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The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly
and the substantial family people of Midwest America are called to Church... for religion is deep-routed in the small towns and farming communities that dominate the Midwest... and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station...

CHURCH BELLS RING... and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and small-town radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.
Behind: An eventful decade...

Ahead: Strength to meet the oil needs of free people

STANDARD OIL COMPANY (NEW JERSEY) REPORTS FOR 1949...

THE 215,000 STOCKHOLDERS of Standard Oil Company (New Jersey) have just been sent the Company's 1949 Annual Report. Some highlights are given here.

The report covers the closing year of an eventful decade — a decade of violent action and change... of war, and war's results, of great shifts in people's living standards, and in their hopes and aims.

It was a decade which put the strength and adaptability of American business to great new tests. And proved that the American kind of business enterprise gets jobs done.

To the oil business, these last ten years brought demands far beyond any past experience.

Standard Oil Company (New Jersey) carried well its full share of this load. More new supplies of oil were found and developed than ever before. With them came more new processes, more new products, more new jobs and job opportunities. We took in more money, and paid out more — for wages, taxes, dividends, supplies— than in any previous decade in history. And in that ten years almost four times the amount paid in dividends was invested in new facilities — strengthening the business to meet war and post-war needs.

Like all sound American business, Jersey Standard got these results through skill, initiative, teamwork and the productive use of capital. Men who work in the business of their choice — free to think and make decisions — took actions which got results and got them in time.

In reporting for 1949, this Company offers its stockholders not just the report of one business year... With it comes the hopeful assurance of strength and ability to meet the growing oil needs of free people in free lands.

HIGHLIGHTS FROM THE 1949 REPORT:

(for the consolidated companies)

PRODUCTION — 957,000 barrels daily total (11% less than 1948)

REFINING — 1,287,000 barrels daily total (7% less than 1948)

SALES — 1,363,000 barrels daily (slightly less than 1948)

RESEARCH — $21,400,000 spent on scientific projects (6% more than in 1948)

CONSOLIDATED NET EARNINGS — $268,870,000 or $8.91 a share. This compares with $365,605,000 or $12.44 a share in 1948. Total income $2,934,686,000 (12% less than in 1948)

PARENT COMPANY NET EARNINGS — (from which shareholders' dividends are paid) $171,707,000 or $5.69 a share. This compares with $187,933,000 or $5.31 a share in 1948.

DIVIDENDS — $4.00 a share plus one share for each 50 shares held.

EMPLOYEE RELATIONS — Again no work interruption due to labor difficulties.

Copies of the full report will be gladly sent to anyone wishing full details. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.
Closed Circuit

NAB board will get detailed report in June on Washington hotel facilities. Move to shift annual convention to Washington apparently based in part on theory broader attendance could improve relations with legislators and government officials, following newspaper editors strategy. NAB holds option on Stevens Hotel, Chicago, for 1951 meeting but hasn't signed contract.

WCON, Atlanta Constitution ABC outlet on 550 kc, ceases operation May 31 as result of merger of Constitution Publishing Co. with Atlanta Journal (see story page 30). ABC affiliation will switch to WGST, regional outlet owned by Georgia Institute of Technology. It's presumed Mutual affiliation which WGST will relinquish will go to WATL, Woodruff-owned regional.

PRESIDENTIAL pickers for proposed $50,000 post at Radio Mfrs. Assn. veering away from military and government bracket toward own industry with name of Ray Cochrane, new honorary president, looming larger. If honorary presidency is continued—and this is entirely possible—name of W. R. G. Baker, of General Electric, among those being considered. Reorganization decision up to RMA membership in Chicago convention next month.

TOM LYNCH, timebuyer for Cunningham & Walsh, New York, slated to join Rutherfurd & Ryan in similar capacity on June 1. C & W looking for replacement.

IT LOOKS like early June before bids for Thomas S. Lee Enterprises Inc. (Don Lee Network and associated radio and automotive properties) will be opened by Public Administrator Ben Brown of Los Angeles [BROADCASTING, May 15]. Among active bidders are CBS, Music Corp. of America, Col. A. L. Lintner, Alaska capitalist and businessman, and several brokerage houses. CBS, primarily interested in KTSL (TV) Hollywood and Don Lee's new headquarters as well as San Francisco properties, is represented in persons of William S. Foley, chairman and principal owner, and Howard Meighan, vice president and general executive now running West Coast headquarters.

FIREWORKS loom when FCC goes before Senate appropriations subcommittee in next fortnight or so for hearings on 1951 budget. Among subcommitteemen is Sen. Homer Ferguson (R-Mich.), plain-spoken FCC critic who castigated Commission and called for investigation in fiery speech on Senate floor two weeks ago [BROADCASTING, May 15].

WESTERN UNION can look for claims for rebates as natural follow-up to FCC decision ousting its $2-per-game special assessment on stations using its baseball reports in networks (story page 28). One of largest, included (Continued on page 82).
Announcing!

WNOE
NEW ORLEANS
50,000 WATTS
Available Right Now —
SPOTS ON LONG ESTABLISHED LOCAL SHOWS.
PROGRAMS: NEWS... SPORTS... MUTUAL CO-OPS
LIKE KATE SMITH... DIXIELAND JAZZ!

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

WNOE MUTUAL BROADCASTING SYSTEM
James A. Noe, Owner
Nat'l. Reps. RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME
Get in Your Orders Now!
The text is an advertisement for WFDF, a radio station in Flint, Michigan. It highlights the station's advertising potential, particularly aimed at high-income families. The ad emphasizes that sales are a family affair and that WFDF offers a way for advertisers to reach these families effectively. The station's slogan, "910 Kilocycles WFDF Flint Mich. represent by the Katz Agency," is also displayed.
The prairie wagon which carried goods and settlers to California... the original “Snowshoe Express,” 10-foot skis with a single pole... the Hangtown stagecoach which ran the tortuous course from Hangtown (Placerville) to Carson City... an engine reminiscent of those which met at Promontory Point for the Golden Spike ceremony... an early San Francisco cable car...

the old paddle-wheeler on the Sacramento River. These were familiar sights in the early days of northern California. Today 28-year-old KNBC is as familiar to the people of northern California as were the wagons and steamboats of the 1850's. It is northern California's best buy.

Represented by NBC Spot Sales.
A statement of our business philosophy on our 17th Anniversary
by John Blair, President—JOHN BLAIR & COMPANY

We’re solving today’s tough problems of radio representation with the proved old principles that brought us success!

What lies ahead for radio and television? This year...next year...and from that relationship, a thing is sure! The problems are changing. They’re getting tougher...not easier. Solving them will be tougher...not easier. And it’s going to take strong, sound, experienced representation...working closely with stations, advertisers and agencies alike...to maintain the profitable progress of the whole field of broadcasting.

The seriousness of today’s problems, including television, has prompted us to review our whole business philosophy. And, having done so, we proudly repeat the basic pledges we first made in 1933 to the broadcasting and advertising fields we serve. These are the principles by which we have grown through 17 years. They are the principles through which the stations we represent have prospered. We are convinced they are the principles which will continue our growth and the success of our stations in 1950...and from then on!

WHAT is the John Blair & Company philosophy?
When John Blair & Company was new we published a simple statement of policy which included these four essential points:

1. To maintain a staff of professional, seasoned advertising men, with radio experience so far as possible.
2. To create and adopt new and better methods of service to advertising agencies and to simplify their time-buying job.
3. To foster such an intimate relationship with the stations represented—to know them so well—that we are able to act as the station itself at the point of sale.
4. To keep faith with our customers by making only recommendations which are conscientious and sincere.

This is still our philosophy of operation. That it has been a sound one has been attested, I believe, by the success we and our stations have known throughout the years.

WHO is John Blair & Company?
The strength of a firm of representatives rests on the people in it. We at John Blair & Company have consistently sought the most experienced, best qualified men available. Consequently we now have an organization that is outstanding in the field of radio representation. 60% of our men have radio station backgrounds. Another 10% have network experience. All others have had broad advertising experience—with agencies, other media or other representative firms.

These men are John Blair & Company. The extreme care with which they have been chosen has resulted in a closely knit, well-integrated staff. Internally, that has meant a congenial, cooperative, efficient relationship. Externally, it has assured the same kind of relationship between us, our clients and our customers and has helped build not only our business but theirs.

WHO owns John Blair & Company?
Under a profit-sharing, stock distribution system—unique in the industry—only men who are currently active in this business own John Blair & Company. A generous Employees’ Retirement Trust and a liberal Employees’ Pension Plan (established more than 10 years ago) further cement the bond between the company and the individuals in it. Blair salesmen have a vital personal interest in doing more than an adequate job because they are paid on a salary and commission basis. They are rewarded promptly and substantially for what they produce.

Our men look upon their positions as permanent careers. Personnel turnover is virtually nonexistent, nearly half our staff having been with us 10 years or more. We have no need for constantly educating and training new people. John Blair men know their business; they own their business; and they work constantly to develop better ways to better their business. The benefits to advertisers, agencies and John Blair stations are obvious and virtually automatic.

WHAT has John Blair & Company contributed to Radio
We have always felt that whatever
benefited the radio industry. In our own consistent advertising, in Fortune magazine and numerous trade papers, we have concentrated on developing the use of Spot Radio. Throughout the years the effect of these campaigns has been felt by us, of course, and by the entire radio industry as well.

Time-buying in the early days was pure guess work. Stations were remote and buyers unfamiliar with radio practice and potential. In 1933, in an effort to overcome pig-in-a poke buying, we pioneered the new common practice of auditioning local station productions on our own portable equipment. We followed up with standardized presentations which included case histories, result stories, talent information and other factual data.

We have always worked vigorously to simplify the buying of Spot Radio. We were the first to adopt a standardized program-schedule form which we made available to our stations at no cost. This form was later adopted by the NAB and distributed widely throughout the industry.

After the 1946 BMB study was released, we originated and distributed standardized coverage maps and presentations for our stations. These four-page folders included availability sheets, BMB maps and complete BMB breakdowns and marketing information. These forms were adapted by BMB itself, for distribution in its 1949 study.

We were the first to develop a standard method and form for the presentation of availabilities. We also designed and used standard forms for the presentation of programs and other information on our stations.

Knowing that it takes more than a rate card, a coverage map and an affable personality for a salesman to make an intelligent solicitation, we created a Sales Development Department which keeps our salesmen supplied with effective sales materials of all kinds. All of these things are necessary for successful representation. We pioneered with them and we plan to continue them because they have paid off well—for us and for the entire industry.

WHAT does "represented by John Blair & Company" actually represent?

We are proud of the relationships we enjoy with our stations—many of which go back to the founding of the company. These relationships have been so intimate that we can indeed act as the Station when doing business with buyers of radio time.

We are proud, too, of the confidence placed in our men by the buyers of radio time. It is an absolute essential to success in this field and one which results only from years of sincere and conscientious service.

These two assets, made more valuable by their rarity, make up the worth of Blair representation. They explain, perhaps more than anything else, the success we and our stations have earned, and the enviable position we hold in the field of radio representation.

WHAT about Television?

The problem of television representation faced us immediately after the war. We recognized that AM broadcasting and television are basically competitive media. We recognized our primary obligation to the AM stations we represent. At the same time, we felt a responsibility to the TV stations which were already seeking our services.

Blair-TV, Inc. was the logical outgrowth of these considerations. Established in 1948, it was television's first exclusive national representative. Blair-TV, Inc. recognized and met television's real need for exclusive, hard-hitting, single-minded representation.

That our approach to this problem has been sound is demonstrated in part by the way other organizations have followed our lead. Even more important evidence is the fact that Blair-TV, Inc., in its most competitive television market, has outstripped all competition.

While Blair-TV, Inc. has been expanding to meet the increased needs of television, the sales force of John Blair & Company has also grown substantially. Thus, both organizations are equipped to meet the severe competition which is inevitable. Each can give the stations on its list aggressive representation. Each has its own specialized and fully qualified personnel and its own single goal. Each offers the sure promise of success.

WHERE do we go from here?

The original statement of principle we published many years ago still stands. We feel that by following those principles for the past 17 years, we have kept faith with the industry, our stations and ourselves. We have maintained a staff of seasoned, experienced, successful men. We have made them more effective by giving them an ownership stake in the business and its profits. We have made every effort to improve our service to agencies, clients and stations alike.

We have cemented even more firmly our relationships with our stations. And we have preserved the high confidence and trust of those who buy through us.

We have done all these things for one simple reason: to increase the national Spot Radio business done by each of the stations on our list. The measure of our success in doing so lies in the constantly increased billings placed with our stations. We stand on that record... proudly!

John Blair & Company is pledged to a continuation of our original principles and to the principle of complete separation of sales and representation. We are convinced that there is no better way to produce increasing profitable business for our stations, to provide the finest service to advertisers and their agencies... and to continue our own uninterrupted success.

John Blair, President

John Blair & Company

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

BROADCASTING • Telecasting

May 22, 1950 • Page 9
ON THE
WASHINGTON SCENE

FOR THE FIRST TIME
IN THE GREAT
WASHINGTON MARKET
The Rudy Vallee Show

... a smash hit in New York and other
cities... now bringing to thousands
of Washington homes that refreshing
Vallee repertoire of stories, anecdotes, tidbits, music...
plus the sales message of the advertisers who have
already boarded this great selling bandwagon.

CALL ABC
SPOT SALES

Monday thru Friday
1:15 to 1:45 pm

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

J O H N L. M C Q U I R E , vice president, partner and manager of Detroit office of
Geyer, Newell & Ganger, New York, elected to agency's board of directors.
He also is group director on Nash and Kelwinator accounts in Detroit.

F R A N K L Y N W. D A Y S O N , vice president in charge of radio and television,
appointed partner and member of board of Turner, Leach & Co., New York.
He currently directs Kudo Bus television show on CBS-TV.

F R A N K W. C H A F F E E J o i n s L e V a l l y A g e n c y , Chicago, as vice president in charge
of merchandising, June 15. Mr. Chaffee, who works for American Home
magazine, is former western advertising manager of Look magazine and has been
associated also with Curtis Publishing Co., Good Housekeeping and the Chicago
Herald-American.

R. I A N L A I D L A W appointed associate radio director of Russell T. Kelley Ltd.,
Toronto. He has served with CFRB Toronto, CJSJ and CFBC St. John.

A L G O T S W A N S O N appointed vice president and account executive of Mac-
Kenzie Inc., Minneapolis. He was formerly account executive for BBDO and
McCann-Erickson.

New York office as assistant to H. Pierson MAPES, vice president in charge
of radio and television, including Philco TV Playhouses. Mr. Burton also is
manager of agency's commercial film production department.

W A L T E R M. L E E , formerly advertising director of Soft-Lite Lens Co., New

K A Y M a c K A Y , formerly in Ruthrauff & Ryan Inc., Hollywood, radio depart-
ment, joins Associated Adv., Los Angeles, media and copywriting staff.

L E O N A R D C A R O L T O N , agency producer for the Mark Treeil program, sponsored
by Kellogg Co., appointed production director of radio department of Kenyon
& Eckhardt, New York.

H E R B E R T W. C O H O N , formerly account executive with Redfield-Johnstone Inc.,
j o i n s J o s e p h P. Schneider Inc., New York, as head of its new business depart-
ment.

F R A N K M c K I B B E N , account executive for Hal Stebbins Inc., Los Angeles,
named vice president of agency.

M R S . M A R J O R I E A L L E N , formerly with Compton Adv. and McCann-Erickson,
joins copy department of Kenyon & Eckhardt, New York. ROYALL S M I T H,
formerly with Benton & Bowles, New York, also joins copy department.

E D S A C H S , formerly with Independent Lithograph Co., San Francisco, joins
Guild, Bascom & Bonfigli, same city, as production and traffic manager.

E D N A M A Y F A S A N O , formerly with Lynn Baker Inc., New York, joins copy
staff of Ruthrauff & Ryan, New York.

C A T H E R I N E B R A D Y , formerly with General Service Corp., Los Angeles, and
one-time executive assistant to Ed Gardner of Duffy's Tavern, joins Western
Adv. Inc., Los Angeles, as radio and television timebuyer. She replaces Ruth
Johnson, who left to take government position in Japan.

C Y R E L L A A N D E R S O N joins Ruse & Urban, Detroit, as timebuyer after work-
 ing at Wolfe, Dickling & Conkey, same city.

H E C T O R F O N T A I N E appointed chairman of board of Canadian Advertising
Agency Ltd., Montreal. L. ERIC SCOFIELD appointed president and R. M.
DAUG, vice president.

G O R D O N G. V A N D E R W A K E R , former media coordinator for Benton & Bowles,
 New York, joins BBDO, New York, in same capacity.

G E O R G E K L O S S M A N , formerly with Leo Burnett Co., Chicago, joins L. C.
Cole Co., San Francisco.

J O H N M. M I L N E appointed manager of Walsh International Adv. Ltd., Toronto,
succeeding ROGER IRWIN, who recently was appointed Ottawa representative
of agency.

R U S S M C C O L L U M and J O H N P E R S H I N G join Tullis Co., Hollywood, as ac-
count executives. Mr. McCollum formerly was in production and management
capacity with KFRC San Francisco, KOMO Seattle and KPOA Honolulu; Mr.
Pershing in retail merchandising.
GET OFF THE SPOT!

Be ON the Spot
WHEN it Happens

It is a proven fact that dials stay at the station which broadcasts every important event. Many events are aired minutes after they happen—there is no time to install lines.

Gates offers the RP-10, a compact highly efficient wide response mobile transmitter... complete with antenna and hand microphone, ready to install in your car.

At a very modest price, you can add something new and so dominantly effective that increased business is bound to result. A line on your letterhead will bring the story entitled, "Get Off The Spot—Be On The Spot When It Happens."

The Gates RP-10 delivers 10 watts of solid signal in the 26 Mc. band over a surprisingly wide area. Any good high frequency AM receiver may be used.

After clamping the antenna to the bumper and attaching to the car battery, you are on the air—on the spot where action means listeners and dollars.
**New Business**

FELS & CO., Philadelphia, for Fels (detergent), through Elser & Cotahan, New York, planning spot radio announcements in selected Eastern and Midwestern cities early in June.

ROYCE CHEMICAL CORP., New York (Royce household cleaner), names Samuel Croft Co., same city, to handle its radio advertising campaign.

CARLSON & SULLIVAN, Los Angeles (steel tape rules), planning June test TV spot campaign on Midwestern stations. Campaign to start in Kansas City and proceed to Indianapolis, Minneapolis and St. Paul. If successful, it will be extended to other markets. Agency: Steller-Miller-Lester Inc., Los Angeles.

NEW MINIATURE magazine to be launched in June by Newsweek appoints Lennen & Mitchell, New York. Radio and television spots being considered.

BLUE SUDS MFG. CO. and WESTON BISCUIT CO. appoint Ruse & Urban, Detroit. Test campaigns planned in Michigan with radio and TV contemplated.

JULES MONTENIER INC., Chicago (Squeeze Spray deodorant), planning schedule of one-minute live-action TV spots to be placed in eight markets before mid-June. Agency: Kaufman & Assoc., Chicago.


ZENITH RADIO CORP., Chicago, entering spot TV for first time late in June with series of six one-minute and 30-second commercials for new phonograph combination. Spots expected to be released regionally and to dealers for co-op sponsorship. Plan will be introduced with new model at dealer convention in Chicago next month. Agency: MacFarland-Aveyard, same city.

BANNER SPECIALTY CO., Philadelphia (automatic merchandising machines), appoints Weightman Inc., same city. Television will be used.

JOHN MECK INDUSTRIES, Plymouth, Ind. (TV receivers), names LeVally Agency, Chicago, to handle its national advertising. Rhodes Newbell is account executive. Radio and TV may be used later.

**Network Accounts**

MILES LABS., Elkhart, Ind., moves One Man’s Family from Sun., 2-3:30 p.m. (CST) on NBC to slot now occupied by Lucky Strike Light Up Time, five-a-week, 6-6:15 p.m. (CST) starting June 8. In addition, broadcast will be repeated 10-10:15 p.m., both 149 stations. Agency: Wade Adv., Chicago.

MARS INC., Chicago (candy), renews Mon., 5:45-6 p.m. segment of Howdy Doody on NBC-TV 13 weeks from June 15, adds Wed. and Fri. segments, 5:30-5:46 p.m., on 27 connected stations (Mon. kinescoped on 14 outlets). Agency: Leo Burnett, Chicago.

