

Announcer, graduate oldest broad- casting college. Referred to all stations, taught all phases of broadcasting. Produced, sang, emceez announcer shows Chicago, Philadelphia, New York, Chicago college. Former staff, 500 watt. Nec. af- filiated, local station. Will work anywhere. Box 159F, BROADCASTING.

Sports director-anouncer-engineer, if you are raggers, you can make a spectacular job of play-by- play. I am also a network caliber announcer with a first class voice, knowledge of the game and working conditions and write to Box 143F, BROADCASTING.

Experienced announcer and program man. 10 years all phases. Want some- where I can be satisfied with salary that will permit supporting myself and children. Box 143F, BROADCASTING.

Disc jockey—500 watt experience. CAPABLE OF KISSING chile family man work- er anywhere. Can ence live music. Need opportunity to develop technique. Presently employed, Age 29, married. 4 years experience. Box 146F, BROADCASTING.

Announcer-engineer: Network caliber Engineer and Announcer. For ready—tire personality and good voice. Willing to move, not, (normal operation, smooth—obvious disclaimer). Western oriental, western, and punk stylist, guitar, bones, etc., with smooth—Wiley style of delivery). Thirty four, veteran, college graduate, first phone, experience, adaptability, travel, ability to work with rubber paychecks. Box 147F, BROADCASTING.

If you need an announcer—writer com- bination, write me. Box 150F, BROAD- CASTING.


Attention midnight stations. Topflight announcer seeks advancement. 4 years experience, sports, news, disc jockey. Will work anywhere. Box 146F, BROADCASTING.

Announcer, Newscaster. Other qualifi- cations, Non-smoker, no lipstick or glamour-lady. Married, Stable, 4 years experience. Will travel. Permanent with im- mediate opening preferred. Details:will work anywhere. Send application to: Hold it! Announcer: 3 years experience, college background, knowledge of all phases of broadcasting, who can provide references and dis- able available after June 1. Call 244-3870, wire 244-3870, Box 104F, BROAD- CASTING.

Family man, news and commercials, also do sports. Has 4 year experi- ence, disc and photo upon request. Write to: David Strong, NPR, State Farm, Illinois.


Announcer desires summer position, 2 years experience with broadcasting sports, DJ, board experience. Contact: Box 150F, BROADCASTING.

Young, single man desires announcer—engineering position. RCA Institute graduate, 5 years experience at control tower operator (2 years). Loca- tion, New York City, Box 150F, BROAD- CASTING.

Announcer with 1st class ticket and straight announcer—both experienced. Desires location in Nashville, Tn. or Chicago, Ill. Box 150F, BROADCASTING.

California—Announcer 3 years experi- ence wants to move. Interested in any section of southern California or other west coast opportunities. Excellent references, married, no smoke, no drink. Box 150F, BROADCASTING.

Situations Wanted (Cont'd)

Young man, personal intelligence. Excellent announcer-engineer. Ex- perience in position in broadcast field out of New York City. Fred Koonzboy, 7419-4, Box 147F, BROADCASTING.

Engineer, first phone, BA Degree: will work anywhere, excellent refer- ences. Write Romar, McCamy, 51B N. Tama- goa, Des Moines, Iowa.


Opera—First phone, broadcast expe- rience. Box 148F, BROADCASTING 

Production—Programming, others.

Woman continuity director and air and sales experience. University graduate. References. Box 202F, BROADCASTING.

Woman commentator, director. Versa- ble, experienced all phase radio, seeks connection offering bonus definite opportu- nity. Box 210F, BROADCASTING.

Man with future seeks continuity job in Midwest. Good experience in radio and music, degree in music and radio. Knowledge sports, news, sales, and air, willing to travel. Box 210F, BROADCASTING.

Man seeks position as studio manager, TV-studio. Box 211F, BROAD- CASTING.

Situations and salary secondary. Box 211F, BROADCASTING.

For Sale

South Atlantic exclusive network af- filiate. Owner's take. $15,000 annually. Box 216F, BROAD- CASTING.

Controlling interest New York area. All brand new in original cartons GM modulation monitor, CR short wave oscillator. GR noise and distortion meter. 1060 watt tuning unit 1% cu.-sq. RCA mike boom. Other equip- ment. Write for complete list. KNCS, P. O. Box 650, Sanford, Florida.

For sale: Two Model Y-3Peto record- ing consoles, very little use, hardly any minute. Condition as good as new. $1,000, Box 150F, BROAD- CASTING.

Two Presto turntable with Western Electric 9-A reproducer. One Gates model 23 portable, one RCA BA-3 ampli- fier. Excellent condition. Make offer. Box 150F, BROADCASTING.