FARMERS INSURANCE GROUP, Los Angeles, June 2 starts 62 week sponsorship of Proudly We Hail on full Don Lee Network (45 stations), Friday, 8-8:30 p.m. Agency: Bishop & Assoc., Los Angeles.

TIDEWATER ASSOCIATED OIL CO. buys sponsorship of George Putnam’s commentary, Broadway to Hollywood, on DuMont Television Network, Wednesday 10-10:30 p.m. Lennen & Mitchell, New York, is agency.

GENERAL MILLS INC., Minneapolis (Kix breakfast cereal), June 5 starts sponsorship of five weekly Frances Smiley program Monday through Friday, 5:00-5:05 p.m., PDT, on full ABC Pacific network (23 stations). Contract for 52 weeks. Agency: Tatham-Laird Inc., Chicago.

**Adpeople**

J. E. DREW, associate director of public relations for Lever Bros., named director of public relations, and G. F. GAMBER, associate director of personnel, named director of personnel. Both have been with company for past two years.

CHARLES G. MORTIMER JR., vice president in charge of marketing for General Foods Corp., elected to board of directors. He has been with General Foods since 1928 and in 1947 was named to his present post.

**14% Sales Increase in Record Time...**

results in sponsor adding 6 new markets!

**"The Cisco Kid"**

This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days...in a market where distribution was thin...during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof...before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—From buttons to guns—is breaking traffic records.

**LOW PRICED!**

1/2-Hour Western Adventure Program...Available 1-2-3 Times per week. Transcribed for local and regional sponsorship.

**Here's the Sensational Low-Priced Western**

That Should Be On Your Station!
Handwriting on the Wall—1950!

To Belshazzar, king of ancient Babylon, the fearful warning on the wall of his banquet hall came too late. That very night he and his kingdom were destroyed.

Here in America there's handwriting on our own walls today: "EXCESSIVE DEBT LEADS TO DISASTER!"

Our public debt... national, state and local... staggers the imagination. Worse yet, through the so-called policy of "Deficit Spending," we are plunging deeper and deeper into the red. We're spending money we don't have.

These spending policies now endanger the security and prosperity of all American business and industry, both large and small, and of their employees, stockholders and customers. That means, of course, that the security and prosperity of you and you... and everyone else... is at stake, too!

Take a look at the record. During America's first 152 years (1789 to 1941), the federal government spent a total of 180 billion dollars. Now, in the five years ending June, 1950, it will have spent 217 billion dollars. That is 37 billion dollars more, spent in the last five years alone, than was spent during the first century and a half of our nation's existence.

Any man can create a false and temporary prosperity for himself by living beyond his income and by borrowing money to make up the difference. Would you handle your own family finances that way? Of course not. Nor would any sensible business man handle his company's affairs in such a manner. A day of reckoning always comes. Debts must be paid.

The policy of "Deficit Spending" has now increased the federal debt to 256 billion dollars. Your share of this debt burden is $1700. Your wife and each member of your family owes that much, too. So does every person in America. Each of your children must face the future, carrying a $1700 mortgage, as of today. It may be more next year.

There is one answer to this frightening problem... SIMPLE, SENSIBLE, DAY-BY-DAY ECONOMY. Most of us practice that kind of economy in our private lives. Isn't it time we started to practice that same kind of economy in our national, state and local governments, too?

SEND FOR THESE FREE BOOKLETS TODAY!
Republic has prepared interesting booklets on two of today's most important economic problems. Booklet titles are "Profits" and "Is Bigness Bad?" Address Republic Steel Corporation, 3100 East 45th St., Cleveland 1, Ohio, and simply ask for "Economic Booklets."
Milestones

- WCSC Charleston, S. C., May 14 observed its 20th anniversary on the air. Slogan for the CBS voice of coastal Carolina is "1930 since 1930." Assigned 500 w when it went on the air in 1930, WCSC now operates with 5 kw. Owned by John M. Rivers since 1944, the station has grown from four full-time people in 1930 to a staff of 28 full-time employees.

- Utilization of booth space at the 1950 Builders' Show helped WING Dayton, Ohio, publicize its 25th anniversary last month. Motif for the WING display was furnished by a three-tiered 4 1/2-foot cake, 10 ft. in diameter, done in white and silver and featuring 25 lighted candles. Pictures of WING personalities on blue, white and silver posters flanked the cake on each side.

- The "WJS Hired Hands" hillbilly group April 16 celebrated their 14th year of continuous broadcasting on WJS Columbus, S. C. Heard twice weekly, with an early-morning and a noon-time show, members of the group are "Snuffy" Jenkins, Ira Dimmery, Tommy Faile, Marion Dysier and Grady Landler.

- NBC's Your Hit Parade observed its 15th anniversary April 22. The show's first stars when it made its debut in 1935 included Lennie Hayton and his orchestra, Gogo De Lys, Johnny Hauser, Charles Carlisle and Kay Thompson. Current singing stars are Jeff Clark and Eileen Wilson with Raymond Scott as conductor.

- KDYL-TV Salt Lake City marked its second anniversary April 19 with a special half-hour show. Mayor Earl J. Glade complimented the outlet for its record of performance. In addition, the TV audience was taken on a "behind the scenes" tour of more than 6,000 square feet of floor space in the KDYL-TV Playhouse.

- In recognition of his fifth anniversary with KWK St. Louis, Disc Jockey Gil Newsome was feted May 3 in St. Louis by 65 leading personalities in the music and record business worlds. Also joining in the tribute to Mr. Newsome were civic leaders, including Mayor Joseph Darst who presented him with a special citation, and praise from colored and religious leaders recognizing Mr. Newsome's efforts to improve inter-racial relations in St. Louis.

- THEY KNEW he was coming, so Mutual officials baked a "cake" for CBS President Frank White (r) to help celebrate his first anniversary at the helm of the network. Attending the presentation of the sketch, which bears signatures of Mutual employees, are (l to r): Theodore C. Streibert, chairman of the board; E. M. Johnson, vice president in charge of engineering and station relations; James E. Wolan, treasurer and comptroller; Robert A. Schmid, vice president in charge of promotion, advertising and research; William Fineshriber, vice president in charge of programs, and Mr. White.

Luncheon was held May 1 [BROADCASTING, May 1].

The hour-long salute included a special tribute over Mutual during the 15-minute origination from the Chase Hotel.

- WATR Waterbury, Conn., last month celebrated the 12th anniversary of its telephone quiz show Phone Your Answer. Claimed by WATR to be the oldest of its kind in New England, the program has been produced and emceed by Sam Elman, station manager, since its inception in the pre-war days.
For the most meritorious public service rendered by a radio station in the United States in promoting greater safety from fire in its community...

The National Board of Fire Underwriters

Presents its

1949 Gold medal award to Radio Station KANS and GEORGE GOW KANS News Editor

KANS used the above red check mark as a symbol of fire prevention and distributed these stickers to over 40,000 Kansas school children to place in their homes.

Children such as the group shown here were visited at their respective schools and appealed to personally by KANS representatives. These children agreed to obey instructions including pasting up the red check stickers and at all times to be on the alert for fire hazards around their homes.

George Gow, KANS News Editor, and the dynamic leader in this Fire Prevention Campaign, gave every available minute to talk to the school children, to write and phone personal appeals to the fire officials in neighboring cities. Gow closed each night's broadcast with the admonition: "Be sure to check your house against fire before going to bed!"

Tops in News

KANS

WICHITA, KANSAS

5000 WTS. DAY
1000 WTS. NITE
1480 K.C.

Affiliated with

NBC

National Representatives
THE TAYLOR CO., INC.
NEW YORK • CHICAGO • DALLAS
LOS ANGELES • SAN FRANCISCO
PORTLAND • ATLANTA • SEATTLE
America's Key Network TV Equipment

WJZ-TV uses this RCA De Luxe studio crane to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats.

WJZ-TV's Empire State transmitter room is completely RCA-equipped. It includes a 3-kw transmitter (plus 2.5 kw for FM sound), a 500-watt stand-by transmitter, control console, antenna diplexer, vestigial side-band filter, dummy load.

WJZ-TV's famous ABC Studio One—and its six other TV studios—is RCA-equipped with cameras, dollies, booms, stands, mounts, microphones, and accessories.

WJZ-TV uses two fully-equipped RCA field trucks—including seven field cameras.
Stations Use RCA

...WJZ-TV, for instance

Now on the air from atop the world's tallest television tower...the Empire State building in New York City...WJZ-TV is setting an enviable record for wider coverage, and brighter, clearer pictures over the vast Metropolitan area.

We are proud that the superior service of this important ABC network station is backed by equipment designed and built by RCA. Seven modern studios, complete with RCA's new remote video relay switching system. A modern film-projection and film-recording room—complete with four Kinefotof film recorders. A fleet of field trucks—with all necessary gear. A complete transmitter room with all associated equipment.

Good reason why WJZ-TV can count on continued unexcelled performance from its new Empire State location.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Master Control Room. All seven control rooms of WJZ-TV use RCA equipment—video consoles, program console, audio consoles, microphones, turntables.

WJZ-TV uses RCA Studio Cameras
Open Mike

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

I'll begin worrying about radio's future. But not until then.

Art Leavitt
Announcer
KOBY Oklahoma City, Okla.

Evaluating Radio
EDITOR, BROADCASTING:
My congratulations to the man who wrote "John's Other Bull" [BROADCASTING, May 8]. Some of our learned pedagogues confuse everybody except the man who is spending his money. Apparently it took Shakespeare seven hundred years to become the immortal bard and required classroom reading, but when he wrote—he wrote for money. And, he came out of the most commercially productive era in English history.

Back in 1940 I took a young lady from the Australian BBC on a guided tour through Radio City, New York. She was amazed by the stupendous organization and the splendor. She had to admit that things were a bit stuffy on the BBC.

Most of us today are no better at evaluating our culture than most of Will Shakespeare's contemporaries were in his day. But, radio is on the rack for being a medium of trash and I say that the day the college professors stop picking on us is the day we'd better evaluate ourselves.

Bill Roche
Promotion Director
WFBR Baltimore

Only Lord Haw Haw
EDITOR, BROADCASTING:
I wonder if Dean Kenneth G. Bartlett of Syracuse U., whom you spanked in your editorial "John's Other Bull" [BROADCASTING, May 8], has ever stopped to realize that while the American broadcasting industry has produced dozens of radio stars and personalities who get small fortunes for personal appearances in Great Britain, the only English radio personality ever to receive much publicity in this country was the late Lord Haw Haw. Even he had to take lessons from Axis Sally who broke him of his dull and boring air habits acquired from too many years listening to the BBC.

Thomas B. Neumann Jr.
Radio Station Sales Transfer & Investment
Melbourne, Fla.

Defends Peabody Award
EDITOR, BROADCASTING:
I think that BROADCASTING missed the point in its editorial criticism of the Peabody Award to Harold Ross [BROADCASTING, May 8]. Terminal Radio Inc. by direct line rather than a radio transmitter, and thus, in the technical sense, was not "radio." Nevertheless, the audience, on hearing transmitted music, complained.

(Continued on page 61)
Here's Pinchpenny in Person

It is 1950's great engineering gift to the harassed, cost-conscious AM broadcaster. A brand new one-kilowatt transmitter that will get by on a leaner operating and maintenance budget than ever before, while delivering a thousand fat watts of power to a transmission line.

This new, ultra-frugal transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the past five years, and only recently available in terms of tubes and other components. It obsoletes the engineering of pre-war 1940.

The modulator and power amplifier tubes used in the new Collins 20V are high gain tetrodes, of types that have regularly chalked up operating life records of 4,000 to 8,000 hours, even at FM broadcasting frequencies. Their characteristics permit great simplification in associated circuitry, and the use of low-drain receiver type tubes in the driver stages. Only 16 tubes are employed in the entire transmitter. The replacement cost of the complete tube complement is only $217.10.

Whether you are thinking of building a new station or replacing an obsolete thousand-watt transmitter, get all the facts about the Collins 20V. Write, wire or phone your nearest Collins representative.

FOR BROADCAST ECONOMY, IT’S...
Feature of the Week

RELUCTANCE of a Muskegon, Mich., department store to employ radio as an advertising medium soon evaporated following twin promotions on WKNK Muskegon this spring. Results of the Grossman's department store radio campaign gave rise to this comment from Louie Grossman, vice president of the firm, to Don Mann, WKNK general manager:

"We are convinced that WKNK is a medium to obtain results. Part of our new advertising budget has been allocated for radio on WKNK. We feel confident that our new program with you, Koffee Klatter, will bring immediate results for us and our co-sponsor, General Electric. Enclosed please find the signed contract for the show..."

Promotion consisted of a series of daily spot announcements with two live 15-minute interview type programs aired from the fourth floor of the store April 13-22. Grossman's ran several tests on WKNK. One day a setting of listeners, but with each purchase of a major GE appliance was offered. The unanticipated response made it necessary for the store to withdraw the offer the next day. Three days after the twin promotion programs ended, Mr. Grossman signed a contract.

All promotion, the shows Grossman Days and Grossman's Housewares Pair and spot announcements, was aired only on WKNK. No other medium was used. Koffee Klatter, Mr. Mann explained, follows the format of the lost shows — interview type and broad cast direct from the store.

On All Accounts

HUGH S. HOLE, radio and television director for Brooke, Smith, French & Dorrance, Detroit, is a baseball fan, but he's wondering if two opening days in the same season aren't too much.

When Goebel Beer decided to bring Detroit fans the opening day ceremonies from Cleveland on both AM and TV this year, it meant a flying trip home from Colorado for Hugh to make all necessary arrangements in the city across the lake. Then, three days later, back to Detroit for the opener there.

This was the first time an out of town opening game was brought directly to Detroit viewers and listeners, but was in line with a standing Goebel policy to bring direct all important series involving the Tigers. Under BRP&AD guidance, the Goebel Network has now grown to 36 stations in Michigan and Ohio. In addition, a selected number of games are telecast by WWJ-TV Detroit.

Slim, quick-grinning Hugh got an early exposure to radio and radio personalities on a trip to New York to visit his brother, Leonard, who was one of the earliest employees of Benton & Bowles, and active in early radio shows. There Hugh was thrown into the company of such old timers as Tiny Ruffner and the cast of the "Show Boat."

Returning home to Greensboro, N. C., Hugh could think of nothing else but a career in radio. This ambition persisted through four years of prep school and the U. of North Carolina where he was graduated in 1942 with a B.A. in dramatic arts. This drama training has sent him well many times in his rapid advance in radio and TV.

"No training could possibly have helped me as much," he says. "After all, a stage is a stage, and I feel perfectly at home in TV operations."

Hugh's earning power is no secret, either. He readily tells you he started with Benton & Bowles in 1942 as a mail boy, for the "huckster" salary of $18.52. Of his progress since those days, he openly confesses: "I've had a raise."

Like all ambitious men, in 1946 he decided to go into business for himself, and with his brother, Leonard, and several other partners, he formed Television-Radio Enterprises to develop and market (Continued on page 89)

Lloyd Reisner, edging his truck cautiously through the deluge, stares through the windshield.

His air-brakes check his momentum as his alert eyes see the wreck.

Pulling off the road, Reisner jumps from his cab.

Reisner gave first aid; his training and instruction as a truck driver had given him the instinct to do the right thing in a crisis.

In desperation, he commandeered a car—and holding the little girl in his arms, applied pressure to the throat arteries to stop the dreadful hemorrhaging.

Then—with the little girl safely hospitalized and her life saved—he went on about his job.

For this deed and for his many years of competent, safe, accident-free driving for the Hancock Truck Lines Inc., Indianapolis, Ind., Lloyd Reisner was selected from among hundreds of candidates as the trucking industry's 1950 Driver of the Year.

* * *

Last year's winner, Martin Larson of St. Paul, Minnesota, saved a trapped car driver from certain death by freezing.

The year before, it was Verl Langford of Buena Vista, Colorado, who ran 7 miles down a mountainside to bring help to a badly injured group of motorists, saving their lives.

Some of these drivers have over a million miles of accident-free driving. They are safe, courteous and trained in first aid, often by the American Red Cross. Next time you are in trouble on the highway, chances are it is the truck driver who will offer help.

They are Men You Like To Meet.
“You say radio is the best buy?”

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute maximum from your advertising dollar is to buy W-I-T-H. No other station delivers so many listeners at such low cost.

That means low-cost results. That means that small appropriations on W-I-T-H do big things. Call in your Headley-Reed man for the whole story today.
CBS QUNTS NAB

NAB FACED at the weekend the problem of maintaining normal services without benefit of possibly $50,000 in dues as the result of resignation of CBS and its owned and-managed stations and the apparently imminent withdrawal of ABC and its owned-and-managed outlets.

CBS notified NAB Wednesday it was preparing a letter of resignation. ABC appeared on the verge of resigning. NBC and CBS did not withdraw.

The CBS action culminated a year of discontent with NAB functioning, an attitude shared to some degree at least by the three other major networks [CLOSED CIRCUIT, Feb. 20].

All four networks had aired their views last Monday at an NAB-sponsored joint luncheon held in New York.

Whether the CBS withdrawal would start a chain reaction affecting NAB's very life could not be foretold, but the network's announcement said it hoped independently owned stations would not follow the example. There were no immediate ports of wholesale resignations.

Strict Economy Started
Withdrawal of CBS and indication that ABC would pull out came as the industry's trade association was starting to operate on a policy of strict economy under direction of William B. Ryan, installed just a fortnight ago as general manager.

"We'll live with it," one top NAB official told BROADCASTING Thursday, reflecting the general attitude at NAB Washington headquarters. While no effort was made to conceal chagrin at loss of key industry support, it was noted that for many years prior to 1945 the association had only two of the four networks on its rolls.

From 1942 to 1947 networks had been able to keep tab, with MBS having joined in 1945. The bylaws were amended in 1947, at network suggestion, to give them associate rather than active status and removing them from board membership except through representation of an owned station.

In a statement explaining its resignation, CBS cited NAB duplication of functions the network already performs for itself. If there were other factors, such as reported dissatisfaction over executive personnel or the association's legislative record, CBS did not mention them in its official announcement.

NAB declined to comment Thursday on the ground that it had not been officially notified and had no way of knowing what CBS was doing. Unofficial disclosure came with a series of phone calls from reporters anxious to know if the association had any comment. Acclaim Accorded

Just as CBS was giving NAB unofficial notice Wednesday of its withdrawal, the association was being acclaimed for its active opposition to President Truman's FCC reorganization project (Plan 11) which was defeated in the Senate (see story page 26).

The membership defection came as B. Walter Huffington reported to NAB headquarters as field director, with the job of conducting a one-man membership drive in the field. Mr. Huffington formerly was manager of WSAP Portsmouth, Va. [BROADCASTING, May 15].

NAB officials insisted that services would be continued on a normal basis, aside from the drive for strict economy in all phases of association operation. Staff fear of immediate personnel cuts was discredited.

The 1950 NAB budget runs about $800,000 a year. Mr. Ryan has been reviewing the budget carefully and conducting a detailed study of departmental functions. He has full administrative charge under President Justin Miller and will submit a detailed budget report to the board when it meets in Washington June 20-22.

In leaving the association, to which it paid $5,000 a year as an associate member, CBS also withdrew its seven owned stations. The network's total dues amounted to an estimated $40,000 a year.

The NAB dues of ABC and its five owned and managed stations are estimated between $50,000 and $50,000 a year. NAB itself refused to divulge the dues on the ground there was no information was confidential.

Speculation Arises
Future attitude of the other two national networks toward NAB membership continued to be the subject of speculation at the weekend.

Suggestion was heard that some stations historically outside NAB's... (Continued on page 46)

AUDIENCE DIVISION

INDEPENDENT STATIONS have felt the competition of TV less keenly than have network affiliates in the same cities.

Television to a substantial degree is creating its own audience. These two conclusions arise inevitably from examination of the accompanying tables which compare the average evening ratings of all programs—network radio, non-network radio, TV—and the way the total evening audience is shared among these three for March-April of this year and the same period a year ago, as measured by The Pulse In, five major markets for which data for both years was available.

General Trend Seen
Five markets do not make a nation, but when they all show the same general trends and differ only in detail they may be assumed to present a significant picture of audience changes in the past year in cities which have both radio and TV program service.

Table I, showing average sets-in-use from 6 p.m. to midnight, or average ratings, if you prefer, reveals that in all five cities the total broadcast audience has increased from last spring to this. To put it another way, more people were found listening or looking during (Continued on page 24)
Audience Division
(Continued from page 25)

the evening hours in March-April 1950 than in March-April 1949.