Have several used gyros Winchburgh towers will sell:shipped, Tower Con- struction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6811.

Wanted to Buy

Television

Salesmen

Recommended radio salesman wants to be located in the Mid- west—radio experience, 5 years, B. S. Degree, with major experience in radio and TV industry. Excellent sales record. Re-ferences. Box 211F, BROADCASTING. If qualified for TV station, Young, Box 111F, BROADCASTING TELECASTING.

(Continued on next page)


**Money-Making Stations**

**East**

Top network facility long the number one station in one of the most desirable medium sized markets in the east. Has record of excellent earnings. Price $150,000.00. Good financing arranged.

**Midwest**

One of the best exclusive market properties available. This attractive Wisconsin station has always made money and is expected to return more than 25% on the sales price of $90,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKHAM-LONDON, INC.  
3473 E. Howard Avenue, Cleveland, Ohio  
Telephone: 222-2222

**FOR SALE**

5/10 kw composite transmitter. High level modulated air cooled used less than 500 hours as auxiliary transmitter. Excellent frequency and distortion characteristics, first class mechanical and electrical workmanship. Will make excellent main transmitter for new 5 or 10 kw station or as auxiliary for 5, 10 or 50 kw. Price FOB Cincinnati uncrated with one complete set tubes, misc. spare tubes and spare parts $6500.00. C. H. Tegmiller, W. C. K., Cincinnati.

**WNBF-FM TESTS**

Listeners Favor Continuance

ONE of FM's pioneers, WNBF-FM has decided not to join WTMJ-FM Milwaukee and abandon this form of broadcasting, according to Cecil D. Mastin, general manager of WNBF-AM-FM-TV.

Instead, Mr. Mastin has decided to keep WNBF-FM going, after its request for a test survey just completed. Early in April WNBF announced it would ask FCC for permission to continue its frequency of 98.1 Mhz. The station now is WNBF-FM and the FCC was scheduled to make a decision on April 12. The station is expected to go on the air May 1.

The test survey received 367 replies, 422 coming from New York State, 155 from Pennsylvania. Of these 431 said they used FM exclusively, day and night; 65 said they used FM only at night; 176 complained of "hash" on the AM band; 83 said they wanted CBS service; 43 indicated recent purchase of FM sets; 9 spoke of shopping in Binghamton; 9 advised the station to discontinue its older AM service.

Mr. Mastin said: "So we decided this spring to re-examine FM and see if we could save a little money. The response to the survey shows we made the right move. The engineers believe that FM is a young and worth cultivating. Both number of sets and number of owners is economically significant, but they are nevertheless substantial. And of course we realize that as more and better FM sets are made, our service is increased."

**Truman's WGIL Speech**

FULL ACCOUNT of President Truman's first stop on his current cross-country speaking tour was aired over WGIL Galesburg, Ill., on May 8. The President spoke to a gathering of 7,000 and into the WGIL microphone, reported General Manager Robert W. Fruderger, who also lined up state dignitaries from Springfield, Ill., for a warm-up show. George Thoma, station's news director, met the Presidential train in Chicago and rode with the party to Galesburg where Mr. Truman made his birthday, VE-Day and first WGIL speech.

**Help Wanted**

**Salesman**

OPPORTUNITY CALLS  
SOUTHWEST REGION  
5,000-KILO-  
WATT station has opening for time salesman. Dale Director's position will soon be open. Excellent Conan and RHM show. We dominate this program thirty county area with retail sales per family exceeding $4000, high in both cities. Clean, progressive, community that is growing rapidly. Excellent modern studios with forest equipment and beat of facilities, including Hammond organ. Top quality announcers. Everything to make the sale job easy. Here is your chance to become part of a progressive, profitable station in a modern, fast growing community, noted for its wealth. Our entire advertisement is the result of a test survey just completed.

**Situations Wanted**

NAB DEPARTMENT  
HEAD  
(Available June 1)  
You're familiar with my work. Am. Assn. has been NAB and with it since 1930 (except for three years Navy). Responsible for supervision of accounting (hold real estate), employees, administration, and general office managerial duties.

Through knowledge of radio from administrative viewpoint and broad personal relationship with industry heads. Write "Rev." Reverbcomb NAB 1711 N.  
Street N. W., Washington D. C.

**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 a year. Write for list or specific equipment.

Martin Karg, Station WWSC,  
Glen Falls, N. Y.