Television should be credited with adding new members to the overall broadcast audience and with increasing the total amount of time spent on broadcast entertain- ment—either oral or visual—as well as blamed for converting yester-

day's radio listeners into today's video viewers.

It is perhaps noteworthy that New York, which has had regular TV programming longer than any other U. S. city and therefore might be assumed to be less affected by TV's novelty appeal than any other city, shows the largest percentage increase in total audience of the five cities reported. In fact, the total radio audience in that city showed almost no change during the war, whereas the full growth in the TV audience being matched by the increase in total audience during the 12-month period.

The relative positions of network radio, non-network radio and TV are more clearly shown in Table II, comparing share of total mentions—or share of audience—among the three forms of broadcast entertain-

tainment. This table, which reflects the competition among the three classes, shows for all cities the same general changes in the past year: TV share has increased and radio's share decreased, with network stations losing more heavily than the non-network stations.

Type of Programming

This situation seems a natural result of the programming which TV offers, programs that in general compare closely with those offered by the radio networks—name stars, elaborate musical and variety shows, big dramatic pro-

ductions and the like. Conversely, TV has very little of the music-

and-news type of programming which is the basic formula of much of non-network station operation.

The disc jockey, often the most popular attraction of an independ-

ent station, has no exact counterpart in TV. It is a logical con-

clusion, therefore, that people who formerly spent most of their listen-

ing hours tuned to network stations should more quickly transfer their affections to television where they find the same type of enter-

tainment, while those who prefer the independent station type of enter-

tainment stay with radio because they can't find this kind of programming in television.

A corollary explanation for TV making deeper inroads into net-

work radio audiences than into the audiences of independent stations arises from the economic status of TV sets. Families in the upper income brackets have generally been the first purchasers of video receivers, with TV sets gradu-

ally moving down into the middle and lower income groups as set prices decline and as the amount of TV programming available to the community increases.

Network programming rates

highest with the upper income groups, research indicates, with non-network programming most popular with the middle and lower income bracket families. If more TV sets go into the homes of families who prefer network radio pro-

grams than into homes of those who do not, it should follow that the network programs will lose more listeners than the non-net-

work broadcasts.

Close observers of the radio-tele-

tvision situation in New York be-

lieve that this conclusion should not encourage the independent broad-

casters to think they have nothing to worry about and can sit still and watch their network competitors waste away. TV sets are already moving into middle and lower income classes and at a con-

stantly accelerating rate, they point

out. And once a TV set has en-

tered the home, the impact of sight-

and sound programs is bound to make some impression on even the most faithful disc jockey fan.

The answer given by one radio-

television veteran is simple: All radio broadcasters, network and independent alike, have got to do the best program jobs they possibly can, have got to offer new program ideas, new program formats, new stars, to keep 'em listening instead of looking.

Stanton Plans Vacation

FRANK STANTON, CBS presi-

dent, will leave on an extended va-

cation on May 26. Mr. Stanton is planning to tour the country by motor.

MARY DUNLAVEY

is Cohen's Head Timebuyer

MARY DUNLAVEY, former time-

buyer with Cunningham & Walsh, New York, has been appointed head of the timebuying department of the Harry Cohen Advertising Co., New York.

Miss Dunlavey takes over her new duties today (May 22). While with Cunningham & Walsh, she handled the Auto-

Lite and Chesterfield spot cam-

paigns. Before that she was with Pedlar & Ryan and Ruthrauff & Ryan, both New York. At the latter agency, she placed one of the largest spot announcement cam-

paigns in radio history for Pall Mall's "On Lamb's On Sea and In the Air" schedule. She also placed time for Lever Bros.

At the Cohen agency Miss Dun-

lavey will handle the Grove Labs and Fitch Shampoo accounts, both active radio and television users.

Hamm Campaign

50 Outlets Set by Beer Firm

MORE than 50 stations will be used for the advertising program of Hamm's beer during the spring and summer months, Clyde E. Rapp, ad-

vertising director of the Theom Hamm Brewing Co., St. Paul, an-

nounced last week.

Mr. Rapp said Hamm's has agreed to sponsor baseball broadcast-

ing in Dubuht, St. Paul and Moorhead, Minn.; Fargo, N. D.; Sioux Falls, S. D., and Sioux City, Kan. Sportscasts and news broad-

casts have been purchased from California to Wisconsin on an in-

dividual market basis. The Inter-

mountain Network also is included and Transit Radio is being used in Houston, Mr. Rapp said.

Brewster Joins M-E

ROBERT J. BREWSTER, program manager of WOR-AM-TV New York, joins McCann-Erickson, Chicago, as executive assistant for radio and television. He will re-

port to Homer Havermale, vice president in charge of the Chicago office. James Shirley continues as radio and television director. Mr. Brewster formerly worked as an account executive at J. Walter Thomas Co. in New York and at JWT in New York and Holly-

wood as a radio producer. He pro-

duced the Bing Crosby show for five years.

Carlos Franco Weds

CARLOS FRANCO, general execu-


**TABLE II**

<table>
<thead>
<tr>
<th>SHARE OF TOTAL MENTIONS</th>
<th>6 p.m.-12 Midnight—From March-April Radio Reports</th>
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<tr>
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<td>Mon.-Fri. '49</td>
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<tr>
<td>NEW YORK</td>
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<tr>
<td>All stations</td>
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<td>Networks</td>
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<td>TV</td>
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<td>All stations</td>
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<tr>
<td>Networks</td>
<td>16.8</td>
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<tr>
<td>TV</td>
<td>14.1</td>
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<td>BOSTON</td>
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<tr>
<td>All stations</td>
<td>16.5</td>
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<td>Networks</td>
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<td>All stations</td>
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<td>Networks</td>
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<td>All stations</td>
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<td>TV</td>
<td>10.0</td>
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</tbody>
</table>

Drawn for BROADCASTING by Sid Hix

"Is this counted as a public service or will I be charged regular rates?"
RETURN BOUT IN TALENT FIGHT

STRUGGLE for leadership between CBS and NBC last week was erupting in such intensity that NBC had abandoned the defensive tactics it chose two years ago—when CBS began raiding its talent—and was in the raiding business itself.

NBC's top brass was personally leading what it hoped would be a series of successful forays, not only to take some stars from CBS but also to tie up Bob Hope, a current contractee of the rival.

Joseph H. McMconnell, NBC president, and Mannie Sacks, whom RCA hired away from Columbia Records a few months ago to become a top talent executive of RCA Victor, were in Hollywood making overtures to half a dozen stars, some of them now on CBS.

The revival of NBC's tactics was obviously caused by the ascendancy of CBS in both audience ratings and radio billings. Within recent months, through its wide-promotional and sales techniques, CBS has repeatedly announced its claims to network leadership in both areas.

Last week CBS publicly unveiled its latest presentation, "Radio's Extra Profit Margin," which asserts that because of its expenditure of $20 million annually in acquiring top talent and building programs CBS has won "the largest weekly circulation of all networks...in both right and day" (see story page 39).

Quotes PIB Figures

In the same presentation, CBS reports Publishers Information Bureau figures showing that CBS led all networks in radio billings in the first quarter of this year.

The CBS promotional campaign has emphasized that its audience and billings figures are for 1950, when it was able to put its top promotional campaign which run in newspaper ads and elsewhere that claims NBC leadership on the basis of 1949 figures (for 1949) and on total 1949 PIB figures.

"One factor above all others has created for CBS advertisers this extra profit margin," the new presentation asserts, "CBS, alone of all the networks, has acted on the principle that effective programming comes before anything else in the endeavor of broadcasters."

Two years ago, when William S. Paley, CBS chairman of the board, signed a contract with his personal friend Benny to CBS from NBC on the basis of "capital gains" deals, NBC let it be known that its strategy was to resist joining the high bidding.
**FCC REORGANIZATION**

A CONCERTED campaign by NAB and other radio factions was credited with defeat of President Truman's FCC "reorganization" plan last Wednesday as the Senate "vetoed" the controversial proposal by a slim margin.

The President's plan to vest administrative and executive functions in the FCC Chairman was beaten by a vote of 50-25—one more than the constitutional quorum of 49 needed to keep it from becoming effective tomorrow night (Tuesday).

The "defeat," one of five suffered so far by the Administration on reorganization measures (without a victory), culminated a spirited drive by opponents, including Sen. Edwin C. Johnson (D-Col.) and Ernest W. McFarland (D-Ariz.) of the Senate Interstate & Foreign Commerce Committee; Sen. John L. McClellan (D-Ark.) of the Expenditure Expenditures Committee; and the Federal Communications Bar Ass'n executive committee, as well as NAB.

Though no official comment was forthcoming from NAB, the association assuredly was gratified with the result, which many observers felt had stemmed largely from NAB's campaign carrying the fight to both member and non-member stations. NAB had received over 200 replies from stations reporting action on the plan and this week plans to send out detailed reports summarizing the proposed legislation, according to Ralph Hardy, NAB government relations head.

Sen. Johnson Led Fight

Sen. Johnson led the floor fight to reject the plan after the Senate Executive Expenditures Committee had reported "adversely" his resolution, on which technically the Senate acted.

Simultaneously, in bilateral blasters at FCC and Chairman Wayne Coy, he quoted the committee's report charging that FCC was the "only" agency which "declined to cooperate" in the compilation of memoranda requested by Sen. McClellan's group, and that Chairman Coy "countermanded" a report requested by the committee and prepared by the Commission (see story page 38).

Sen. Johnson noted the FCC Chairman is appointed by the President and questioned a statement by Sen. Hubert Humphrey (D-Minn.) that "no dictatorship" is involved in the Truman plan. Sen. Johnson's question was challenged:

"The Commission prepared a report, Congress wanted that report, but Mr. Wayne Coy vetoed the request, I call that dictatorship... This plan gives all the powers of the Commission to the Chairman so that he can become, in the operation of the Commission, a complete dictator, just as he indicated he would become when a committee of the Senate asked him for a report."

Sen. Johnson had obtained unanimous consent to set aside only 30 minutes for debate, a move strongly protested by Senate Majority Leader Scott Lucas (D-III.), who defended the Truman plan along with Sen. Humphrey.

**Question of Appointment**

Pointing out that the issue involves a "fundamental principle of government involving an arm of Congress," Sen. McFarland noted a, "distinct difference between transferring certain functions of a commission to a man who owes his appointment as chairman... to the President... and transferring [them] to a Chairman who owes his appointment... to the Commission itself."

Staffs of independent agencies have become "more and more important and Commissioners must consult them for advice and for expert opinions," Sen. McFarland noted.

"Are the Commissioners going to have to consult staff members who do not owe allegiance to them? Are [they] to be placed in a position where they will not be able to function independently because staff work and staff opinions, on which they must rely, are prepared under the direction of the Chairman, who, in turn, is wholly within the domination of the executive?" he asked Senate colleagues.

Sen. McFarland then quoted FCC's statement on the Hoover Commission recommendations:

"The Commission believes that the existing provisions of sections 4 and 5 of the Communications Act of 1934 provide sufficient flexibility to enable the Commission to delegate to the Chairman necessary authority to expedite Commission administrative activity. Under these provisions the Commission has over a period of years delegated increasing powers to the Chairman with respect to administrative matters. Administrative order No. 8 has recently been adopted setting forth this principle of Chairman initiative in Commission administration."

"The extent that any additional legislation may be deemed advisable to expressly designate the Chairman as the chief executive officer of the Commission, the legislation proposed in section 5 (a) of S. 792, a bill providing for extensive changes in Commission procedure and organization which was favorably reported by the Senate Committee on Commerce on July 21, 1949, would appear to meet such requirements..."

Conceding that Chairman Coy had favored the plan as a means of relieving other Commissioners of day-to-day administrative details (BROADCASTING, May 1), Sen. McFarland noted that "only one other member" (Comr. E. M. Webster) had "supported him" and that two others (Comrs. Rosel Hyde and George Sterling) had opposed it in statements filed during hearings on the proposal.

**Opposition from FCC**

Sen. McFarland said he assumed the rest of the Commission took no "official position publicly" because they had previously adopted and submitted to Congress their opposition report to Hoover Commission recommendations.

Sen. McClellan, who served on the Hoover Commission, told the Senate that it was "never the intent of the Hoover group to concentrate power under the Chief Executive" and claimed the Hoover task force findings and Commission recommendations were not necessarily always identical. He charged that there is not a "$1 of savings in any of the plans."

At one point in debate on reorganization, which also included a plan covering Interstate Commerce Committee, also defeated, Sen. Johnson remarked: "There is a unknown group in Washington which calls 'Commissions may come and go, but the staff goes on forever.'"

Sen. Lucas thought it "ridiculous and fallacious" that the Chairman (Continued on page 48)

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**AUGUST NETWORK GROSS**

Down 5% From 49

**GROSS** time sales of the four nationwide networks in April totaled $15,018,972, down 5% from April 1949, according to data compiled by Publishers Information Bureau.

**NETWORK RADIO**

For the first four months of the year, gross radio network time sales amounted to $65,252,978, a decrease of 4.5% from the like period of last year. For television

PIB cannot supply comparable figures for the two networks as the DuMont TV Network billings are no longer available it was announced.

**NETWORK TELEVISION**

**Page 26 • May 22, 1950**
A Bank Builds Prestige and Accounts... As Patron of Community Talent

THE HAMILTON National Bank in Washington, D.C., received climactic acclaim May 14 for its radio series—first in the history of the institution.

That day, an audience made up of Congressmen, the city's board of education and superintendent of schools, bank officials and hundreds of students listened at Constitution Hall to nine finalists compete for music awards.

Roots of Hamilton's initial radio project were formed early this year when the bank became deeply concerned in the realization that well-versed institutions that can gather mass as easily as non-rolling stones.

To become the friendly, neighborhood bank (it has branches in residential areas), Hamilton decided to swing into a radio campaign that would reach John Q. Public and possibly entice him to keep the bank's case.

At the least, bank officials would be satisfied to keep the institution before the eyes of depositors and non-depositors in the Washington area. If the campaign managed to obtain new accounts, so much the better.

Waterfield Plans

Fortified by his client's approach, John E. Waterfield, president of Admasters Advertising Inc., Washington, outlined plans for this goodwill and business wise venture to officials at WMAL Washington.

Mr. Waterfield explained that the bank wanted to step down from its lofty financial pedestal accepted by so many of its peers. In more specific terms, the idea was to lend assistance to deserving high school musicians.

A talent contest would be held. Students selected from the city's 20 parochial and public high schools would have their performances recorded. A panel of prominent Washington artists and music critics would pick the winners from these taping. Hamilton would recognize the winners by awarding them scholarships. Other finalists would receive lesser awards. WMAL felt the big recording job could be done and joined in the project with enthusiasm. At the same time, a city-wide promotion campaign involving school posters and newspaper ads was launched.

Student reception was lively.

Mitchell Heads Judges

Howard Mitchell, director of the National Symphony Orchestra, gave the idea his blessing and accepted an invitation to head a panel of prominent judges: Warner Lawson, dean, Howard U. school of music; Rt. Rev. John K. Carter, rector, St. Matthews Cathedral; Patrick Hayes, concert bureau operator, and music critics of the four Washington dailies.

Appointments were made with each of the high school musical directors. J. Wilton Peters, Hamilton assistant president and public relations chief; Jack Logan, director of AM operations, WMAL, and Mr. Waterfield checked school auditoriums for peculiarities which could arise during high fidelity recording.

Following this survey, the lengthy recording job got underway. WMAL Announcer Jack Henry was chosen to be master of ceremonies at the schools during the recordings. By the end of January, all the city's high school students had heard their musically talented friends introduced by Mr. Henry as entrants in the talent contest. Some 82 vocalists and 82 instrumentalists had their solo performances recorded. In addition, school glee clubs, bands, orchestras—the contest, the school with the finest choral singing and the one with the best orchestra.

As early as the first few weeks of the series, results were enlightening to Wilton J. Waller, president of the bank. Not only did Hamilton begin to notice a large amount of goodwill as seen by batches of letters and postcards and a deluge of telephone calls, but new faces were appearing at the savings account window.

A number of new depositors mentioned they were opening accounts in appreciation of what Hamilton was doing for the city's youth. One letter received from a new depositor said the account was being placed for an unborn baby "because you are doing such a fine thing.

Aids Musical Life

A local official echoed these sentiments from another approach. Richard Bailes, music director, National Gallery of Art, said the program series would prove to be an important development in the musical life in Washington. Eventually, he opined, the series would make its "contribution toward a finer American music culture."

This radio success has not been lost on Hamilton officials. A total of 400 unsolicited letters praising the program have been received. Present Hamilton plans call for an annual contest series. It is estimated that this year's campaign will cost the bank approximately $30,000.

Hamilton National Bank's first radio project rang a bell in its ivory tower. Now that it has mixed freely with the powerful medium of radio, Hamilton is rediscovering what traditional radio-users already knew—goodwill makes good business.
On the dotted line...

ASSURING broadcast, via studio re-creations from Western Union wire reports, of every other New York Yankee baseball game over WNOR Norfolk, Va., this season are (l to r): Earl Harper, WNOR general manager; Charles Sweeney, WNOR acct. exec.; Parker Now, gen. mgr., New Bell Storage, sponsor.

WIRE FEES

WESTERN UNION was pondering its next move last week after FCC affirmed—and seemingly strengthened—an examiner’s decision holding unlawful the assessment of special charges for its baseball play-by-play reports when used by networks. Upholding Examiner Elizabeth C. Smith’s initial decision (Broadcasting, Jan. 9), FCC ordered WU to eliminate the special $2 charge it has been levying upon subscribers for the additional station to which they furnish the play-by-play service.

The same ruling applies in the case of a $1 additional charge which the Network imposed for each non-subscriber station carrying, from a subscriber, after-the-game summaries of the highlights of play.

The extra charges, FCC ruled, are “discriminatory” since they apply to radio stations but not, for example, to press associations which similarly transmit the reports to several newspapers. Further, FCC said, use of the reports by several stations in a network does not increase Western Union’s expenses in providing the service.

Western Union authorities said they could not determine their next step until they have studied the decision thoroughly.

But there was speculation that the company may appeal to the courts perhaps underwrite some other tariff revision which might cost sports-service users as much or more in the long run.

Fee ‘Unreasonable’

More clearly than the initial decision, FCC’s final ruling branded the $2 charge not only discriminatory but “unreasonable”—a label which users almost certainly would cite in protest if WU should seek to eliminate “discrimination” by imposing a similar $2 fee for each client served by the press associations.

Some observers thought the company might undertake to withdraw the challenged tariff altogether, leaving their regulations with no specific provision for network broadcasting of the sports reports.

This was the situation which existed before the $2 fee was imposed in April 1949. WU claimed that until 1948, it did not know that networks were using its reports and that, in fact, the status of the tariffs at that time did not permit their use by stations not owned by subscribers to the service.

WIND Chicago, however, which operates the Midwest Baseball Network and which was one of the chief complainants against the $2-per-station additional charge, claimed on the other hand that the pre-1949 tariffs definitely did contemplate use of the reports by more than the subscriber station.

On this point FCC’s decision sided with Western Union. It held WU violated the Caracelli Act by knowingly permitting subscribers to broadcast the reports to non-subscribers in a network in 1948, even though WU said it did so in order not to upset the stations’ schedules and with clear notice that additional charges would be made for such network use in 1949.

If WU withdraws the contested tariffs and is not overruled by the Commission, then presumably each station which wishes to carry the reports would have to subscribe and accordingly would have to pay instead of the $2-per-game charge, the basic subscriber’s rate—which averages about $23 per game.

Question of Rebates

The question of rebates by Western Union for the “discriminatory” charges collected since the case has been under FCC consideration—which encompasses all of the 1949 season as well as the 1950 season to date—has not been raised and was not mentioned in FCC’s decision. Presumably, however, the company will be faced by a claim for such rebates.

WIND, whose complaint touched off the Commission’s investigation, organized the Midwest Baseball Network in 1947 to carry games of the Chicago White Sox and other American League teams. Western Union facilities are used when on-the-scene broadcasts cannot be made.

In the case of the Midwest Baseball Network, the $2 extra charge increased the network’s operating costs by about $3,000, FCC found. Most of its broadcasts were on-the-scene accounts, not dependent on WU reports.

In addition to WIND, KBPC Cheyenne, Wyo., participated in the FCC hearing as key station feeding baseball accounts to some 18 stations on the basis of reports furnished by Western Union.

Agencies Shift

THREE top Chicago agencies are shifting into new locations at the Palomine Bldg., 919 N. Michigan Ave., on June 1. Grant Advertising, formerly occupying quarters on the seventh floor, moves to the 19th floor, vacated by Fonse, Cone & Belding when it moved into its own building at 155 E. Superior last month. Other former FCAB space on the 19th floor is being taken by BBDO. The latter’s offices in the tower on the 36th and 37th floors will be occupied by Russell M. Sein, moving from the third floor. BBDO also relinquished space on the 34th and 35th floors.

Sponsorship for the network of Mutual’s Game of the Day major league broadcasts on WB9 Columbus, Miss., is W. E. McClure (seated), owner-operator of a chain of furniture stores in Mississippi. With him are Bob McNeeley (l), gen. mgr., Mid-South Network, and J. W. Estherbon, WCBO mgr.

FOR a third year, Globe Brewing Co., Baltimore, is proud to sponsor home games of the Petersburg Generals on WSSV Petersburg, Va. Setting plans are (l to r): Louis H. Peterson, pres., WSSV; Edward Phillips, local Arrow distributor; Jack Lulien, WSSV sports dir.; Ray Moss, WSSV gen. mgr.

LONG-term pact to sponsor WCPO Cincinnati’s Man in the Street program is arranged by (l to r) Sam Johnson, WCPO acct. executive; Vernon Curran, setting the deal for the Streitmann Biscuit Co., sponsor; Bill Daves, m. c. on the show, and Glenn Clark Miller, WCPO station director.

AGREEMENT for KERG Eugene, Ore., to air games of the Fair-West League’s Eugene Larks is set by (l to r): Seated, Monte LeFors, general sales mgr., Davidson Baking Co., sponsor; L. W. Trommlitz, KERG mgr.; standing, Herb Michael, KERG sales mgr. Don Hall, Davidson sales; Walt Nellis, Larks.

SPONSORSHIP of a quarter-hour spots from review of KFM Wichita, Kan., six days a week for 26 weeks, is okayed by J. W. Gerhardt (seated r), president, Conway Springs Bottling Co. Looking on are (l to r) Sportcaster Glen Perkins, Sales Mgr. Bob Nix and Gen. Mgr. Frank Webb, all of KFH.

INKING contract for sponsorship of Mutual’s Game of the Day major league broadcasts on WBCI Columbus, Miss., is W. E. McClure (seated), owner-operator of a chain of furniture stores in Mississippi. With him are Bob McNeeley (l), gen. mgr., Mid-South Network, and J. W. Estherbon, WCBO mgr.

EXCLUSIVE rights to broadcast the Toronto Maple Leafs ball games for two years go to KEY Toronto, as deal is completed by (l to r): Seated, Joe Zeigler, Toronto baseball club mgr.; Hal Cooke, KEY mg.; standing, Sportscasters Joe Crystals and Hal Kelly. Broadcasts are sponsored by Imperial Oil Ltd.

SETTING contract to air Dougart Chatter on WWDC Washington prior to every Washington Senator baseball game this year, are Bob Wolff (l), WWDC sportscaster, and Jack Blank, owner of Arcade Pontiac Co., sponsor of the program. Mr. Wolff also does part of play-by-play of the Senators games.

Sponsoring the broadcast, via studio re-creations from Western Union wire reports, of every other New York Yankee baseball game over WNOR Norfolk, Va., this season are (l to r): Earl Harper, WNOR general manager; Charles Sweeney, WNOR acct. exec.; Parker Now, gen. mgr., New Bell Storage, sponsor.
THE State of New Mexico has abandoned its attempt to collect a 2% gross receipts tax on income from local broadcast stations in that state but has 250 outlets, Broadcasting was sources.

The attorney general's office indicated that it was considering two courses—collection of the tax from low-power stations or recommendation that the legislature enact at the next session a new tax law that would bring broadcasters within its scope.

Thus the six-year controversy over the state's privilege tax remains in a state of confusion after, or as a result of, a series of trial and appel late court decisions.

Last March, when the New Mexico Supreme Court heard decisions in the case of KOB Albuquerque, there were 13 suits pending [Broadcasting, March 6, 20]. The decisions called for separation of KOB receipts from local and interstate broad casts, with the 2% tax to be levied on the local but not on interstate income.

The state attorney general conceded that judgment be entered in all of KOB's suits to recover taxes, which it had paid under protest, with KOB also to receive interest on the payments. This was construed as official admission that the station did not have to pay the tax.

Last week, however, it was learned that the attorney general's office was still pondering policy, especially in regard to collection of the tax from low-power outlets on the ground they were strictly intrastate business operations despite the fact that their signals passed over state lines.

Enforcement Undecided

While the state apparently has decided not to attempt enforcement of the 2% tax on KOB's receipts from local and interstate broadcasts, the broad legal questions in the case are left in a state of confusion by the two decisions last March.

It is clear, according to industry lawyers, that an unapportioned gross receipts tax on station advertising income is forbidden under the Fisher's Blend decision. It is not clear, on the other hand, whether the New Mexico tax can be levied on station income from broadcasts originating in the studio and bringing business to stations from surrounding states.

The litigation started five years ago after New Mexico decided to apply its 2% privilege tax on the gross receipts of broadcast stations. KOB sued to recover $25,000 paid under protest, contending it was engaged in interstate commerce and the tax was unconstitutional under the Fisher's Blend decision. The trial court held the station must pay the tax.

KOB took the case to the New Mexico Supreme Court which held the tax could be levied on local broadcast advertising revenues but was adjudged liable for taxes on its local broadcasts for a four-month period.

In Docket 5237, however, the appellate court upheld the trial court's ordering all for another four-month period returned to KOB.

While the two decisions fail to clear up confusion over the interstate character of broadcast business, KOB clearly won a financial victory.

Another series of legal actions, started in 1945, was based on the contention that the tax was unconstitutional because of radio's interstate characteristics. These stations went to a three-judge federal court, which ruled there already was an adequate remedy in the state courts. The U. S. Supreme Court upheld this position in 1947.

N M TAX MUDGE

Locals Awaiting Ruling

FCC MERGER

MERGER of the broadcast functions of FCC's engineering FM Broadcast Division with its engineering Standard Broadcast Division, to form a new Aural Broadcast Division under the charge of James E. Barr, chief of the former Standard Broadcast Division, was announced by FCC last Wednesday. The changes are effective immediately.

Simultaneously, FCC announced that Cyril M. Braun, chief of the former FM Broadcasting Division, was named chief of the Television Broadcast Division. He succeeds Curtis B. Plummer, now chief engineer of the Commission.

Mr. Barr

Mr. Braun

only to engineering duties at this time, it was indicated the move in effect is a preliminary step in accord with FCC's overall reorganization along functional lines which currently is underway [Broadcasting, March 13, 20]. Further modifications and personnel changes could be made when the full reorganization is accomplished, it was pointed out.

Past Reappraisal

FCC already has abolished its Bureau of Laws, Engineering and Accounting with the broad administrative duties now under the Office of General Counsel, Chief Engineer and Chief Accountant. One complete functional reorganization effected is that within the newly established Common Carrier Bureau, which includes legal, accounting, and engineering personnel.

Last week's action on FM and AM engineering divisions also was said to have been taken in an effort to more evenly distribute the Commission work load and assure more efficient use of existing personnel.

Combines FM With AM In New Aural Unit

FCC MERGERS has made the changes to facilitate and assist in the development of the educational educational, remote pickup and studio engineer functions of the Commission.

ANAHIST CASE

Medical Man Supports FTC

TESTIMONY by a university professor of medicine was offered last Monday in Cleveland, Ohio, in support of Federal Trade Commission's charges against Anahist Co. and Bristol-Myers Co. for allegedly "deceptive" advertising of its antihistamine cold products.

Dr. John Dingle of Western Reserve U. cited a university research report which questioned the "incompetent and effective treatment" of colds claimed for the drugs.

Both Anahist Co. (for Anahist) and Bristol-Myers Co. (for Ritetabs) once again denied the allegations. Attorneys reiterated that claims for their products are based on "clinical evidence" [Broadcasting, March 27].

Hearings are scheduled to resume in Boston today (Monday), with other sessions slated for Balti more, New York, Chicago and Washington.

The government has filed similar charges against Grove Laboratories Inc. (Antimine), St. Louis, for claims contained in advertisements on MBS in December 1949 and February 1950, Whitehall Pharma co. (Kripton), and Union Pharmacal Co. (Inhibit) [Broadcasting, May 15].

185 FAMILIES FOR ONE CENT

SeeCenterspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

W KY

CINCINNATI

50,000 WATTS OF SELLING POWER

L. P. WILSON

May 22, 1950 • Page 29
NEAR RECORD in number of station transfer grants was marked up by FCC last week along with authorizations for 13 new AM stations, two new FM outlets and improved facilities for nine existing standard stations.

Some 23 different station transfer cases were approved by the Commission, with 11 FM and TV facilities involved and considerations totaling almost $1,000,000.

Principal transaction approved was the planned $200,000 sale of WCON-TV Atlanta properties from the Atlanta Journal to Atlanta Newspapers Inc. along with WCON-FM-TV there from the Atlanta Constitution. Atlanta Newspapers is the new parent firm under the consolidation of the ownership of the two papers in which the chief control goes to the James C. Cox Sr. interests which presently own the Journal and WSB [BROADCASTING, April 3, 11]. No monetary consideration is involved in the Atlanta consolidation.

Nashville Approved

WSM-AM-FM-TV Nashville, licenced to WSM Inc. and owned by National Accident Insurance Co., was granted voluntary relinquishment of control from Associated National Trustees to 80 beneficiaries under a new management, now expired. No money or ownership change is involved.

Other major transfers approved by the Commission included:

LANCASTER, Pa. — Transfer of ownership of WLAV-AM from W. A. Nazelroth to the Lancaster Gazette, a member of the News-American chain.

WQAQ Moline, Ill.—Sale by Harry W. Olson Jr. of his 85% interest for $120,000 to Dalton LeMaster, majority owner of KDAK and KBQF there and presently managing director of KOL Seattle and KZKL Missoula, Mont.

WLWC Sandusky, Ohio — Sale by Lloyd A. Smith for $35,000 to Louis W. Wegner and William Weis of KGBA and KQKQ there and presently president of KOL Seattle and KZKL Missoula, Mont.

Transfer Details

Further details of the new transfers and new station grants are given in FCC Roundup beginning on page 79.

Date for consummation of the Atlanta consolidation has been set for May 11, and FCC last week. At that time the Journal will assign the license of WSB, pioneer 50 kw clear channel outlet on 980 kc. Atlanta Newspapers Inc. as Contr. of the Journal will surrender to FCC for cancellation its permit for WCON, assigned 5 kw on 650 kc.

About May 31 WCON's ABC affiliation is to switch to WGST Atlanta, a Mutual outlet, owned by the Georgia Institute of Technology. WSB will retain its NBC affiliation.

WCON's assignment is being sought by WAGA Atlanta in an application now pending with FCC to switch from 5 kw on 590 kc. WAGA has offered to buy the WCON AM plant for $257,500. The entire WCON-AM-FM-TV investment was reportedly at almost $1,000,000.

On the May 31 settlement date the license of WSB-TV will be assigned to Atlanta Newspapers by the Commission as well as WCON-FM-TV by WCON by the Constitution. When WCON-TV is licensed for Channel 2 (54-80 mc) operation as transferred to WCON-FM by the Constitution, WCON-FM would cease interim operation, it was explained, and use become direct transmission which would be changed to WSB-FM with the present WSB-FM being cancelled.

WSB-TV Transfer Action

Similarly on May 31 the license of WSB-FM also will be transferred from the Journal to Atlanta Newspapers by the Commission as well as WCON-FM from the Constitution. WCON-FM would cease interim operation, it was explained, and use become direct transmission which would be changed to WSB-FM with the present WSB-FM being cancelled.

FCC Questions Leave Arrangement

LEASE arrangement for WAJL (FM) Flint, Mich., transit FM outlet licensed to Advertisers Press Inc. and operated by Flint Transcast Co., was declared by FCC last week to be "exclusive use and operation of WAJL or face the sanction of revocation." In the unprecedented action in the transit FM field, FCC said that from information on hand it believed the lease agreement between Advertisers Press and Flint Transcast violated Sec. 301 of the Communications Act; prohibiting unauthorized transfers of control, and Sec. 301 of the same statute prohibiting the operation of a broadcast station.

WAJL programs are carried on busses of the Flint Trolley Coach Inc. Established in 1946, the station is assigned Channel 209 (107.1 mc), a Class A facility. President of Advertisers Press is Myron Weingardon.

LEASE Terms Outlined

The lease between Advertisers Press and Flint Transcast was made on Nov. 19, 1949. FCC said in its letter to Advertisers Press last week, "was the statement made in your letter wherein you stated: I think I can assure you that I expect you to retain control over the programming of the station now than I ever did. I have a receiver here at my desk and check on them several times a day. I receive program logs which I go over very carefully." FCC's letter to Advertisers Press concluded:

The Commission is of the opinion, on the basis of the information presently available to it, that the lease agreement in question amounts to a violation of Sections 301 and 301(a) of the Communications Act. In that it transfers to the Advertisers Press the right to operate the station, without prior Commission consent, rights and duties which normally attach to a radio license. The Commission further finds that the operation of WAJL-FM by the Flint Transcast Co. renders the required transfer of control and permits an unlicensed operation in violation of Sections 301 and 301(a) of the Communications Act.

As you know Sec. 312(a) of the Communications Act provides that a station license may be revoked for failure by the licensee to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions, regulations or conditions of the Act or any regulation of the Commission thereunder.

This will advise you that unless you submit within 30 days from date hereof of the violation of the Commission in the operation of WAJL-FM, the Commission will take such action as it deems necessary. To that end, the Commission's decision is subject to the jurisdiction of the Chancellor of the United States and the sanction of revocation as authorized by the Communications Act.

Any action on the part of the Commission, as to this station, will be in accordance with the rules and regulations of the Commission and the requirements of any and all documents and papers necessary to effect the same.

Upon receipt of such showing the Commission will give further consideration as to what action should be taken with respect to the license of station WAJL.

George Arthur Arnott

GEORGE ARTHUR ARNOTT, 36, sales manager of William Wright, died suddenly May 14 at his home at Weston, Ont. He started with William Wright as representative in Vancouver, joining the Toronto office five years ago. He is survived by his widow and two sons.
RICHARDS CASE
Cottnote Views Re-Opening

FCC General Counsel Benedict P. Cottnote told the Commission last week that it is under "no legal obligation" to start the G. A. (Dick) Richards hearing anew, but that he has no objection to such a move.

Mr. Cottnote's statement was filed Monday in response to a petition by Hugh Fulton, chief trial counsel for Mr. Richards, claiming a fresh start is essential because of the death of Examiner J. Fred Johnson Jr., who conducted the first phases of the hearing on Mr. Richards' news policies [BROADCASTING, May 18].

"In view of the propensity of petitioners' trial counsel to try this case everywhere else," Mr. Cottnote told the Commission, "the petition may clearly beyond the possibility of confusion that he is being afforded the fullest opportunity to try this case before the Commission and accordingly, no objection is interposed by the General Counsel as to the grant of a de novo hearing."

Mr. Cottnote said the Richards petition, in citings precedents for the grant of a new start, overlooked the Administrative Procedure Act which "clearly contemplates completion of a hearing by another examiner where the first examiner becomes unavailable."

"However," he continued, "in view of the fact that applicants appear to feel strongly that there should be a hearing de novo, and since the General Counsel does not want applicants to have any possible basis for a belief that they have not had the full and fair hearing to which they are most certainly entitled, the General Counsel is agreeable to a grant of a hearing de novo as a matter of policy."

Background of Case
The hearing, dealing with charges that Mr. Richards instructed staff members of his KMPC Los Angeles to start reorganizing against the late President Roosevelt, members of his family, and certain minority groups, is slated to resume June 5. Three weeks of the hearing have been held, but a complete presentation of FCC's case, were held in March. Since Judge John- son's death, Examiner J. D. Cun- ningham has been designated to take over the case.

Counsel for Mr. Richards claim that Examiner Cunningham will be unable to judge the credibility of the witnesses FCC has presented against Mr. Richards, unless he personally hears them testify.

The case involves license re- newal applications of all three of Mr. Richards' stations — KMPC, WGAR Cleveland, and WJF Detroit—as well as his plan to set up a trusteeship to control the three outlets.


HOUGHTON'S VIEW
Toby Demands Statement
SEN. CHARLES W. TOBEY (R.- N.H.) last Monday called on Herbert Hoover to "speak out specifically and unequivocally" on President Truman's FCC and other reorganization plans up for Senate consideration last week (see separate story).

In a telegram to the former President and chairman of the commission to study government reorganization, Sen. Tooby noted that "group after group has sponsored resolutions of disapproval" and wondered whether arguments raised against the plans are "valid.

He further observed that the charges are "not in line with Hoover Commission reorganization recommendations"; "established by the dictators of Commission chairmen, and "delegate powers of Congress." Sen. Tooby said many Senators, not members of the Executive Ex- penditures Committee which has considered the plans, are "not in a position to determine the fine points of these arguments."

"... the climate to reorganize is daily growing more unfavorable under the incessant hammering of these special groups, both within and without the government," he told Mr. Hoover.

ABC STOCK
Anderson Sells 6,000 Shares

KARL E. ANDERSON, ABC vice president and member of the board, sold 6,000 shares of his ABC stock in April, it was learned last week by Mr. Anderson is the third among ABC officers and directors to sell ABC stock during April, when prices of the shares on the New York Stock Exchange dropped sharply. Others were Charles C. Barry, ABC vice president in charge of programs, who sold 500 shares of his stock, making his holdings total 500, and NBC, April 24, and Owen D. Young, honorary chairman of the board of General Electric and member of the ABC board of directors, who sold 5,000 shares of his ABC stock [BROADCASTING, May 15]. Mr. Young retained 5,000 ABC shares. Mr. Barry joins NEC June 5. Mr. Anderson still holds 9,000 ABC shares.

FM CHANNELS

FCC Puts Changes Aside

PROPOSAL to reallocate certain FM channels in Gadsden, Ala., Wilmington, Philadelphia and Baltimore was dropped for the present time by FCC last week. Initiated last November, these proposed changes were withheld when final action was taken in January on a number of other reallocations [BROADCASTING, Jan. 30].

FCC dropped its plan to add Channel 225 to Gadsden and switch Channel 293 for 294 in Baltimore. Similarly, FCC dropped its proposal to delete Channels 245, 279 and 295 from Philadelphia and substitute them for Channels 229, 241 and 297 at Wilmington. WAMS-FM and WDEN-FM Will- mington would have been required to change frequencies. FCC indicated the proposed revisions are still under study.

AMONG those at the May session of New Jersey Broadcasters Assn. in Atlantic City [BROADCASTING, May 8] were: (1 to 2): Seated, Ivan Newman, WVNJ Newark; Henry Goodwin, WNJ New York; Fred Barstein, Estelle Feiner, both of WTTM Trenton; Donald Compton WKNJ Camden, vice president of NJBA; Carl Mark, WTTM, NJBA president; Charles O'Neil, WNJ; Mary Haines, WCN Camden; Mrs. William Moron, William Moron, WPOE.

Elizabeth; Dave Freedman, Sam Alavyz, both WMMI Atlantic City; standing, Arnold Snyder, WTIT; Fred Weber, WFGP Atlantic City; James L. Howe, WCTC New Brunswick, NJBA past president; George Bro, WHTR Morristown; Charles Scully, WATQ Newark, Willard Schriver, John Cleary, both WCAM; Martin Pol- lins, Joe O'Hara, both WNJ, and Paul Alger, WSNJ Bridgeton.

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UN OBSERVANCE
NBC To Spearhead Week
NBC, in cooperation with the National Education Assn., and the American Assn. for the United Nations, will again spearhead the observance of United Nations Week, Oct. 16-24, in which 80 to 100 other national organizations, including NAB, NAM and U. S. Chamber of Commerce and the national AFI and CIO bodies, will also cooperate.

Theme of this year's UN week will be "Today's Best Hope For Peace Is UN Plus You" and all organizations and all media will be used to tell the American public how each individual can do his part by helping UN to strive off as the third world war. Justin Miller, NAB president, is chairman of the radio and TV committee, which is expected to repeat last year's achievement of filling the air with UN programming on Oct. 24, climax of the observance.