**Harbach Heads ASCAP**

OTTO A. HARBACH, playwright, author and songwriter, was elected president of the American Society of Composers, Authors & Publishers, by the ASCAP board at a May 3 meeting. Other new ASCAP officers are: Vice president, Oscar Hammerstein II; vice president, Saul H. Bourne; secretary, George W. Romey; treasurer, Louis Bern-  
stein; assistant secretary, Walter A. Kramer; assistant treasurer, Frank H. Connor.

**Okay Funds**

NEW OUTLAY of $10,000 to cover expenses has been accorded the Southeastern Interstate and Foreign Commerce Committee in a routine resolution (S Res 257) approved by the Senate May 1. Sen. Edwin C. Johnson (D-Co.) chairman of the powerful communications committee, has asked the Senate for the additional sum to replenish the group's depleted fund. The request was granted without objection.

**NEWS ANOUNCER**

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 in-  

**Are you interested in a PA R L A Y ?**

**RADIO:** Network, Met-  
ropolitan  
**AGENCY:** $10 Million  
Billings  
**NEWSPAPER:** Local &  
Chain  
**SELLING:** Printing, En-  

growing

**Interested in this man?**  
BOX 128,  
BROADCASTING

radio for his opinions. WNBF-FM carried the announcement April 9-27: "WNBF will decide next week whether or not to continue with its FM system. Write WNBF-FM care of Mr. Mastin, Box 48, Binghamton, telling us of your use or dependence upon our FM system.

The station received 367 replies, 422 coming from New York State, 155 from Pennsylvania. Of these 431 said they used FM exclusively, day and night; 65 said they used FM only at night; 176 complained of "hash" on the AM band; 83 said they wanted CBS service; 43 indicated recent purchase of FM sets; 9 spoke of shopping in Binghamton; 9 advised the station to discontinue its older AM service.

Report on AM Service

Majority of responses was in an area 25 to 50 miles from Binghamton, complaining they could get no satisfactory AM service by any AM station at any time," according to Mr. Mastin. "Frankly, I do not know what this survey represents viewing it as a sample of probable listeners. Sure it isn't 100%; most likely not 50%; and I presume substantially 20%. It does indicate to us a bonus to our AM coverage of up to 12,000 listeners. If not that, a substantial amount in any event.

"So, perhaps the FM nag is getting out of the starting gate. Will she overcome her handicaps? Who knows! Anyway, we will continue to ride not one, not two, but all three—AM, FM, TV."

Mr. Mastin, a former chairman of the NAB FM Committee, recalled that WNBF applied for experimental FM license in 1938, getting on the air in 1942 on the old band.

"A Jansky & Bailey measurement indicated possibility of an 80 to 100-mile coverage for FM, day and night, exposing us to a potential audience of over a million people," Mr. Mastin said. "We invested thousands of dollars in equipment and..."
FCC Roundup

Box Score

SUMMARY TO MAY 11

Class

Total

AM

Total

TV Stations

Con'd Grants Pending Hearing

AM Stations

2,128

197

104

2,551

106

469

66

177

42

30

50

13

22

4

2

Two on the air.

License Renewals Noncommercial FM Station

Modification of CP

NWLC (TV) Columbus, Ohio—May 3. New commercial license granted for extension of license term to 12-16-60.

Tendered for Filing

AM—1400 kHz

KNAL, Virginia Beach, Va., AM station to change hours of operation from D to un.

May 11 Decisions

By Commission En Banc

Request Denied

Commission denied application to Columbus, Ohio. System is CB to request that AT&T waive charges for use of center-city video for extension of color TV test. Commission stated that it is without authority to grant request.

Order

By order Commission withdrew Nov. 10, 1964, a proposed application for Class B FM frequencies for Cadger, Alas.; Willing to Del.; Philadelphia, Pa.; and Baltimore, Md., and terminated proceedings in Docket 902.

Sta Granted

KGCC Coffeyville, Kan.—Granted 220 kHz for noncommercial FM station on Nov. 10 to operate for STL purposes of providing program circuit from studio to new site of KGCC.

May 11 Applications

Accepted for Filing

Flagstaff Bstg. Co. (Flagstaff, Ariz.)—New AM station 1540 kHz 25 kW un. and 1570 kHz 500 watt D AMENDED to request waiver of Rule 3.8(c).

Application Filed

KBOK Waterboro, Me.—Mod. CP AM station change frequency 1,000 to 1,320 kHz.

Mod. CP New AM station for extension of license term: KMXN Madison, Wis.; WGYA Logan, W. Va.; WQCI Jackson, Miss.—Mod. CP new AM station to change frequency from 1270 to 1230 kHz.

KBOK Waterboro, Me.—Mod. CP AM station change frequency 1,000 to 1,320 kHz.

Application Withdrawn

WWNR Evansville, Ind.—License for CP new noncommercial educational FM station.

Tendered for Filing

AM—1230 kHz

KNMC Mountain Home, Ark.—Mod. CP AM station to change from 1220 kHz 250 W to 1220 kHz 250 W un.

AM—1230 kHz

WSKY Asheville, N. C.—CP AM station to change frequency 1250 kHz 250 W to 1250 kHz 250 W.

Application Returned


Catholic Meet

Annual convention of the Catholic Broadcasters Assn. will be held June 30, July 1-2 in St. Louis, according to Rev. Patrick J. Peyton, C. S. C., president of CBA. Sessions will be held at St. Louis University, utilizing facilities of the Institute of Speech and Communications Arts and WEW, school's outlet. Reservations for the convention will be accepted through the office of the coordinator of CBA, 216 W. Ninth St., Wilmington 99, Del., it was announced.

FCC Actions

(Continued from page 28)

License Renewals

WAER Syracuse, N. Y.—Request for license renewal noncommercial FM station.

FCC Roundup

New Grants, Transfers, Changes, Applications

Class

Total

AM

Total

TV Stations

Con'd Grants Pending Hearing

AM Stations

2,128

197

104

2,551

106

469

66

177

42

30

50

13

22

4

2

Two on the air.

Applications

AM Applications

Memphis, Tenn.—Bible Belt Co., 1750 kHz 250 W, discontinued operation 1958, will be reactivated 1290 kHz 250 W on 1490 kHz. Licensed May 9.

Deletions

Five FM authorizations reported deleted by FCC last week. Total since date service was authorized: 156.

KWWK-FM St. Louis—KWWK Inc. License May 9 F. M. Show little promise in that area.


WEFM-FM Buffalo, N. Y.—Limited FM broadcast license.

Docket Actions

OPINIONS AND ORDERS

WIMA Lima—Sky Way Bstg. Corp., Lima, Ohio—Announcement and order to dismiss application of WIMA for license for station WIMA, Lima, Ohio, FMCGrant Bstg. Corp. for reissuance of application for reinstatement of CP as filed at Columbus, Ohio. Grant Bstg. Corp. application for CP filed at Akron (2) accepted for filing as of May 14, 1964, condition removed. Order May 9.

Docket Actions

TRANSPORT GRANT

WREC-AM-FM, Memphis, Tenn.—Granted transfer of control from Westinghouse Broadcasting Co., Inc., to Eagle Pub. Co., for $50,000. Donald B. aluminum and other materials, including all transmitters of both transferor and transferee stations. The ownership of resulting station will result from a merger. WREC is assigned 1230 kHz 250 W on 1490 kHz. Granted May 9.

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Non-Docket Actions

TRANSPORT GRANT

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CRIME PROBE

Communications on Agenda

Editorializing (Continued from page 28)

The current UAW-Chrysler dispute, however, has been brought before both federal and state mediators, asking the disputants NOT to give out any statements or news accounts of the negotiations, on the grounds that such action might delay or hinder a settlement.

So, Senator Kefauver said FCC's letter, released in Washington April 21, was not received by WWJ until April 28. But when the station learned of it via press association dispatches, it was able to contact union representatives and offered time on April 21, 22, and 23. The union felt it was too late to get a speaker for April 21 or 22, he said, but accepted the offer for Sunday. However, he added, "the speaker for the UAW-CIO never appeared, so the time went by unused."

"Hopeful Stage"

He continued:

By that time, the negotiations were in a highly hopeful stage ... and my guess is that UAW-CIO did not want to start a settlement by publicly airing the issues.

However, if the situation should take a turn for the worse on several past occasions when a settlement was in sight, I'm certain we'll hear from (union representatives) with further requests.

The situation is delicate and critical, but if the UAW-CIO requests time to set the record straight, we will make our facilities regardless of whether or not Chrysler also requests or accepts the time.

We will take this action in deference to the Commission's wishes, because it is obvious that you want us to do this. . . .

Practically, I think the best way to handle this matter, and any subsequent matters of the same nature which may arise, is to follow the language of Paragraph 10 which recognizes that each case is different. To attempt a lateral imposition of Paragraph 8 [the section cited by FCC as denying only the power to use "veto" an entire presentation by refusing to participate] as a blanket rule is, in effect, a nullification of Paragraph 10. . . .

Furthermore, it seems to me that under Paragraph 8 it includes handicap on moral or ethical grounds, or by an obvious display of bias or incompetence, you really have no course other than to permit the licensee to use the fullest latitude in making the presentation on the spot, to be free of any restraint.

If he does disqualify himself on any of the aforementioned grounds, then he should so inform the licensee. But I don't see how you can grant him a license and then attempt to mastermind him by remote control in matters of this sort.