NIELSEN RATINGS

(Total U.S. Installs. Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

RANK' OF PROGRAMS, EVENING, ONCE-A-WEEK

EXTRA-WEEK, APRIL 9-15, 1950

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<th>Rank</th>
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<th>Program</th>
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<td>7</td>
<td>7</td>
<td>My Friend Irma (CBS)</td>
<td>6,351</td>
<td>15.8</td>
<td>-2.3</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Keenan Wynn, (CBS)</td>
<td>6,275</td>
<td>15.6</td>
<td>+4.3</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Dr. Christian (CBS)</td>
<td>6,146</td>
<td>15.1</td>
<td>-1.3</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,000,000 the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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DO WE SAY ONE MILLION?

WELL-ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME

FOR

$50.00*

(*—open 1 min. Jamboree Participation Rate)

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

INVEST YOUR AD DOLLAR WCKY'S-LY
DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS

185 FAMILIES NIGHTTIME*

FOR THE LOWEST COST COVERAGE OF THE SOUTH

WCKY IS YOUR BEST BUY

(*—1 min. open rate & Total BMB Nighttime Families)

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Cl 281

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Still a Seven-Man Team

BY ITS REJECTION of President Truman's plan to concentrate FCC's administrative and executive functions in the Chairman (see story this issue), the Senate has made clear that it wants the Commission's business run by seven Commissioners, not a Snow White and six dwarves.

We judge it a commendable and far-sighted decision, chiefly because it minimizes—insofar as it is possible to do so without specific, affirmative action—the risks which always lurk where powers are concentrated.

It is not enough to say the powers would not be used unwisely or arbitrarily in the present regime. So long as the qualities and temper of future chairmen and future commissioners are unknown and unknowable, it is unwise to court even the possibility of one-man dominance.

Credit for defeat of the President's plan can be shared by many—the NAB, whose Government Relations Director Ralph W. Hardy was notably and effectively active; the broadcasters who responded to NAB's call; the Federal Communications Commission's New Ass'n for effective committee, and, in the Senate itself, Chairman Ed Johnson (D-Col.) of the Interstate and Foreign Commerce Committee and Chairman Robert Byrd (D-W. Va.) of the Radio subcommittee, who carried the ball with telling effect.

It is significant, we think, that the Commission itself voted 5-2. Chairman Wayne Coy and Comr. E. M. Welborn not only line the plan meritorious, capable of freeing commissioners from minutia and enabling them to concentrate on the Commission's real business. Chairman Rosey Hyde, on the other hand, took the long-range view that there would be too few curbs to eliminate "the danger of one-man control" in the future. Comr. George E. Sterling concurred and his arguments sufficiently similar to the Chairman's present authority be "unnecessary" as a matter of legislation.

Even if the President's plan were identical to FCC's modus operandi in every respect, we would have to challenge it as legislation. The Commission can un-do a thing of its own making; legislation is more permanent.

Those who figured in it can take pride in the present victory. But it is not time to deepen laurels. There is a McFarland Bill to reorganize the FCC. It may have flaws, but it is headed in the right direction. It has passed the Senate. It should be pushed through the House—at this session.

Radio's Heart Beats

THE AGENDA for the annual convention of the Radio Mfrs. Assn. to be held June 5-9 in Chicago has a familiar and nostalgic ring. RCA is going to reorganize, and acquire a formidable national radio monopoly. "Ladies and gentlemen, meet the 'paid' president."

It will be in the organization, as the head of the NAB, the Motion Picture Assn., and numerous other trade groups which have gone outside their own bailiwicks for leadership. The broadcasters and telecasters have found the model too well. RCA, after all, is their "circulation" department. And, were it not for the broadcasters and telecasters, who supply the programs, RCA would probably be no RCA—a point which many manufacturers may have overlooked in the past. Most of them, however, are doing much better with TV, through the use of both aural and visual radio to market, and, in many instances, the manufacture of television receivers to turn a profit. RCA has a lesson here, we hope, for it has always claimed television was a "natural" product. It is, we believe, a lesson for the whole industry, whatever its name, whether NBC, CBS, ABC, or a traditional band of manufacturers. We are not alone in this belief. RCA has found that, for the first time in its history, it was a "mixed blessing" when it sold television receivers. The broadcast business has successfully sold television to the public, and RCA's product is a result. The public's education is the first step in the development of television. The public is the one who wants and needs television, and it is the public who has so far directed the industry. As such, the industry is the public's business and must be run by the public. It is the public's interest, after all, that the industry is interested in. The public is not interested in a monopoly for its own sake, but for the satisfaction of its needs. It is the public's right to demand and receive the highest quality product at the lowest price. The industry should be guided by these principles, and not by the desire of a few to control the industry for their own gain. The public's interest should always come first, and the industry should strive to serve the public's needs. This is the only way to ensure the long-term success of the industry. The industry must be run by the public, for the public's benefit. The public's interest should always come first, and the industry should strive to serve the public's needs. This is the only way to ensure the long-term success of the industry.
Once again it is the privilege of the National Board of Fire Underwriters to make its awards for public service in fire prevention. As in past years, these citations include—

A GOLD MEDAL to the radio station for the campaign which has been most effective in the fight against fire in its community.

HONOR AWARDS to five radio stations for distinguished achievement through their campaigns.

In reporting the news, hundreds of America's radio stations, through the years, have been close to the tragic stories and appalling property losses due to fires. This has made them keenly conscious of the need for public education in fire prevention and they have made invaluable contributions toward this end. They have been behind the drive for modern fire fighting equipment and more effective fire departments... behind the drive for better fire safety laws... stimulated the work of civic organizations... made millions of listeners more aware of fire hazards in their homes... at their jobs... on their farms.

Through the constant work of these radio stations thousands of lives have been saved.

For this work in the public interest the National Board of Fire Underwriters joins with the grateful citizens of America to pay you homage.

TO RADIO

for a job well done

in the interest of America and Americans

GOLD MEDALIST

Station KANS
Wichita, Kansas

This station made every week Fire Prevention Week in Wichita. It built a fire safety campaign around the nightly suggestion of news commentator, George Gow, "to check your home against fire before going to bed." A red check-mark was made the symbol of the campaign, and 40,000 stickers bearing the check-marks were distributed to homes by school children. The station also enrolled 2,000 listeners in a KANS Fire Brigade in a voluntary movement to inspect homes and other buildings.

HONOR AWARDS

for fire protection campaigns of unusual merit

WEBR, Buffalo, N. Y.—For its mass fire drill for all schools in Buffalo and Western New York, its weekly fire department program, and its year-around fire prevention campaigns.

WJEF, Grand Rapids, Mich.—For originating a special Saturday morning program for children to promote fire safety consciousness, and emphasizing the cause of local fires in newscasts.

KONO, San Antonio, Texas—For its daily broadcast describing the fire alarms of the previous 24 hours in human, real life terms, including the errors which had caused the fires.

KELO, Sioux Falls, S. D.—For its year-around campaign against farm fires, which included 1,033 spot announcements, 55 special programs, and 150 announcements in newscasts.

KSYC, Yreka, Calif.—For aiding volunteer fire fighters by interrupting its programs and giving the location of fires, and for its effective campaign against forest fires.

Judges

Ted Cott, Vice-President and Director of Programs, WNEW, New York City
Barry Mahool, Radio Director, American Heritage Foundation
Gerald Maulsby, Manager of Broadcasts, Columbia Broadcasting System

NATIONAL BOARD OF FIRE UNDERWRITERS
Public Service Organization of the Capital Stock Fire Insurance Companies
85 John Street, N. Y. 7, N. Y. • 222 West Adams St., Chicago 6, III. • 1014 Merchants Exchange, San Francisco 4, Calif.
AN EVALUATION OF BMB

By PAUL A. LOYET
Vice President-Resident Manager
WBZ Des Moines, Iowa

THE RECENT release of the 1949 BMB study has already brought forth numerous articles regarding it, some pro and some con but none overenthusiastic. This might also describe the 1948 subscribers since there was no whole-hearted reception of the 1946 study. Most subscribers seem to have felt it at least was common to all broadcasters and its technique was generated by advertisers and advertising agency representatives as well as broad-minded listeners. This lethargic feeling is bad for radio.

BMB was not a casually thought up study but one which seemed necessary to the whole industry. The early committees were well represented by acute students of all of the older measurement techniques and the caliber of these men suggests they should have evolved something useful. Unfortunately, few have come up to defend the real value of the study aside from its uniformity. The purpose of this article is to examine BMB in the light of other knowledge and see if this expensive tool can be evaluated more closely.

Many Questions Raised

The publication of the 1946 study brought on all sorts of "use" questioning. Just what did the percentages mean? Which should be used? Was there a primary, secondary, or even a tertiary coverage defined by percentage and if so, where? Were enough and the right questions asked the listener? And so on.

The release of the second study has provoked even more controversy since there are more percentage figures. In addition to the published ones, BMB itself suggests another weighted one labeled Average Daily Audience. This despite the fact that all these figures are presumably not weighted within the county.

Many researchers in 1946 worried about the single response of "Listened to Once a Week" as being too nebulous an answer for careful circulation appraisal. Response to this question was shown to be very similar to "Heard Regularly" (What) or "Regular Listening" (NBC) in a comparison study of the three surveys published in Broadcasting (Feb. 24, 1947). While the questions in themselves seem very different psychologically, they evidently elicited very similar response from the listener. He seems to immediately name a station he can depend on as far as actual coverage is concerned. This conjecture should therefore have some correlation with engineering data.

Cites Engineering Studies

Prior to BMB the only uniform coverage studies were engineering ones and they were uniformly only on basis of signal strength. They generally lacked several engineering factors such as noise and unwanted radio interference, both co-channel and adjacent channel. What seemed needed by the engineer was not only signal strength but the ratio of the "wanted" signal to the "unwanted." This ratio unfortunately required some

THIS article by Paul Loyet is an excellent presentation of the results of a careful study of the BMB data relating to his station. The technique he has used—that of relating his BMB data to other things he knows about his station—is one that should be employed by every station. It is foolhardy to accept a measurement merely because it gives one a high standing or rating. It is equally shortsighted to reject a measurement simply because it does not put one in first place.

Mr. Loyet's engineering background has accustomed him to a reliance on facts and he realizes that facts sometimes contradict each other and must be reconciled. This imposes a requirement of objectivity which it is hard for many to attain. When it is attained, as in the case of this article, facts are made clear and presented in such an array that everyone can examine them and come to his own conclusions.

Everything possible should be done to encourage other careful examinations of the BMB data. Broadcasting is to be congratulated for making this possible.

Kenneth H. Baker
NAB Director of Research
Acting Director, BMB

and then generally inside relatively high signal strength contours. Practically all of these factors can be taken into account today but the calculations and presentation of the data is very laborious and complicated. Not only that, but when finished it does not take into account the individual listener himself, who not always having "free choice," and perhaps not knowing any better, thinks it is good. In a way he is like the bumblebee who, according to aerodynamics experts, hasn't enough wing area to fly, but not knowing this, goes ahead of some sort, our thoughts.

At the other extreme, the engineering study does not generally provide information on competing stations' signal strengths. One is not apt to listen very long to a definitely inferior signal. As an example, most city dwellers stick closely to their local stations regardless of sizeable signals from outside (Milwaukee vs. Chicago). We know these extremes are existent and are too complicated to

Mr. LOYET

should glean some information about the effects of program material, competing signals, necessity of signal to noise ratios, etc. Since BMB is one source of such practical listening data it should provide these answers.

Figure 1 is a scattergram of BMB daytime "Total Weekly Audience" percentages applied to the various counties against the distance from the center of the county to the location of the WHO transmitter. Each point thus represents a lot of listeners. The open dots represent counties within the state of Iowa, the black ones counties outside of Iowa. The dotted curve is the root mean square value of the white dots representing counties within the state of Iowa. The solid curve is representative of all of the dots on the page.

Ability to Listen

These two curves indicate several things. First, of course, both curves pass through the 50% BMB ordinate at approximately the 0.6 millivolt line. It would appear, therefore, that the 50% BMB figure, aside from its own average value has significance when related to engineering concepts of ability to listen. The scattered points produce a field strength curve but individually are highly influenced by program and other factors. The measured field strength curve fi-
self would better serve to indicate coverage.

The disarray between the dotted and solid curves indicates a definite loyalty trend. There is no doubt that a listener is prejudiced in several ways in favor of his local station, whether state or city. This undoubtedly is due to pride, and the program specialties peculiar to the region's requirements. Local news handling is typical of this interest. There certainly is no doubt as to the divergence of these curves since a little later on it will be noticed that the same thing occurs on the BMB "6 or 7 Days Weekly."

In this area, generally, the high signal is sufficient to over-ride not only noise but other forms of interference and results in a marked degree of fidelity.

Figure 2 is the same type of diagram derived from the 1949 Iowa Radio Audience Research conducted by Dr. Forest L. Whan of the U. of Wichita. The Iowa curves are remarkably alike again despite the fact that IRAS used the "s Total Regularly" question as it has for many years past. We thus have a distinct correlation between the daytime BMB "Total Weekly Audience" and Whan "Heard Regularly" studies.

Figure 3 is a graph similar to Figure 1 but of the BMB column "6 or 7 Days Weekly." This curve supplies additional data on listening. The 50% BMB "Daily Audience" figure is applicable near the 1.0 millivolt line, and inside of the 0.5 millivolt contour a 25% BMB audience can listen daily. Here, as mentioned before, is a distinctive showing on state or local loyalty.

It would appear therefore that the "Total Audience" and the "6 or 7 Days Weekly" figures bear a close relationship to previously used data, engineering, or listener-related studies. The "Total Weekly" figure serves to validate the 1946 BMB study.

Summing up, BMB is not only a useful tool to substantiate coverage but provides a measure of "extremes" not easily susceptible to engineering appraisal. With fair exactness it shows that:

1. The average person can listen "once a week" inside the 0.5 mv contour regardless of other factors.
2. The average person can listen "daily" inside the 1.0 mv contour of the total audience.
3. Field strength alone is not a merit as a coverage indicator without "wanted" to "unwanted" signal factors.

Field strength has more merit as a coverage indicator than listener surveys.

5. Of all BMB percentages, 50% is most easily related to field strength.

6. There is definite local listener loyalty.

7. That both 1946 and 1949 BMB questions elicit useful answers.

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**SINDLINGER & Co.**

Philadelphia, is back in the radio audience analysis field with new clients and a new approach to the radio-TV industry's problems.

That was the announcement last Tuesday from the firm's president, Mr. S. S. Sindlinger. The company, which for 22 months operated Radio, audience measurement system, closed doors about a month ago because of financial losses and lack of satisfactory response to its circulation of the Radox reports Broadcasting, May 1.

Mr. Sindlinger told Broadcasting that the radio picture in regard to inroads made by TV has been clouded by conflicting reports. He said he has found discrepancies in surveys made on the audience share of TV sets-in-use. In addition, Mr. Sindlinger said, the stress has been on TV vs. radio rather than television vs. time.

Subsequently, the firm, which plans to specialize in qualitative research and media analysis, will study habits of television set owners and the "effect that television has on reading, motion picture attendance and radio," Mr. Sindlinger explained. From his own experience, he said, he has found that heavy users of radio "are getting excited" over the "survey which claimed Baltimore is the greatest TV town" (Teletcasting, May 1).

Concern Premature

However, he said, such concern is premature and unfair to radio. Mr. Sindlinger made the following points which he said will be brought out in detailed analyses by his company:

1. It is not the presence of a TV set in a home which is significant but the way it is used—what leisure or "entertainment" time is consumed.

2. Research in the past has shown that even after TV is in the home, "radio comes back."

Mr. Sindlinger said his firm had gathered much material while sampling Philadelphia homes. This data will be compiled and combined with additional information.

First clients for the qualitative studies, he disclosed, are the four radio networks—ABC, CBS, MBS and NBC—DuMont TV Network, Paramount Pictures and Philadelphia Television Network.

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**FM CHANNEL 206**

**FCC Proposes 206 Use**

**RESERVATION of FM Channel 206 (89.1 mc) in the New York area for use by the United Nations was proposed by FCC last week. The move would establish rules to prevent any assignment which would cause objectionable interference with the UN station. The outline would broadcast proceedings of the UN and other selected programs. Comments were invited to be filed with FCC by June 19.**

The Commission notice stated FCC received a letter last November from Durward V. Sandifer, Acting Assistant Secretary of State for United Nations Affairs, in which the Commission was requested to take no action which might jeopardize the availability of an FM channel for the UN.

It was indicated negotiations were underway to establish the necessary formal agreement between the United States and the UN looking toward installment and operation of an FM station in the new headquarters on the eastern seaboard.

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**Earlier Letter**

The State Dept. communication referred to an earlier letter about the UN station addressed to FCC by Maj. Gen. Frank E. Stott, WB4YES, engineering officer for the UN and now a consulting engineer with Weldon & Carr in Seattle. (Broadcasting, May 8.)

According to this Commission the UN contemplated the establishment of an FM broadcast station which would broadcast programs in English. These programs would consist of running commentaries of important meetings in the Council chambers and the General Assembly, and weekly news summaries.

The UN station would program about 12 hours per day, Gen. Stott told FCC, and would be located on the 18th floor of the Secretariat building in New York. In 1948 it was estimated the building would be completed in early 1950. FCC's proposed reservation of Channel 206 for the station must be made pursuant to the 1947 legislation which constitutes the agreement between the U.S. and the UN for establishment and functioning of UN facilities in the United Nations Building in New York. Section 4 of this law (Public Law 857, 80th Congress, 1st Session, 61 Stat. 759) pertains to communication stations.

This section provides for establishment and operation of shortwave equipment and radio teleprinter equipment. It provides that "the General Assembly...shall establish the UN radio station, in the United States, at such radio station shall use the shortwave and radio teleprinter equipment and radio teleprinter circuit between the UN in New York and the General Assembly... shall include the exclusive exchange of broadcasting programs and other information; low power microwave, medium or low frequency AM or FM transmitters for operation in the headquarters district itself, other than those...under conditions similar to such for commercial operation, and such other radio facilities as may be provided for in any supplemental agreement between the United Nations and the appropriate American authorities."

May 22, 1950 • Page 37
A CHARGE that FCC refused to cooperate with a Congressional committee was raised last week by committee staff members.

"In the case of the 'countermanding' of testimony not requested," the memo said, "Mr. Coy subsequently sent them a letter but that was "silent" on the point on which they had particularly requested information.

FCC's Reasoning

Failure of FCC to deliver the material they sought was ascribed to the fact that Chairman Coy had just testified before the committee on the subject of the reorganization plan "and that a scrutiny of his testimony would disclose those facts which we sought."

But his testimony did not cover all the points on which they needed information, they asserted.

The memorandum was signed by Thomas A. Sappington, professional staff member with the Senate Committee on Expenditures in the Executive Departments, which conducted the hearings, and approved by Staff Director Walter L. Reynolds.

The memo dealt with the authority which the chairmen of the agencies in question—FCC, Interstate Commerce Commission, Federal Trade Commission and Federal Power Commission—would have in the selection of hearing examiners and other personnel if the President's plan were put into effect.

The question had been raised during the hearings [BROADCASTING, May 1]. To get specific information the staff queried the four agencies and the Civil Service Commission. Of FCC, the memo said in part:

Of the five agencies from which information was required in the compilation of this memorandum, only the FCC has declined to cooperate.

In view of the necessity for expeditious accumulation of the data herein, the staff made request by telephone for the several reports required. We are advised by the FCC that the material requested by us had been prepared but the delivery thereof was countermanded by "the Commissioner," understood to be Mr. Wayne Coy, the Commission Chairman.

The reason given for this countermanding is that Mr. Coy had testified on Tuesday, April 26, 1950 before this committee with respect to Reorganization Plan No. 11 of 1950 and that a scrutiny of his testimony would disclose those facts which we sought.

The staff of this committee has not only read Mr. Coy's testimony but had also been in attendance at the time of its personal delivery. Although there is not available therefrom complete information as required for this memorandum, in view of the declination of the FCC to comply with our request it is necessary that we extract from the testimony and from other sources such pertinent data as may be available...."

The memo contained the original advice from the FCC, referred to in the first paragraph of this section, a letter has been received confirming the countermanded statement of the personel appointment situation there. However, the staff had, in each verbal request to the several agencies involved in this memorandum, emphasized the Committee's interest in the appointment of hearing examiners. Mr. Coy's letter is silent as to that segment of the Commission's staff.