KDEA Pittsburgh Agricultural Scholarship awards given Carroll L. Howes, of Penn. State College, Dale W. Zinn of West U., and Donna D. Patterson, Ohio State U.

PLANS for a sweeping national crime probe, encompassing the use of interstate communications facilities, took shape on Capitol Hill last week with formation of a special Senate committee headed by Sen. Estes Kefauver (D-Tenn.) [BROADCASTING, May 8] to investigate use of these facilities, but indicated his group "would try not to duplicate" work already done by the McFarland communications subcommittee which has concluded three weeks of hearings on legislation designed to curb use of radio-TV facilities for transmission of "gambling" data.

Sen. Kefauver will head a five-man group to include Sens. Charles Tobery (R-N. H.), Lester C. Hunt (D-Wyo.) and Herbert R. O'Conor (D-Md.), all members of the Senate Interstate Commerce Committee, and Sen. Alexander Wiley (R-Wis.), from the Senate Judiciary Committee. Appointments were announced by Vice President Alben Barkley last Wednesday.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), head of its communications subcommittee, reportedly declined to serve on the Kefauver committee because of pressure of other business.

Meanwhile, the McFarland subcommittee continued to gather data on bookmaking activities in connection with its study of the Justice Dept. bill ($3588) to ban interstate transmission of gambling data on sports events; require that stations delay broadcast details at least an hour after completion of horse races; and limit networks and stations to one horse race broadcast per day.

A host of officials, including Radio Correspondents Assn., American Telephone & Telegraph, Western Union and various news services, as well as FCC, testified in opposition to the bill [BROADCASTING, May 8, 1 April 21]. FCC offered its own substitute measure which would simply eliminate transmission of all information on bets, odds—or prices—in all media—and permit stations to air horse races within that prohibition.

While the Senate subcommittee had indicated it would not hold unexecutive hearings may be held, Sen. McFarland has hinted his group may adopt a compromise measure somewhere between the Justice Dept. bill and the FCC plan, which many observers feel the "lesser of two evils."

TOBEY STATEMENT

Hope that the McFarland group will evolve a bill to "strike at the evil of illegal bookmaking and at the same time not do violence to our basic constitutional precepts of a free speech and radio," was voiced last week by Sen. Tobery in a statement accepting an appointment to the special five-man Kefauver unit.

Sen. Tobery, ranking member of the Senate Interstate Commerce Committee, felt that hearings held by the McFarland group would pave the way for the broader forthcoming set of investigations and said evidence already obtained would prove "invaluable" to the special Judiciary-Commerce committee.

FCC offered a sum of $150,000 for the probe, also approved a resolution calling for employment of a chief counsel at $17,500 and assistant counsel at $12,500. A lawyer of national reputation will be selected. The committee must file its report to the Senate by Feb. 28, 1961.

ALL-CANADA

LATEST developments in programming and advertising were studied by some 44 commercial and program managers of stations represented by All-Canada Facilities at a Toronto meeting held May 8-11. Speakers, discussing a wide range of topics from TV to tape recordings, included industry leaders from the U.S. and Canada. Guy F. Herbert, general manager of ACF, was chairman.

First day's sessions included talks by George Bertram, advertising manager of Swift Canadian; T. L. Anderson, general manager of Carriage House Brown & Co.; R. B. Wakeley, media manager of H. E. Whitman, chairman of the aforementioned.

Foster Agencies; a timebuyers panel under chairmanship of M. H. Whitman, president of Carriage House, and a representative panel presided over by John Tregale of All-Canada and including Joe Weed and Pete McGurk of Weed & Co., New York.

Tuesday Agenda

Tuesday sessions included a talk on national sales by Pat Freeman, sales director of Canadian Assn. of Broadcasters; BAB slide presentation and recording of a talk by Maurice Mitchell, director of BAB, at the recent CAB convention at Niagara Falls. Tuesday afternoon was devoted to programming for sales, with tape recording, news, library services and transcriptions being discussed. Wednesday was devoted to a visit of all Toronto stations to Bob Cole's a tour of a record pressing plant.

Thursday sessions featured agency relationships, success stories, handling local accounts, and television. Friday the group visited WBEN-TV Buffalo, CKOC Hamilton and a steel plant.
KGLN OPENING
MBS Outlet Now on Air

KGLN Glenwood Springs, Col., owned by the Western Slope Broadcast Co., was scheduled to open this afternoon (May 14).

Broadcasting 18 hours daily with 250 w on 1340 kc, KGLN is a Mutual affiliate. Its local programming includes news, women's programs, weather reports, local sports and civic programs, officials said. Glenwood Springs, Rifle, Aspen, Eagle and intervening communities are within KGLN's primary coverage area, it was reported.

KGLN will be under the personal supervision of Rex Howell pending the appointment of a permanent resident manager. Carl Anderson is chief engineer. Owners are Rex and Charles Howell, president and secretary-treasurer respectively of Western Slope Broadcasting Co., which also owns KFXJ Grand Junction.

STROTZ ELECTED
Heads L. A. Charities Group

SIDNEY N. STROTZ, administrative vice president in charge of NBC Western Division, was elected president of Radio Television Recording Charities Inc., Los Angeles, at a meeting of incorporators and directors May 9. The group was formed recently to organize the many isolated charity drives held throughout this year in Los Angeles into one major combined drive in the fall, RTRC reported.

Other officers elected to the group were:

Larry Shea, head of Artists & Producers Union, vice president; Don J. Myers, vice president and counsel for Don Lee Network, secretary-treasurer; Robert C. Price, president and manager, Hollywood choral, BDRO treasurer. Executive committee includes Robert Reynolds, general manager; K. R. Roberts, KBBC, president; Capitol Records; George M. Bailer, radio writer; John Brown, Associated Broadcasters; Don Diemer, MBS; Phyllis Fitch, radio programmer; Lloyd Godfrey, Gold Radio, Knox Manning; commentator; Carl Seaman, comptroller and campaign director for charities group.

SCIENCE BOARD
Truman Signs Law for Agency LEGISLATION creating a National Science Foundation which will serve as a central clearinghouse for information on U. S. scientific and technical personnel and also appraise the impact of research upon industrial development was signed into law by President Truman last week.

The foundation, established as an independent agency within the executive branch of the government, also will be authorized to make grants of policy for promotion of basic research in engineering and other sciences; initiate and support specific research, activities involving national defense; and to foster the interchange of such information among scientists of the U. S. and other countries. Foundation also will be able to make contracts or arrangements with foreign countries.

The President will be authorized to appoint 24 members to the science board from engineering and other fields, and a director and chief executive officer at $15,000 annual salary. Provision for executive committees, science divisions, subcommittees and special commissions also is made.

POLITICAL CLINIC
SCBA Gives Election Advice

ANTICIPATING California's June election, the Southern California Broadcasters Assn. held its first all day political broadcast clinic at NBC studios last Friday.

State-wide candidates and their staffs, as well as advertising agencies handling political campaigns, were on hand to glean information on how to intelligently utilize radio and TV to best advantage in the election, SCBA reported. The clinic included seven lectures with panel discussions and questions from the floor, and was under the direction of Jennings Pierce, chairman of SCBA's educational committee and NBC Western Division manager of public affairs and education.
PROMPT COLOR DECISION URGED BY JOHNSON

ANY DECISION on TV allocations "now" would involve four to six weeks of hearings without consideration of color and would "set back" advent of commercial color TV by a generation," Sen. Edwin C. Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, declared Friday, quoting FCC Chairman Wayne Coy as authority.

"The odds are... that it could well take 60 days from June 28 for a final decision in the color question," he said. "... Under all circumstances, it would appear unlikely that the final allocation decision can be made before late November or early December." He asserted FCC "feels absolutely" it cannot take up allocations before giving color decision. He emphasized, however, that FCC "has no schedule fixed or announced for target dates on completion of the present schedule of hearings." He said committee expects to receive Condon Committee's special color TV report "early next month," adding that this "may... aid the Commission in expediting its own decision on color. Report to be made public.

Sen. Johnson's statement issued Friday following conference with officials of National Society of Television Producers on problem of lifting of TV freeze. James Lawrenne, ex-FCC Chairman and now general counsel to NSTP, said society is "satisfied that the Commission is doing everything it can" and that freeze "will be lifted before year's end." He said NSTP officials had conferred with two FCC members on Commission TV timetable. Efforts to meet with others Friday afternoon were being made since Commission was in executive session.

NSTP members attending, in addition to Mr. Fly were: Irvin Paul Sults, NSTP president and head of Sults Productions; Mal Boyd, president, West Coast branch, Hollywood; Mike Jablons, vice president, American Radio Network; Michael N. Younkin, developer of Video Events Inc. N. Y.; Oliver W. Nicoll, Radio Features of America Inc. N. Y.; Walter Armitage. Cavaddish Productions Inc., N. Y.

ABC NET INCOME HIGHER

ABC announced last week its net income for first quarter of 1960 after taxes was $39,000 or 5 cents a share on common stock. Figure for similar period last year was $36,000.