The Committee staff concluded that it did not have available information on "whether or not the positions of hearing examiners are included in that particular group whose appointments must be submitted to the Commission for approval" under the ill-fated reorganization plan.

Present Operation Outlined

It was pointed out that FCC's present operation is "substantially" the original provided in the President's proposal.

But, the memo noted, "although certain staff appointing actions are now subject to the approval of the entire Commission," under the President's plan "those matters would be under the sole authority of the Chairman, with the qualification..." which reserves to the approval of the entire Commission the appointment of the heads of major administrative units and exempt from the plan personnel employed regularly and fulltime in the immediate offices of the respective Commissioners."

MANIPULATING the switch, Arthur F. Rekert (l), chief engineer, turns on the KXOK-FM St. Louis new 10 kw transmitter located in the Boatsman's Bank Bldg. in downtown St. Louis. Robert V. Nicholas, assistant, operates the control panel. New facilities, in operation since April 27, enable the station to broadcast with a radiated power of 70 kw in a 17,500 square mile area. Its new tower rises 574 ft. above street level. KXOK-FM, affiliated with Transit Radio Inc., broadcasts continuous music-news-weather programs to 1,000 buses and streetcars of the St. Louis Public Service Co.
CBS SALVO

CBS last week let go its latest promotional salvo, a full-dress presentation which asserts that network radio delivers more audience per dollar than either magazines or newspapers.

The presentation, called "Radio's Extra Profit Margin," compares results to be expected from a $22,000 investment in (1) CBS network radio, (2) national magazines, (3) newspaper ads.

The study was first shown on May 12 to representatives of 56 CBS affiliates meeting in New York City. All responded as described as enthusiastic.

In CBS radio, the presentation says, $22,000 will reach 12,670,000 prospects—figures arrived at by computing costs for time and talent on the average CBS half-hour, evening programs and computing audience size by applying the most recent Nielsen Radio Index CBS evening, half-hour average to the total radio homes and multiplying that by the 2.34 persons per set that C. E. Hooper estimates.

In Life magazine $28,000 will reach 9,519,000 prospects—figures reached by computing the cost of a four-color, full-page ad and using magazine audience group study figures on average noters of such an ad per issue.

In newspapers, $22,000 will buy 500-line ads in leading newspapers in 49 of the biggest cities and will reach a total of 5,536,000 prospects—figures reached by applying the percentage of noters to 500 line ad (Analysis of Continuing Study of Newspapers) against total circulation of the papers.

The CBS presentation points out that "noting" magazine and newspaper ads creates the largest possible audience figures for those media and that "average audience" creates the smallest figures for radio.

Even with those facts in mind, the conclusion that radio is cheaper than magazines and newspapers is inescapable, according to the presentation.

It points out that the average $22,000 CBS program delivers 577 listeners per dollar while Life delivers 414 noters per dollar and newspaper delivers only 263 noters per dollar.

In the past two years, CBS points out, television homes grew from 189,000 to 5,000,000, but radio also grew—from 600,000 to 40,700,000. Despite the growth of television, the average CBS nighttime sponsor is getting 1,249,000 more listeners per broadcast now than he got in 1948, the presentation asserts.

The new CBS presentation, plus optimistic sales reports from network executives and from stations, reportedly evoked enthusiasm among the representatives of the 56 CBS radio station affiliates who gathered at the Ritz-Carlton Hotel, New York.

The special meeting was confined to affiliates situated in television markets and was designed to invigorate radio activities in those areas where television constitutes a threat.

A roster of CBS executives, headed by Frank Stanton, president, addressed the affiliates, and all had cheering news of rising billings and audiences to report.

The meeting of the officials from the 56 affiliates followed a three-day session, also at the Ritz-Carlton, of the CBS Affiliates' Advisory Board.

Pioneers Meet May 26

RADIO PIONEERS will hold a special luncheon May 26 at the Hotel Roosevelt, New York, at 12:30 p.m. Session has been called by the group's new president, Frank E. Mullen, board chairman of Jerry Fairbanks Inc.

NAME LOUNSBERRY

Again Heads CBS Affiliates

I. R. LOUNSBERRY, president and general manager of WGR Buffalo, has been reelected chairman of the CBS Affiliates Advisory Board.

E. E. Hill, executive vice president of WTAG Worcestershire, Mass., was reelected secretary. In addition to Messrs. Lounsberry and Hill, members of the board are: C. T. Lucy, WBVA Richmond; Glenn Marshall, WMNB Jackson-ville; Howard Summersville, WWL New Orleans; Richard Borel, WBNS Columbus, Ohio; William Quartern, WRFM Cedar Rapids, Iowa; Clyde Rembert, KLRL Dallas; Clyde Coombs, KROY Sacramento, Calif. The board met in New York May 10-12.

BROADCASTING * Telecasting

Radio Gets Largest Audience Per Dollar

The average evening broadcast audience, this report is 38.4 down 1.3 from last report and down 0.9 from year ago.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

1949 BMB

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

3 to 7 days weekly:

Day—90,320 families
Night—66,230 families

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

(Continued from page 22)

fold because of opposition to network membership, even as associates, might decide to join the association as a result of last week's deflections.

Charles R. Denny, NBC executive vice president, said that NBC had "no plans for withdrawing from the NAB."

Frank White, president of Mutual, issued a similar statement.

It was learned, however, that both networks were carefully trying to assess what influence would be exerted by further network withdrawals on the operation of the trade association. The elimination of all four networks and their owned stations would seriously deplete NAB income, perhaps so seriously as to require complete revaluation of the present structure of the association.

Mr. White, it was learned, will discuss the question of Mutual's continuing as an NAB member with the Mutual board of directors at its next meeting, scheduled for mid-June in New York.

Ream Statement

In announcing the CBS resignation from the association, Joseph H. Ream, CBS executive vice president, said the question had been under study for more than a year.

"We have concluded that the services provided by NAB are largely duplicated by the services which we ourselves provide for the CBS network and the CBS-owned stations," Mr. Ream said, "and the fact that we have been members of the NAB has led to confusion and misunderstanding in a number of areas in which CBS has been active in its own name."

"It is our belief that the NAB can and does provide many valuable services to independently owned stations, and we do not wish our resignation to be taken as an example to be followed by any independently-owned station."

"The manifold problems of the radio industry attest to the need for a trade association such as the NAB. The anomaly, however, of network membership has become increasingly apparent recently, and it is for this reason that CBS is resigning."

The seven CBS-owned stations whose memberships were resigned simultaneously with the withdrawal of the network were WCBS New York, WEZI Boston, KMOX St. Louis, WBBM Chicago, WCCO Minneapolis-St. Paul, KFOX San Francisco and KCBS San Francisco.

ABC's owned and managed stations are WJZ New York, WENR Chicago, WXYZ Detroit, KGO San Francisco and KECA Los Angeles.

P&G Drops Quiz

Offers Edwards TV Version

PROCTOR & GAMBLE Co. after 10 years, has cancelled the weekly NBC Truth or Consequences following the June 14 broadcast, but made Ralph Edwards, program package and n.c., a definite offer to put that show on TV. Program would be filmed in Hollywood.

Mr. Edwards has reserved decision pending negotiations with another radio sponsor. The AM show already has been offered to advertising agencies and their clients. Procter & Gamble, however, will not insist upon video rights, Mr. Edwards will re-sign with Procter & Gamble, it was said.

In Hollywood last week to confer with Mr. Edwards were A. N. Halverster, manager of radio and media division, and Gail Smith, radio and TV executive, of Procter & Gamble; Lewis Ditterton, vice president in charge of radio and TV, and Leonard T. Bush, director and secretary, both of Compton Adv. Inc., New York.

ABC Income Up

TV Billings Are Credited

SPECTACULAR increase in TV billings, both on the network and on owned - and -operated stations, was mainly responsible for the improvement in ABC's first quarter financial report this year as compared with last (Broadcasting, May 15), it was pointed out last week.

According to Publishers Information Bureau, ABC-TV network group billings for the three months of 1950 were $784.311. In the same period last year they were only $51,290.

The billings of individual ABC-owned television stations are not matters of record, but it is known they have increased sharply since the first quarter of last year, and some of the stations are near the breakeven point.

ABC recorded net income of $93,000 in the first quarter of 1950, compared with a net loss of $64,000 in the first quarter of 1949.

For the quarter influencing the improved financial report, it was said, was rigorous economizing at the network, both in operations and personnel. For example, WJZ-TV New York, key station of the network, has been telecasting on a five-day-a-week schedule in recent months, thus saving overhead. Last week it was announced the station would return to the seven-day-a-week schedule, an indication of how much the television revenue situation has improved for the network.

The better ABC financial record in the first quarter of 1950 was achieved despite a severe decline in radio network billings. PIB reported ABC's gross radio billings in the first quarter of 1950 were $10,184,501 compared with $12,160,404 in the same period last year.

Virginia Assn.

Irvinton Meet May 25-26

INDUSTRY problems centered in station operating costs, local promotion and impact of TV will be discussed by the Virginia Assn. of Broadcasters at a meeting to be held May 25-26 at Tides Inn, Irvinton, Va. Phil Allen, WLVA Lynchburg, will preside.

Opening speaker will be Harold Essex, WSJS Winston-Salem, N.C., newly elected NAB District 4 director. Mr. Essex will discuss NAB functions. Richard P. Dober, WDos chairman, will talk on relations director, will discuss NAB's station cost study and wage-hour regulations. Keith Kiggins, of Edward Petry & Co., will review TV developments.

Station promotion in the local field will be discussed by Fred Lowe, promotion manager of WVAR Norfolk, winding up the Thursday proceedings. Business meeting and election of officers are scheduled Friday.

First Quarter of 1950 Canadian radio set sales amounted to 143,600 units compared with 150,000 in 1949, Canadian Radio Mfrs. Assn. reports. Radio inventory increased to 156,839 receivers as against 125,884 before.

Recording Standards

New standards for disc and tape recording devices, designed to bring uniformity in equipment and response, have been approved by an NAB committee and are being sent to the industry for comment. The standards will be added to revised standards adopted in April 1949.

The Executive Committee of the NAB Recording & Reproducing Standards Committee has approved the new standards, originally submitted by Mr. Ditterton, vice president of the Audio Engineering Director Neal McNaughten is chairman, comprises all industry elements having an interest in recording.

NAB board approval is required before the standards become effective. The new proposals are to be submitted to the board in June along with standards covering magnetic recorder elements as well as disc wow factor, platen size and center hole which were approved by the top committee April 15 (Broadcasting, April 24).

Started in 1940

Adoption of recording standards was started in 1940, leading to virtual worldwide use of many charred devices. The project was suspended by NAB during the war and then resumed in 1947 by nine project groups under Chairman Morris.

The standards were completely revised in 1949, but some elements in the recording process are still not standardized.

NAB is considering an all-hands proposal that it exclusively produce and distribute standard reference recordings, both tape and disc, to ensure maintenance of standards.

Newest additions to the mechanical recording standards provide clockwise rotation for disc records. Minimum ripple characteristics are specified. Specifications for lateral frequency records are listed, including physical characteristics, groove contour, recording level, frequency characteristics, symmetry of record groove, light patterns on recorded frequencies, noise, distortion and label information.

Additional standards are provided for magnetic tape recording. Erasure function is to be applied to the entire width of the tape. With present standards for high-quality broadcast use set at 15 inches per second, length of tape is to be 2,400 feet, providing 30 minutes of recording. A secondary standard of 1,200 feet provides a 15-minute recording time.

Deviation of response is not to exceed plus or minus 1 dB. Detailed specifications are given for the standard reference tape.

NAB Drafts Data

BROADCASTING • Telecasting
EYES ON PRIMARIES

Congress Awaits Results

THE NATION's solons, with one eye on unfinished Capitol Hill business and the other on the '50 Congressional elections, are currently channeling their interest to state and local races. This week's election results will hinge the complexion of the 82d Congress and the legislative course of communications during its remainder.

Of particular interest to the radio industry is the membership of the House Interstate & Foreign Commerce Committee, whose 28 members will all be up for re-election this fall. With respect to the House group, the test will reach its peak in primaries involving its members this September when nine Congressmen bid for additional two-year terms. Six committee members have an interest in primaries held during May.

Of the powerful, more radio-active Senate Interstate Commerce Committee, five senators each will seek another six-year term. They are Sens. Charles W. Tobey (R-NH), E. C. Bearsehart (K-Tenn.-Ind.), Brian McMahon (D-Conn.), Francis J. Myers (D-Pa.) and Warren G. Magnuson (D-Wash.).

Tenure of Sen. Edwin C. Johnson (D-Col.), completed last month, will not expire until 1955, though admittedly his chairmanship of the Senate group and its makeup in the interim will hinge on the fortunes of the Democratic Party. Sen. Ernest W. McFarland (D-Ariz.), head of the Senate Interstate Commerce communications subcommittee and second-ranking committee member, will face voters in the '52 Presidential elections. The terms of Sens. Owen Brewster (R-Me.), John W. Bricker and John J. Williams (R-Ind.) also expire in 1953.

Sen. Richard B. Russell (D-Ga.) is not seeking re-election, but the Dixie Democrat and Majority Whip, last week was unopposed for Democratic renomination in Pennsylvania. Primaries in New Hampshire and Washington, home states of Sens. Tobey and Magnuson, respectively, are slated for Sept. 12.

Status Set
Nominations of Sen. Capehart and Sen. McMahon will be determined by party conventions. Sen. Capehart, former owner of a radio manufacturing firm bearing his name, presently is active in a commercial phonograph producing firm. Sen. Tobey, ranking Republican committee member, anti-monopoly leader and outspoken critic of FCC, has served since January 1939.

On the House side, Rep. Robert C. Crosser (D-Ohio) of the Interstate & Foreign Commerce group appears virtually to have assured himself of the chairmanship if the Democrats preserve their House majority. Though opposed in the Ohio primaries, he is expected to return to Congress next January for his 18th term.

In the event that the Republicans gain control of the lower chamber, the post presumably would go to Rep. Charles A. Wollerton, ranking GOP committee member, who is favored following conclusion of the New Jersey primaries last April. Rep. Alfred L. Bulwinkle, (D-N.C.), titular head of the group's communications subcommittee, already has announced he will not compete in his state's primaries, which begin this Saturday.

In the absence of the communications post has been filled by Rep. George Sadowski (D-Mich.), himself ailing, as acting chairman. Rep. Sadowski plans to enter the Sept. 12 primaries in Michigan in search of his eighth term. Rep. Sadowski has been more actively associated with radio measures during the 81st Congress than either Chairman Crosser, whose greatest interest is transportation, or Rep. Bulwinkle.

Other major candidates in radio circles also will be watching with interest as the primaries unfold. Congressmen and dates of primaries listed in parenthesis for Ohio:

Rep. John Phillips (R-Columbus), who with his sons sold KPAS Banning, Calif., last year (June 6); Alvin E. O'Konski (R-Wins.), owner of WLIN, Wisc. (Sept.19); Harrison Ellisworth (R-Ohio), whose brother Valentine is president of West Chester Broadcasting Corp., licensee of WFRS White Plains, N. Y. (Sept. 19); Karl Stefan, formerly WAIC Norfolk, Neb., newscaster (Aug. 8); Francis Walter (D-Pa.), frequent critic of FCC (unopposed last Tuesday, May 16); R. B. Wigglesworth (R-Massa.), another FCC critic (Sept. 19); H. R. Gross (R-Iowa), former news editor of WHO Des Moines, KRKL Waterloo and WISH Indianapolis (June 6).

Unopposed nomination of Frank T. Bow, former counsel for the House Select Committee to Investigate FCC during the 80th Congress, will be sought for his state's District 16 also is being closely watched. If elected this fall, Mr. Bow may introduce a resolution to dissolve FCC on broad-based grounds. (CLOSED CIRCUIT, May 8, BROADCASTING, Dec. 5, 1949).

He formerly was a newspaperman and commentator for WPAY Portsmouth, Ohio.

Up for re-election on the Senate side is Sen. Chan Gurney (R-Ohio), whose family formerly operated WAX Yankton, S. Dak. The South Dakota primaries will be held June 6.

Sen. Robert Taft (R-Ohio), ranking Republican of the Senate Labor & Public Welfare Committee and member of the Senate Finance group, is expected to carry one of Ohio's two Senatorial seats. Sen. Taft's family holds votership interests in WKRC Cincinnati and the Times Star.

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L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

May 22, 1950
FCC Reorganization

(Continued from page 88)

has "to take it up with the Commission every time he makes a minor work assignment." He said functions dealing with the expenditure of funds and reviewing budget estimates are still held by the Commission itself.

Sen. Humphrey felt the evidence before the Expenditures Committee was "rather overwhelming" for reorganization, and said that "what this plan authorizes is merely that the [FCC] plan which has been in effect for one year on a temporary basis shall become a permanent administrative plan for the organization."

Voting lineup on the FCC plan indicated almost as many Democrats opposed to the President's proposal as favoring it. Twenty-four Democrats and 26 Republicans opposed it, while breakdown of those approving it showed 15 Democrats and eight Republicans, including Sen. Charles Tobey (R-N.H.) of the Senate Interstate Commerce Committee, which is headed by Sen. Johnson.

Not Opposed to 'Principle'

Comr. Hyde, in a statement on the Truman proposal, wrote Sen. McClellan that he is not opposed to the "principle of delegating certain purely administrative and executive functions" to the Chairman. But he felt the plan "goes too far in the delegation of power at some future time, result in the concentration of control in the hands of a Chairman desiring of obtaining such control." . . . He observed: "The broad powers proposed to be transferred [appointment of personnel] . . . are not sufficiently tempered or limited by the [provisions] so as to eliminate the danger of one-man control. . . . Such limitations as are set forth in the plan are so broad as to possibly lead to abuse of the delegation or to undesirable problems of jurisdiction within the Commission.

Specifically, the appointment or suspension or removal of "personnel" might tend to place such personnel under the personal influence of the Chairman possessing such power and thus to diminish the influence and prestige of the other members . . . with the staff. A natural reaction on the part of the staff might be to unduly minimize the views and desires of the Commissioners and to act as though [those] of the Commissioner directly concerned with their appointment and promotion were irrelevant.

Control over the "disposition of business" might also result in an undesirable stressing or minimizing of certain projects at the expense of the Chairman's views which perhaps might not be in accord with the views of the other Commissioners, and might cast their majority into minority thereof. The control over the use and distribution of funds might result in stalling or delay of projects in accord with a Chairman's personal desires. . . .

Comr. Hyde made plain that his views should not be construed as a "reflection" on Chairman Cox but were expressed to show "what I believe to be the inherent danger" of the plan.

Com. Sterling pointed out to the committee that the Commission already has revised its internal administrative affairs and felt the Truman proposal is "to accomplish" the transfer of functions.

The Senate reversal came after Sen. Andrew F. Hennock of Connecticut had reported "adversely" the Johnson resolution on behalf of the Senate Executive Expenditures Committee Tuesday. The Truman plan had been approved by the subcommittee over the strong objections of Chairman McClellan (D-Ark.). No minority views were filed with the report.

Opposition Vote

Voting against the Truman FCC plan in committee, it was learned authoritatively, were Sens. Karl Mundt (R-S.D.), Joseph McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), Andrew P. Schoeppehl (R-Kan.) and Sen. McClellan. In favor were Sens. Clyde R. Hoey (D-N.C.), Humphrey (D-Minn.), William Benton (D-Conn.), Irving Ives (R-N.Y.), Edward L. Leahy (D-Ill.) and O'Connor. Sen. Arthur Vandenberg (R-Mich.), who has been ill, and James O. Eastland (D-Miss.) abstained from voting, while Sen. Harold B. Rogers (R-Ky.), who is not a member of the reorganization plan on the floor. Sen. Eastland's vote would have deadlocked the committee report had it been cast in committee.

The major vote report of the committee felt it "perfectly obvious" that the plan would not have transferred to the FCC Chairman the administrative operations which are not presently vested within the Commission. It added: "The most conclusive evidence of the merits of the plan is that the FCC has operated for the past year under FCC Administrative Order 8 which is practically identical with Plan No. 11 and one of the "important dangers" which witnesses repeatedly charged would have been met if the present proposal were transferred permanently to the Chairman . . . have come about . . .

With respect to the Administrative Procedure Act, the majority took exception to charges that the Truman plan would vest in the Chairman "the right to hire and fire hearing examiners without reference to the Commission, and that he might influence decisions on cases which met his approval by assigning them to examiners who were inclined to the same views."