NEW LAGRANGE, ILL., OUTLET

NEW AM outlet on 1300 kc with 500 w day-time granted LaGrange Broadcasting Co., LaGrange, Ill. Initial outlet license was issued by FCC Friday. Initial ruling also reported to grant new station on 1490 kc with 250 w fulltime at Greenville, S. C., to Piedmont Broadcasting Co. and to deny competitive bid of William M. Drace for same facilities at Greer, S. C.

WKZO-TV RELAY GRANT

PRIVATE inter-city TV relay facilities granted by FCC May 20. WKZO-TV Kalamazoo, Mich., to permit it to receive TV work programs.

SCHLOEDER JOINS R&R

STAN SCHLOEDER, formerly with Benton & Bowles, New York, as timebuyer, joins Ruthrauff & Ryan, same city in same capacity.

DON LEE RENEWAL ORDER IS MADE FINAL BY FCC

LONG-PENDING Don Lee network case settled by FCC Friday in adopting as its final decision earlier proposed ruling to grant Renewals to Don Lee-KGGB San Diego, KDB Los Angeles, KFWC-AM Santa Barbara, KFRC San Francisco and KJU-AM-FM Los Angeles [Broadcasting, Jan. 2]. Commission majority ruled Don Lee had violated network regulations but since only one of the FCC's three votes was favorable, majority was inclined to afford some relief. Chairman Wayne Coy and Comr. Frieda Henkoss voted for denial.

Final decision severed Don Lee's TV application at San Francisco from network case and placed it in a separate TV freeze free proceeding. It does not become part of San Francisco comparative TV hearing in which four applicants seek two facilities and tentative reservation of Channel 2 (54-60) there continues, FCC said. Final ruling further severed for Don Lee two facilities San Francisco and San Franisco and granted motion to sever RGB application for switch from color to black and white. FCC ordered further hearing on RGB bid on technical issues only. KVBS Book Springs, Wyo., and KMOD, Modesto, Calif., were made parties to hearing.

JOSCELYN HEADS SCBA

AUSTIN E. JOSCELYN, CBS Hollywood operations director, elected president of Southern California Broadcasters Assn., succeeding William J. Beaton, KWWK Pasadena, who had served three years. Clyde P. Scott, KECA-AM, Angeleno elected vice president to succeed incumbent, Ernest L. Spencer, KVTO Santa Ana. Cliff Gill, KFPM (FM) Hollywood, elected secretary-treasurer. Re-elected to board were Robert O. Reynolds, KMFK Hollywood; Jennings Pierce, NBC; Calvin J. Smith, KFAC Los Angeles, and Mr. Beaton.

HOOPER DEFENDS RATINGS

ACCURACY of Hooper television ratings cited by C. E. Hooper, president of C. E. Hooper Inc., at New York U. advertising convention and denounced by critics' complaints. Kendall Foster, TV vice president of William Esty & Co., said TV cost-per-thousand is less than newspaper costs. Arthur Davis, TV market research director, said TV effect on other media will hit magazines hardest. Bruce Robertson, Broadcasting, was panel moderator.

WMGM RELEASES EIGHT

EIGHT staff announcers on WMGM New York given four-week notice of release last week. Bert Lebahr, director of WMGM, said action is without regard to personalities and does not represent either a layoff or permanent reduction in number of staff announcers, since temporary placement will be made immediately. Station policy calls "for hard hitting sales techniques," Mr. Lebahr stated.

TUBE PLANT TRANSFERRED

REMINGTON RAND Inc. transferring TV picture division at South Norwalk, Conn., to Remington Rand Westinghouse, Y. J. Judge Dupuy was named director, including facilities for manufacture of rectangular tubes for home sets. With pilot production completed, manufacture of tubes on large scale is planned.

COLLIER EXPANSION

COLLIERS magazine, through Kudner Agency, slated to expand spot announcement campaign in Chicago and New York starting May 18.

Closed Circuit

(Continued from page 3)

it must wait for decision on overall allocations (not expected much before end of year, at earliest).

TOP CANDIDATES for successor to late Judge J. Fred Johnson Jr. as FCC's chief hearing examiner include: Examiner H. Richard, reportedly leading candidate; Examiners Banney N. Litvin, one of FCC's senior attorneys, and James D. Cunningham, who drew assignment to succeed Judge Johnson as presiding officer in expiring G. A. (Dick) Richards news policy case.

FIRESTONE TIRE & RUBBER would start Jonesville MacDougal in Chicago, if money is right. She insists deal must not interfere with other professional assignments.