Examiners cannot be appointed by the Chairman alone without approval of the Commission and contains "adequate protections" through rotation of cases "which the Chairman could not ignore," the majority asserted.

Additionally, it said, the Hoover Commission on Reorganization stressed the "great" administrative burden on individual Commissions in "controversial situations" which the majority felt would be corrected by the Truman plan.

HONOR GRIGNON

For Druggist Program

MILWAUKEE County Pharmacists Assn. will honor WISN Milwaukee's general manager, Gaston W. Grignon, at a dinner party July 6 marking his eight years of continuous broad- casting of the public service program, Know Your Druggist Better.

Mr. Grignon, who has been under Mr. Grignon's supervision since it first appeared on the air, has received acclaim from prominent figures in the American pharmaceutical world as one of the finest shows of its type in the country. Each week the program features some phase of the pharmacist's work and his contributions to better living.

The radio committee of the Mil- waukee County Pharmacists Assn. acts as an advisory board for the program and checks each script for correctness. The FCC or as committee also makes recommendations for new subjects to be featured on the series.

KICK LICENSE

Renewal Hearing Ordered

LICENSE renewal application of KCK Springfield, Mo., was design- nated for hearing by FCC last week. The Commission indicated it wished to investigate ownership of the station and determine whether any misrepresentation had been made.

KICK, assigned 250 w fulltime on 1340 kc, is on temporary license to Sept. 1. FCC ordered a license renewal hearing to commence Aug. 1 in Springfield.

The Commission denied petitions by KTTS Springfield, which sought reconsideration of FCC's grant of a license to KICK last September and to designate the license application for hearing. FCC said the renewal - marking its one motion would be more conducive to the proper dispatch of its business than the type hearing sought by KTTS.

AWB MEETING

Hardy To Speak

RALPH W. HARDY, NAB govern- ment affairs director, will ad- dress the seventh annual conven- tion of the Assn. of Women Broad- casters on Sept. 1-4 at the Hotel Cleveland, in Cleveland, ac- cording to Bette Doolittle, AWB executive secretary. Mr. Hardy will speak at the June luncheon. Conference business opens June 1 with registration and a re- gional luncheon for all 17 districts. Presiding will be Katherine Fox, WLW Cincinnati, AWB Executive Committee chairman. Eleanor Hanson, WHK Cleveland, is chair- man of the AWB Convention Committee.
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At 3 o'clock we're Really Cooking!

As an important feature of our afternoon program schedule, "Deadline for Dinner" not only gives the housewives of Philadelphia some mighty usable ideas for tomorrow night's dinner but brings in outstanding Philadelphia chefs to tell them exactly how to prepare the special dishes.

The program, part of WPTZ 3 P.M. cooking strip, is on the air Monday and Tuesday immediately following "Hollywood Playhouse," the hour-long daily feature picture.

Results from "Deadline for Dinner" in the three weeks it has been on have ranged from excellent to staggering! For instance, the other day the chef of the Hotel Warwick demonstrated how to make Shrimp Lamaze, the hotel's famous and once secret specialty. The first mail brought 1300 letters requesting the recipe! After that we lost count but it seemed like everybody wrote us including a chap who owed us money who said he still couldn't pay but wanted the recipe anyway.

With four years of post war experience in producing cooking shows... facilities which include three full scale working kitchens for both gas and electricity, WPTZ certainly should know how to make the most of such programs.

If you have a food or household product and want to reach the 455,000 television homes in Philadelphia at reasonable cost... "Deadline for Dinner" is a steal! This successful program is now available either on a participation or fully sponsored basis.

For more complete information see your NBC Spot Sales Representative or call us direct.

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WPTZ FIRST IN TELEVISION IN PHILADELPHIA

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KTTV BUYS NASSOUR STUDIOS

WITH PRICE said to be $2 million, KTTV Inc., Los Angeles, has purchased the Nassour Studios at 5746 Sunset Blvd., Hollywood, and the property is now in escrow [Closes Circuits, May 8]. Joint statement last Tuesday by Norman Chandler, president of Los Angeles Times and KTTV Inc., and Edward and William Nassour, announced the purchase.

Transfer of studio property title is expected to be completed within two weeks, it was said. KTTV has been operating from four different locations and will move to the new headquarters by June 1.

In addition to purchasing the studios, it is understood that KTTV has arranged to buy land and apartment houses adjoining on Van Ness Ave. which the Nassour brothers had under lease with option.

In 'Radio Row'

Office structure and sound stages, newest and among the most modern in the motion picture industry, occupy approximately 3½ acres and are located in Hollywood's

COLOR TELEVISION Inc. demonstrated its color TV system for FCC on its San Francisco home grounds last week, simultaneously attacking the objectives of its rivals—RCA and CBS—as monopolistic and their color systems as impractical and undesirable.

CTI President Arthur S. Matthews, referring to CTI's two "mammoth" competitors, described his company as "the small dark horse" in the color contest and said it asks only a "fair chance" and "no domination over this industry."

After the demonstration, presented Wednesday with Chairman Wayne Coy and Comr. Rosel H. Hyde representing the Commission, Mr. Matthews reiterated that the CTI system is completely compatible with present black-and-white, produces a good color picture, and "requires no souping-up of transmitters."

Uses KPIX

The San Francisco showing, scheduled after CTI equipment delivery defects in the RCA-CBS-CTI comparative demonstrations in Washington earlier this year, was staged at the St. Francis Hotel. Telecasts originated in the CTI laboratories, were microwaved approximately two miles to the KPIX San Francisco transmitter, and were broadcast on KPIX's Channel 5 (78-82 me). Authorities said no alteration of the KPIX equipment was necessary.

Color and monochrome sets supplied by RCA were used with CTI color sets. The RCA color receiver employed dichroic mirrors. The tests were conducted under the supervision of FCC engineers: E. M. Allen, technical research chief, and Wilmar K. Roberts of the FCC laboratories. Assistant General Counsel Harry M. Plotkin, chief counsel for the Commission in the color proceedings, also witnessed the showing.

CTI spokesmen hailed the tests as a successful presentation of the "interlaced" color shift technique which the company had planned to show before the equipment breakdown in Washington.

Interlaced Shift

The interlaced shift was described as a double shift in which each picture line appears in all three colors—green, red, blue—in the course of six field scannings. Each color appears in successive frames, as nearly as is geometrically possible, "interlaced" or halfway between its appearance in the preceding frames.

CTI officials claimed it to be the best pattern yet produced and called it a "marked step forward, insuring both better color pictures and completely compatible black-and-white pictures."

A four-colored pinwheel spinning at 40, 80, 120 and 150 revolutions per minute in front of the pictures revealed no breakup or fringing of colors.

CTI told the FCC members and more than 100 press and industry representatives at the demonstrations that the tests "completely re-futed charges that lack of definition has masked defects in the CTI system."

Comparative average resolutions on the three types of receiver used in the tests were reported as: 250 lines vertical and 200 horizontal, and 210 vertical and 250 horizontal, for two CTI sets in use; 300 vertical and 267 horizontal for the RCA black-and-white receiver, and 267 vertical and 237 horizontal for the RCA color receiver.

Industry witnesses appeared particularly enthusiastic about the quality of reception on the black-and-white set.

A spot check of several observers brought unanimous agreement that the black-and-white picture from the CTI color transmission was of better viewing quality than is usually achieved with black-and-white transmission.

In his attack on RCA and CBS at a brief hearing following the (Continued on Telecasting P. 17)
A THREE-COLOR direct view television tube, for which a patent was issued last week to Allen B. DuMont Labs, was described Thursday at a news conference by Thomas T. Goldsmith Jr., DuMont director of research, as offering "a basic contribution" to the development of color television.

Similar in construction to the usual black-and-white picture tube, the new tube in place of the coating of phosphors which produces a black-and-white picture, has a fluorescent screen composed of tiny fluorescent dots which give fine detail. The screen is surrounded by dots of other colors and are placed so close together that they produce fine picture detail, Goldsmith said.

Operation Outlined

In operation, as the electron beam of the color TV tube passes over the tiny color spots successively, the beam is turned on and off rapidly in accordance with both the brightness and color of the picture to be reproduced. The fluorescent dot screen is employed at both ends of the TV system, in the camera and the television tube, and can be used with any of the three color systems which have been proposed to the FCC—the full color, dot sequential or line sequential.

At the camera end, Dr. Goldsmith said, the new tube has great advantages over the three-gun color tubes which make use of three separate tubes, and can be used with any of the three color systems which have been proposed to the FCC—the full color, dot sequential or line sequential.

"This tube provides an all electronic system of high definition, compatibility, and large picture size," Dr. Goldsmith stated.

"It provides for compact cabinet size with a minimum of additional equipment within the set. It does away with motors, whirling disks, external synchronization apparatus and discoloration. It also eliminates expensive distortion lenses or pal, dim projected images, or dichroic shadow tunnels requiring complicated and costly mirrors and optical alignment equipment."

Kasperowicz Inventor

Henry Kasperowicz of the DuMont Labs invented the tube some five years ago, Dr. Goldsmith said. An application for a patent was filed Oct. 26, 1945, but the patent was granted only last week. He said that the tube is not ready for public demonstration as yet but predicted that it will be in about a month. It can produce "good bright pictures," he stated, "with color quality about as good as Kodachrome and substantially better than Technicolor movies."

Dr. Goldsmith noted that the new tube is not limited as to size when used in a receiver, commenting that actually larger tubes are easier to produce than smaller ones. He said it is too early to talk about price but that probably the cost of converting a black-and-white receiver to receive color pictures by installing this new tube and the other necessary parts would approximate the original cost of the set.

"Asked when the tube could be put into mass production, Dr. Goldsmith replied that there would be a delay of 18 to 24 months after the FCC has approved standards for commercial color to set up production lines for this tube capable of turning out hundreds of thousands of them annually."

Dr. Goldsmith said that in announcing this tube the DuMont organization was merely giving a progress report on its own experiments in color TV and in no way dropping its frequently stated contention that there is much to be done before color is perfected and that standards should not be set at this time.

Dubon Concours

This view was also expressed by Dr. Allen B. DuMont, company president, who said, in a prepared statement: "Significant though this development is, it means that there are many avenues of exploration in color where the DuMont Laboratories has been investigating for many years. Although this particular tube shows great promise, we shall still feel there is a lot of work to be done before we will have achieved a color system which is comparable to present black-and-white in quality, ease of operation, and cost."

Y & R STUDIO

Y & R STUDIO TV-Motion Picture Conference Room Opened in N. Y.

Y & R STUDIO, New York, formally opened its motion picture and television conference studio, the first of its type, last Thursday in its New York offices.

The studio is designed specifically both to the agency and its clients, to monitor current TV shows, review previous programs and provide facilities for experimenting in the telecasting of clients' products.

The studio, located on the 4th floor at 1190 Madison Ave., consists of an air-conditioned room, a reception hall, a control room and the conference room which seats 56 people. A large front projection screen is located on the 11th floor, equipped with an RCA Vidicon, permits intensive experimentation as well as the "test" telecasting of products before they are placed in front of standard cameras.

Among the unusual features of the conference studio is a rear projection screen built into the wall to simulate a cathode ray tube. A mirror reflector takes the picture directly from the projector and transmits it to the rear projection screen in front of the projector and in front of the rear view screen eliminates any picture distortion, as well as mechanical sounds and interior noises. The room also contains the latest 19-inch General Electric Receiver.

The auxiliary studio will be used for experimental purposes, Roland Gillett, vice president in charge of TV production for the agency, said. Among other things, it will be used by "finely worded" copy writers to think pictorially instead of with words.

Agencies will be judged by "how well they can do commercials," Mr. Gillett told newsmen at the formal opening, and he explained that Y & R clients will be able to see pictures of their products in the studio just as they would be presented on a correctly tuned-in television set in the home.

Te-Ve

DuMont Issued Patent

Te-Ve

DuMont issued Te-Ve patents for a "pragmatic" television tube which, in comparison with the conventional visible-light television tube, the company said, would be a "practical telecaster" to the public, an expression that could be interpreted as meaning to think pictorially instead of with words.

Te-Ve, the company said, would be a "practical telecaster" to the public, an expression that could be interpreted as meaning to think pictorially instead of with words. The company also said that it was intended to develop a "pragmatic" television tube which, in comparison with the conventional visible-light television tube, would be a "practical telecaster" to the public, an expression that could be interpreted as meaning to think pictorially instead of with words.

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DOCUMENTED proof that attendance at sports events does not suffer from television, after the novelty of set ownership has worn off, is presented in a study conducted by Jerry N. Jordan, U. of Pennsylvania graduate student and son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Results of the study were submitted last Monday by Mr. Jordan to the Milwaukee meeting of the National Assn. of Newspaper Promotion Managers (summary of findings appeared in the May 15 Broadcasting).

Mr. Jordan started the study two years ago while a student at Princeton and continued the research as a Penn graduate student. The results showed clearly, he said, "that television habits do change after people have had their sets for a year or more. When they first get a set, it is an exciting new hobby. They stay home—go out less to paid entertainment.

"But a year later, when the novelty has worn off, the original pattern tends to return. Attendance at some forms of entertainment even shows an increase. . . ."

It is hard to conceive of the great industry of sports today without the constructive support of sports writers and commentators. Yet, earnest and sincere men once thought the sports were harmful to the game."

Major and minor baseball league owners cooperated in the study, as did colleges, high schools, and others connected with sports. The list includes 16 major league clubs, 444 minor league clubs, 193 colleges and universities, 52 high schools, and more than 100 radio stations, arenas and other sports enterprises located in 572 towns in all parts of the nation.

Extent of Survey

Figures in the survey cover all 51 areas where TV was introduced last fall along with major non-TV areas. The public attitude survey consists of 1,203 personal interviews and 918 mailed questionnaires along with data from 18,908 interviews made by Atlantic Refining Co.

Most of the interviews were conducted in the 50-mile Philadelphia area, with highest saturation of any major area in the world—36.4% in April 1950 and 24% last fall. The area has had sports television for a decade. The interviews showed "a marked change in habits the longer a family had owned its television set."

In the case of football (see chart) 24% of the TV owners who had owned a set less than three months went to see one or more football games in the fall of 1949, 41% for 4-11 month ownership, 45% for 1-2 years, 84% for two or more years. This compares with 46% attendance by non-TV owners. The same pattern was found in baseball, with 44% of TV owners of less than a year attending major league baseball games in 1949 and 58% of TV owners of more than a year. This compares with 45% attendance by non-TV owners.

It was found that TV owners of less than a year went to 3.7 games in the six-month baseball season (see chart), owners of more than a year went to 5.9 games and non-owners went to 4.4 games. Football shows similar results. In other words, owners of more than a year actually attend more games than non-owners.

The theory was tested against actual paid attendance figures for all types of baseball and football games; on big teams and little teams; on network and local telecasts, and other types of conditions. Fifteen factors affecting attendance were studied, according to Mr. Jordan, who discovered each sport is a separate study in itself. Four major factors that have caused the fast growth of sports attendance are higher incomes and shorter hours, management, performance and publicity, the study shows. With shorter hours and higher incomes, people have more leisure and money and have autos to provide fast transportation to athletic fields. The amount spent on spectator admissions is up 200% since 1929, with personal income up 250% in the same period. Sports admissions are up 440% compared to 192% for movies, decline of 3% for theatre, opera, etc., and gain of 215% for non-athletic, non-profit and other admissions.

Economic conditions and team performance are powerful factors in attendance, Mr. Jordan found on the basis of a 25-year analysis of the Philadelphia Athletics.

Comparing performance and attendance he found:

Fifteen out of 18 major league baseball clubs had television last year. The seven clubs that improved their performance in 1949 over 1948 had an increase. The nine clubs that had a lower performance record in 1949 showed a decrease in attendance of 15.3%. These nine included Pittsburgh, the only club not televised.

Obviously television could not have been a very important influence because 15 of the 16 clubs followed performance regardless of TV, according to Mr. Jordan.

Analysis of TV ownership last year (April-October) and combined attendance figures at half-season and entire season showed that baseball attendance slipped 4.2% with economic conditions in the first half, while TV ownership increased. One of the hottest pennant races in history, attendance picked up despite a 45% increase in TV sets. The study of TV audience was found to have practically no effect on the number of admissions at the park, whether day, night or Sunday games. This finding was confirmed in an analysis of 444 minor league clubs.

The Minors’ Situation

Most of the minor league teams showed attendance records followed the patterns in the majors. The minors had an all-time record of 42,000,000 admissions last year. The study shows that telecasting of a major league game, especially at night, creates severe competition for nearby minors but only 3% of minor clubs are within TV range of any major league city and some of these did not show attendance losses last year. Mr. Jordan contends this does not uphold the charge that TV threatens the future of minor league baseball, especially since some of the teams near major league cities did not show attendance losses last year.

Actual sampling of crowds at Shibe Park, Philadelphia, late last season showed on Sept. 25 (Athletics-Senators) 25.7% of the fans were TV owners; on Oct. 2 (Phillies-Dodgers) 29.6% of the fans were TV owners. On Oct. 1, 18.6% of the families in the Philadelphia area owned television sets.

The payoff, Mr. Jordan found, was the fact that 56% of the TV owners in the stands had owned their sets for more than one year, twice as high as the percentage of long-time owners in the Philadelphia area.

"There couldn't be any further (Continued on Telecasting 17)
First in programs
Most of the 'Top Twenty'

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Highest Average Rating

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<td>14.9</td>
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TV Network Hooperatings, January-February, 1950

First in audience
NBC advertisers attract by far the biggest audience in television—25,000,000 different viewers a week, in 60 of America's most important markets.

First in program coverage
Due to its pioneering in the field of television, NBC is now able to deliver the greatest number of major markets for national advertisers. In actual performance, NBC sponsored programs are being viewed on the average in 50% more markets than the programs of the second network, as these figures show—
Here's the precisely right tube for TV. Here's tube design based on more than forty years' tube manufacturing experience. It's Federal's New-Day Kinescope, introducing a new high in light output and fine performance.

Federal's Kinescope is the new over-all advanced design embodying the ion-trap type electron gun. Magnetically focused, magnetically deflected, delivering the sharpest contrast and picture definition, it assures the user quality-first pictures, quality-first performance.

For complete details, write to Dept. K409.

BACKED BY MORE THAN FORTY YEARS' TUBE MANUFACTURING EXPERIENCE

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION, 100 Kingsland Road, Clifton, New Jersey
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.
LOCAL EXECUTIVES who discussed the Los Angeles advertising outlook at recent Los Angeles Advertising Women’s TV Panel include (l to r): Charles Glutt, v.p. in charge of Don Lee TV; Fred Henry, asst. gen. mgr. and prog. dir., KLAC-AM-TV; Martha G. Bigelow, KFOX Long Beach account executive, moderator; Richard A. Moore, asst. gen. mgr. and dir. of TV operations, KECA-TV; Joseph Conn, KTTV (TV) executive producer; Thomas B. McFadden, KMBH (TV) station mgr.

ON behalf of Author John E. Hasty, Mrs. Actress Vilma Kurer accepts Chevrolet’s TV award for his script “The Wine of Orpello,” chosen as best presented on winter cycle of Tele-Theatre dramas. Award is made by W. G. Power (r), Chevrolet adv. mgr., as NBC Director Garry Simpson looks on.

FACTS about the new facilities of WDSU-AM-FM-TV New Orleans are explained by General Manager Robert D. Swyzey (seated), to (l to r) E. C. Page, consulting engineer; Harry Warner, ABC sportscaster, and George Markham, NAB’s TV director, all of whom attended the studio opening.

MARY PICKFORD, famous star of the silent movies, is shown some of the technical equipment used in TV station operation by Paul L. Chamberlain, manager of GE equipment sales, at Syracuse. Miss Pickford and her husband, Charles (Buddy) Rogers, have applied for three video stations in North Carolina.

TV PROBLEMS

Largely Money Matter, Says Goshorn

THE PROBLEMS of television are largely a matter of money, Clarence B. Goshorn, president, Benton & Bowles, said Thursday. Noting that “it now costs us as much for access to one-sixth of the homes by television as five-sixths by radio,” he stated: “Certainly we expect television to be as effective in relation to its cost as any other medium we have used—and that means it must be more effective because the costs will be higher.”