TWO-MAN NAB team of President Justin Miller and General Manager William B. Ryan will represent NAB in today's New York session with network brass, reversing original plan to take along department heads as representatives. Associated hopeful networks and own stations will stay within fold despite apparent lack of enthusiasm by three out of four networks.

ORIGINALLY scheduled as all-day session, proceedings will be confined to luncheon. Networks are to be represented by these emissaries: NBC, Robert B. Young and E. Kintner; ABC executive v-p; Charles R. Denny, NBC executive v-p.

WITH THROWING IN of sponge by his nearest rival, Gordon Persens, former part-owner and manager of WSFA Montgomery, automaker, Alabama's last gong will go on to next November. Democratic nomination is tantamount to election, but runoff had been indicated. Mr. Persens, who entered politics about ten years ago, selling his interest in Montgomery station which he fashioned, is brother of Maj. Gen. Wilton B. Persons, who handled Congressional liaison for military establishment and now is superintendent of Staunton Military Academy.

NEW BOOK on radio being authored by Charles A. Siepmann, of FCC "Blue Book" fame, scheduled to roll off presses in September. Book will carry wrapper by Ed Murrow, CBS news analyst, and reportedly tears into BBC's operation—a departure from Siepmann's New York, and WOBO (TV) which he castigated American radio in contrast to British Government monopoly. Author is chairman of Communications Dept. of New York U.

PROMINENT SOUTHERN station-owner is under consideration by President Truman for appointment to highly placed economic post in Federal Government, sitting just under Cabinet.

THERE ARE SIGNS that TV's bite on motion picture attendance has reached point where producer analyst might be able to reverse. For example, it's reported that Balaban organization in both Detroit and Chicago has offered TV stations in those cities long-term leases at nominal rentals. Theatre, of course, would be used for TV studio production.

NLRB ORDERS ELECTION

SECRET ballots ordered by NLRB to determine if stage electricians, carpenters, and property men at WNBT (TV) and WJZ-TV, both New York, and WOBO (TV) in Chicago are desire to be represented by NABET or IATSE or neither. Some extras found eligible to vote.
RADIO... or TV
WHICH... WILL IT BE?

The smart buy is **BOTH** in WLW-land!

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<tr>
<th>WHY BOTH?</th>
<th>COVERAGE</th>
<th>DOMINANCE</th>
<th>PENETRATION = IMPACT</th>
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<td>Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an increase in the total number of radio homes.* And when TV enters a radio home, the total viewing-listening activity is more than ever before... thus increasing the advertiser's opportunity to sell!</td>
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<th>WHY WLW?</th>
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<td>The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties... 13,404,000 people... nearly 1/10 of the United States. Yes, WLW is still far ahead in...</td>
<td>Land listens to WLW 5 hours and 27 minutes per week... more than the four leading competitors combined.</td>
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<td>COVERAGE—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946.</td>
<td>And when you put coverage, dominance and penetration together... THAT'S IMPACT!</td>
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<td>DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area... competing with 257 other stations.</td>
<td>Further, on a cost-per-thousand basis, WLW delivers advertising impressions at lower cost than five combinations of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.</td>
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<td>PENETRATION—The average radio home in WLW...</td>
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<th>WHY WLW-TELEVISION? PEÑetration = IMPACT</th>
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<td>The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of 32.3% from 11 A.M. to 11 P.M., seven days a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.**</td>
<td>And look at the market. It's the 2ND LARGEST TV MARKET IN THE MIDWEST... 6TH LARGEST TV MARKET IN THE NATION.</td>
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<td>As for costs, WLW-Television has the second lowest cost in the Midwest—as low as 16c per-thousand-set owners.</td>
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<th>SPECIAL SUMMER &quot;BONUS TIME PLAN&quot;</th>
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<th>COVERAGE</th>
<th>DOMINANCE</th>
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<td>Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.</td>
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For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

* All WLW data based on Nielsen Radio Index, Feb.-Mar., 1949
** All WLW-Television data based on Videodex Reports, April, 1950

Crosley Broadcasting Corporation
Wayward light is disciplined—for better television!

Now television pictures gain still greater contrast and definition—through research initiated by scientists at RCA Laboratories.

Their discovery: That wandering light waves inside a picture tube—and even more important, inside the glass itself—may cause halation and blur an image's edges. But, by introducing light-absorbing materials into the glass, the wayward flashes are disciplined, absorbed, so that only the light waves which make pictures can reach your eyes!

Glass companies, following this research, developed a new type of glass for RCA...Filterglass. Minute amounts of chemicals give it, when the picture tube is inactive, a neutral gray tone. In action, images are sharper, clearer—with more brilliant contrast between light and dark areas. Reflected room light is also reduced.

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y.