Mr. Goshorn spoke at the final luncheon of the Radio Executives Club of New York at the Hotel Roosevelt in that city and included the induction of the club’s officers for the coming year: Robert Staudek, ABC vice president, as REC president; Ralph Weil, general manager of WOR New York, as vice president; Claude Barrere, Foreign Language Quality Network, as secretary, and Jack Brooke, Free & Peters, as treasurer. Retiring REC president, John J. Karol, CBS sales manager, presided.

Hits Production Costs

“One reason why the progress in [video] programming has not been as great as we had hoped is that too much of the expense goes into the wrong things,” Mr. Goshorn said. “Production costs too much, not only because we are up against high-cost union labor, but because we have not yet learned how to handle the physical properties economically.

“Talent costs are too high against the potentials of the present number of sets. That money would do more for television and for the actors if it went into ingenuity and creative brains, into originating new exploitations of the unique television facilities, rather than torturous adaptations from other media and translations from other entertainment forms.

“Many of the big stars of radio are pricing themselves out of television—perhaps, because of the vigor of the work involved, they want to wait until it can support them in the manner to which they are accustomed.”

Lauds Progress

Declaring that already there are TV programs which indicate that their producers are beginning to learn how to use this new medium, Mr. Goshorn said: “We have some programs probably as good as we will ever have in many fields—drama, comedy, musicals including even opera, children’s shows, forums, press interviews and others.”

He noted that these good shows “perhaps receive less praise than the bad shows receive blame” and commented that “perhaps all of us with a stake in television should make its public relations our personal responsibility,” first making good shows and then talking about them.

“We should tell what’s good about them and what we did to make them good,” he said. “We shouldn’t take the in and over again what is involved in putting on good shows, what goes on behind the scenes... Tours through studios are more valuable to television than to radio; they heighten the interest of the visitor instead of disillusioning him.”

FILM CATALOG

For TV Stations’ Use

CATALOG of films available for use by TV stations has been published by the Radio & Television Service, U. S. Dept. of Agriculture. Designed in loose-leaf form, the catalog will accommodate future department film releases.

Kenneth M. Gapan, assistant director of information for radio and TV at the department, said some of the films are in color but these will be furnished in black-and-white as soon as time and budget permits. He added that the department will supply any agency supplying written TV clearance for its films. The catalog tells each TV station where prints can be obtained. With the catalog are copies of the film releases.

‘SCIENCE REVIEW’ Davison Sponsored WAAM Show

SPONSORSHIP of The Johns Hopkins Science Review, claimed to be the first television program to be presented weekly by a university, was taken over by the Davison Chemical Corp., Baltimore, effective with the May 12 show.

The review is made up of a series of science demonstrations given by well-known scientists of Johns Hopkins U., over WAAM (TV) Baltimore. Commenting on the sponsorship, C. F. Hoeckley, president of the chemical firm, said that the general educational format of the program would be maintained under the direction of Lyon Poole of the university.

Standard Oil Renewal

STANDARD Oil of Indiana, Chicago, through McCann-Erickson, same city, is planning to renew the Wayne King Show on NBC-TV for 44 weeks starting next fall. Half-hour weekly Thursday night show, which originates in Chicago, goes off the air for the summer June 22. It has been on since September.

BROADCASTING  *  Page 54
FRESH MONEY

TV Not Robbing Radio—Stolzoff

MONEY invested in television is “fresh money,” coming from increased “advertiser profits and not money transferred from other media, such as radio,” Mr. J. S. Stolzoff, vice president in charge of radio-television, The Ramey-Beanzel Co., Milwaukee advertising agency, told the National Newspaper Promotion Assn. last Thursday.

Mr. Stolzoff’s views were presented in connection with the first of a series of department store television surveys being conducted by Ramey-Beanzel. He emphasized that many of his conclusions were based on “the trend of thinking among department store executives” on the role of TV, radio and newspaper advertising in their plans.

At the association’s Milwaukee meeting, Mr. Stolzoff said apprehension that a new medium will cut into the advertising dollar spent for other media was similarly voiced in 1927 when radio was in its infancy.

Ascendancy of television, he said, had changed the fact that about 90% of advertisers’ funds invested in TV comes from advertisers’ profits not tabbed for investment in other media.

Mr. Stolzoff pointed out that in 1947 it was said TV’s “fresh money” was there because of the experimental period and the situation would change by 1948. However, in the latter year, he said, the same condition existed and the belief was advanced for 1949. Again, the prediction was bad, he said in 1950.

“Well,” he said, “it really hasn’t changed today at all. Most of television’s money is additional appropriation money or even better it is money that is coming from bringing non-advertisers or relatively small advertisers into the fold of those who use the sales power of advertising.”

TV Dollars Earn Profit

That TV expenditures by advertisers eventually will come out of the other media is still questionable, Mr. Stolzoff said. He said it was his belief that the TV billing of new money will continue “because most of the dollars being invested in television are earning a good profit. Much of that profit will be plowed back into more television space.”

Also released at the meeting was the survey made by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, on the effect of television on sports attendance [Broadcasting, May 15, also see survey story Telecasting 5].

Third aspect of TV impact was discussed by Charles P. Hammond, NBC vice president. Mr. TALKING things over at the National Assn. of Radio Station Representatives’ Spot TV Clinic luncheon held at New York’s Biltmore Hotel last month are (l to r): T. F. Flanagan, managing director of NARS; Patrick R. Gorman, advertising manager, Philip Morris Co., and luncheon guest; William Faber, Headley-Red Co.; Albert Geustlin, Blair TV Inc.

Page 55 • Broadcasting

May 22, 1950

KLAC-TV SUIT

Fedderson Denies Charges

REPLYING to a $250,000 damage suit filed in Los Angeles Superior Court by John Masterson, John Reddy and John Nelson, charging plagiarism of their co-owned and produced “Bride and Groom” program, Don Fedderson, vice president and general manager of KLAC-TV Los Angeles, denied that he infringed on their rights with the weekly 30-minute video program Wedding Bella.

Mr. Fedderson, in a formal statement, declared that “our television show is the complete opposite of the medium for television and educational use. We know that KLAC-TV expects to fulfill efficiently prior television rights to its wedding program.”

Mr. Fedderson also denied that any defendants, in addition to Mr. Fedderson and KLAC-TV, are Mrs. Dorothy Thackrey Schiff, KLAC-TV owner; Maury Gresham, Herb Allen, M. Morton and Groom, sponsors of the weekly 30-minute video program “Bride and Groom broadcast. ” In addition, Mr. Fedderson said he had “proof” that both he and KLAC have staged radio wedding shows as far back as 1930. He let it be known that KLAC-TV expects to fully enforce prior television rights to its wedding program.

WASHINGTON FILM

Preview First of Series

NEW SERIES of documentary films on the theme “This Is Washington” is being produced by Hullinger Productions, Washington, D.C., for educational use. Preview of the first of the series depicting a typical day in Congress will be shown at the National Press Club Wednesday, May 30. About 30 members of Congress shown in the film have been invited to attend.

The new series is under the direction of Edwin Ware Hullinger, who, before the war, was assistant director the Foreign Broadcast Intelligence Service at FCC. Subsequent films will deal with the White House, the various federal agencies and similar themes.

TELECASTING • Page 13

June 1950
Effect of Set Ownership According to Income

MEMBERS of low-income families spend less time in taverns as a result of television than those in high-income groups, according to a survey made by an independent Chicago research organization at the request of John Meek Industries (TV market research).

Twice as many (24.1%) low-income families ($)0 per week or less) reported spending less time in taverns following a TV set than after getting a TV set than those for high-income families ($100 a week and over).

Representative Families Used

The survey was conducted among 54 and 56 representative families in the respective groups, with 75% of the high-income class earning $10,000 per year or more. The study was made by Meek to correct the error in pricing of TV sets manufactured by the firm—the inexpensive, large-screen Meck set and the high-priced, quality-scot set.

Fifty percent in the lower income classification said that keeping adults in the home was an important factor in the purchase of a set, compared with 26.8% in the other group. TV’s provision of “more wholesome leisure time activity” was a reason for purchase of 40% of the 40 families, 46.4% of the other. Both said TV had beneficial effects on family life—87.4% lower income; 50% higher. Other findings:

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<tr>
<td>Income</td>
<td>41.9%</td>
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<tr>
<td>Helps Children</td>
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<tr>
<td>Good Entertainment</td>
<td>Gives Entertainment Family Couldn’t Afford</td>
<td>12.9%</td>
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A quarter of the families with the higher income showed more concern about harmful effects of TV, compared with 5.7% for the other groups. Points mentioned specifically were mealtimes difficulties and homework problems. One-half of the mothers in the lower group mentioned they bought the receiver expecting television to keep children occupied, thus giving mothers more free time for their own activities. In the higher income category, 38.5% of the mothers mentioned this fact.

Low-income families were chosen from several sections of Chicago, high income from a near-suburban area.

* * *

KFI-TV Los Angeles Announces New Rates

REPRESENTING an increase of 07% the KFI-TV Los Angeles one-time, hour rate for Class A time (6 p.m. to sign off) was increased from $500 to $500 effective May 15. Class B time (12 noon to 6 p.m.) was increased from $210 to $200 per hour and Class C (9 a.m. to 12 noon) from $150 to $200 an hour, according to new Rate Card No. 6.

Other time segments on a one-time basis for studio or film in Class A, B and C, respectively, under the rate increase follow: 30 minutes, $300, $180 and $90; 20 minutes, $225, $135 and $90; 10 minutes, $200, $120 and $80; 10 minutes, $175, $105 and $70, 5 minutes, $125, 75 and $50. For commercials, single minute announcements, respectively, are: Class A, 100 and $50; Class B, $60 and $54; Class C, $40 and $36.

** California Seen As Leading Set Market **

CALIFORNIA will be the leading television market from now on, according to S. W. Gross, president of Tele-Tone Radio Corp., New York. He made the prediction while in Los Angeles last week for conferences with his largest distributor, WD&G Distributing Co. The local market will absorb about 10% of the five million units expected to be sold this year, he said.

With his company planning further expansion in 1950 and 1951, Mr. Gross was on the West Coast to appraise the markets and distribution. Production this year will place Tele-Tone Radio Corp., well up in the big 10 TV set manufacturers nationally, he declared.

Weekly Television Summary—May 22, 1950 Telecasting Survey

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Editor’s Note: Source of set estimates are based on data obtained from dealers, TV Circulation Committee, electric companies and manufacturers. Data are compiled monthly; some may remain unchanged in subsequent summaries. Total sets in all areas is necessarily approximate.
Is there a program idea you want to test?

Put it into the "laboratory" this summer ... and see what comes out.

WSB-TV has the production ability and station facilities for handling any kind of television program for you. Currently, approximately 125 live shows monthly are being produced and shown. Personnel is talented—and experienced.

Moreover, the Atlanta market is so typical that sales reaction from a program test can be considered to have a national flavor, and sales results can constitute an index.

This knowledge of what an audience wants—plus the ability to deliver it—can be used by you to your advantage and to your client's advantage. Let us give you more of the facts. Write us direct, or see your nearby Petry man.

wsb-tv
ON PEACHTREE STREET

Owned and Operated by The Atlanta Journal—Represented by Edw. Petry & Co., Inc.
WSM-TV

Would Bring Network Service From Louisville

DETAILS of the extensive TV relay sought by WSM-TV Nashville to obtain network service from Louisville were revealed in applications filed with FCC last week.

The microwave radio relay, similar to that granted by FCC a fortnight ago for a two-year period to WKZO-TV Kalamazoo, Mich., would connect next fall with the coaxial cable of American Telephone and Telegraph Co. at WHAS-TV Louisville (TELECASTING, April 3, May 15).

The relay via a secondary link, to cost an estimated $188,000, would operate until such time as regular common carrier facilities were available, according to FCC's policy on TV intercity networking as applied in the WKZO-TV case (BROADCASTING, May 15). The Commission's intent to allow temporary private relaying until regular common carrier channels are available was reported last December in FCC's ruling to require AT&T in interconnection with these relays (BROADCASTING, Dec. 26).

In its two-year relay grant to WKZO-TV, the Commission authorized the station to operate one year after the estimated date regular AT&T service would be available. During this time the private carrier would have to be amortized, it was indicated. AT&T estimated its facilities would be ready one year after order.

WSM-TV told the Commission that AT&T has plans for TV network service to Nashville dating 1960 and has made no plans after that date.

The telephone company, according to a letter submitted with the applications infor- mation which would allow interconnection until such time as its own channels were available and the licenses for the private WSM-TV link had expired.

AT&T Advises

AT&T stated that all TV stations in the general area, but we would expect to provide needed facilities as rapidly as practicable.

WSM-TV told the Commission that when it filed in January for extension of completion date one of the most important considerations at that time was the ability to get network service. Since AT&T was not able to provide service this year and had no definite plans for later, WSM-TV told FCC it undertook a 60-day study to choose the best sites for its own relay system.

The system will comprise two terminal stations and five interme- diate stations, it was indicated. The originating relay is to be located on the roof of the Courier Journal Bldg. in Louisville where intervention with AT&T plans may be made. The Courier Journal and Louisville Times are owners of WHAS-AM-TV there.

Intermediate relays are to be located in close proximity to Smith's Grove, Fairdale and Bonnieville, Ky., and Bethpage, Tenn. FCC was told the system would have an overall signal to noise ratio of better than 40 db allowing simultaneous fades of 20 db over the entire path. The stations would operate with 15 kw in the 1963-2110 mc and 2000-2020 mc bands.

DuMont Reports Profit

NET PROFIT of $1,987,000 after taxes, a 53% increase over a sim- ilar period last year, was reported for the first quarter of 1950 by Allen B. DuMont Laboratories Inc., last week. According to the report, which covered the first 12 weeks of 1950, sales were $16,115,- 000, compared with $11,092,000 in the same period of 1949. The net profit was achieved despite the loss of an unexpected $700,000 from the DuMont Television Network, a subsidiary of the company. In the first quarter of 1949 net profit was $1,481,000.

MOTHER Nature must be beam- ing at WAAAM (TV) Baltimore's latest venture. The station reports its plans are complete for con- struction of an outdoor studio on a 10 acre plot which flanks its tower and building.

In the past few months, WAAAM has been using the land to stage and televise motorcycle crash driv- ing, horse shows, infantry mock attack, athletic exhibitions and other special features. New facil- ities at the "Terrace Studio," fea- turing woods as the background, will enable the station to program outdoor events as supplementary to studio originations, WAAAM re- ports.

The outdoor area can be entered from adjacent garage type doors opening from WAAAM's indoor 126,- 700 sq. ft. set area and will be improved with fresh sodding, planting and trellising. Engi- neers have applied techniques to minimize the effects of "sun's rays," among them special filters for cameras and care in "shooting" to avoid bright light reflections and blackening of subjects in the picture.

CBS FILM PLANS

Syndicates Series for TV

CBS has completed for syndication to local stations a network of 18 quarter-hour films for television featuring interviews with Holly- wood personalities.

The films, produced in Hollywood by Gene Lester, will consist of interviews between a local station personality and a Hollywood star, the station's m.c. interviewing the "live," the star, on film. Grant Theis, CBS manager of film procurement and syndication, will handle syndication of the show from the New York head- quarters.

FORD DEALERS

Mull Big Ten Film

FORD DEALERS, through their Detroit advertising committee head- quaters, are considering sponsor- ship again this year of Big 10 post-game film highlights once weekly for 10 weeks during the football season. J. Walter Thomp- son Co., Chicago, holds an option on post-game film rights from the Big 10 Conference. Rights to the show are split among 17 stations by Midwest Ford Dealers through JWT last year, are reported to cost $90,000 this year. The Big 10 is under- standing the effect of audience buying, though $10,000 from an original figure of $100,000.

J. Walter Thompson will try to persuade the business this year on a regional network basis, selectively so that films can be tele- cast closer to the actual day of the game.

ELECTRICIANS

NLRB Acts on Jurisdiction

QUESTION of whether television stage electricians should be lumped with cars and truck electricians or separate entities was referred to the employees themselves in a decision handed down last Monday by the National Labor Relations Board.

The case involves NBC's WNBT (TV) New York and WNBQ (TV) Chicago and ABC's WJZ-TV New York (BROADCASTING, May 15). Both unions contend that the history of bargaining with each network supports their jurisdictional claims. NBC and ABC take no position on the unions' conten- tions. Employes were directed to vote by secret ballot not later than June 14.

The issue has been a sore juris- dictional dispute over a number of years. NLRB's ruling was inter- preted by some observers as a "diplomatic and judicious" de- cision, indicating no particular board approach to the problem in the future.

IATSE claims to represent elec- tricians at units at NBC and ABC stations in New York, Chicago and Los Angeles. Its New York and Chicago locals have written and oral contracts, respectively, with NBC Television, the former in ef- fect since 1941, according to NLRB. NABET was certified as bargaining representative for radio and television technical em- ployes of NBC and the Blue Net- work, predecessor to ABC, in 1944.

ART DIRECTORS

Krizman Reviews Problems

NEED for close cooperation be- tween TV art directors and other production units to make the art director's work more effective in video programming was stressed Tuesday by Serge Krizman, KFTV- TV Los Angeles art director, in a panel held by the Academy of Tele- vision Arts & Sciences, Los An- geles.

Mr. Krizman felt that emphasis by the advertiser on the commercial presentation, rather than on the show itself added to the omni-pres- ent problem of lack of time. Com- mercials, he said, should be inte- grated within the show to create a more overall artistic production.

WDTV (TV) Moves

WDTV (TV) Pittsburgh, owned and operated by Allen B. DuMont Labs, has announced removal of its administrative offices in the Clark Bldg. to the second floor of the Colonnade Hotel, with production from Studios, to be completed soon, also will be located in the same building, officials said.

Page 16 • TELECASTING

BROADCASTING • Page 58
**SLASH**

**FILM PRODUCTION COSTS**

with the Fairchild PIC-SYNC Tape Recorder

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.*

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You eliminate these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once...check it...erase the track...retake the sound before the talent, the set and crew are disbanded.

**Now Use 1/4" Tape For All Original Sound Tracks**

Fairchild’s development of the PIC-SYNC feature makes possible the use of 1/4" tape. Sprocket driven magnetic tape is costly.

- 1/4" tape costs 80% less than 16 mm magnetic tape.
- 1/4" tape requires 50% less storage space.
- 1/4" tape is easier to handle.
- 1/4" tape assures more intimate contact with the heads.
- 1/4" tape has more uniform coating—less amplitude flutter.
- 1/4" tape eliminates roughness of tone caused by sprocket drive.

Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

**TELEVISION SAFETY SOUND TRACK RECORDING**

CBS-TV saves $24.00 per hour by making safety sound tracks at television recordings with the Fairchild PIC-SYNC Tape Recorder.

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**Swift To Use TV**

SWIPT & Co., Chicago, uses TV for the first time for its Table-Ready meat starting June 11 for 13 weeks on the four Los Angeles stations. A total of six film spots (20- and 60-second) will be used weekly during the campaign. Agency is J. Walter Thompson Co., Chicago.
INTERFERENCE

Oscillator Radiation Hit

FCC MADE CLEAR last week that it expects the oscillator radiation interference problem in television—which it has under active consideration—to be corrected at the manufacturing or local level.

This tack was evidenced in a letter to Yankee Network rejecting Yankee’s proposal that its WNAC-TV Boston be granted temporary authorization to operate Channel 2 instead of Channel 7 because of oscillator radiation interference with WJAR-TV on Channel 11 at Providence, R.I.

FCC’s letter asserted that a grant of the WNAC-TV application would violate the principles of the TV freeze order, and added:

“The commission is of the opinion that the type of interference involved is due to unsatisfactory receiver design, and may be eliminated by appropriate steps in the manufacture of television receivers to correct design deficiencies.”

FCC’s letter asserted that a grant of the WNAC-TV application would violate the principles of the TV freeze order, and added:

The Commission said it is “of the opinion, therefore, that the problem involved must be treated from the overall viewpoint, and that to grant frequency changes upon request of particular stations for eliminating such interference would not be in the public interest.”

CUBS OFFICIAL

Says TV Helps Sports

TELEVISION “can’t help but help sports, especially baseball,” Chicago Cubs Business Manager Jim Gallagher admitted Wednesday before members of the Chicago Television Council. Although “we still don’t know the exact effect of TV on baseball attendance because there aren’t enough facts and figures to prove anything, we have proved the TV won’t hurt.”

Pointing to other factors which have hurt baseball—bad weather and loss of public following because of the team’s losing streaks—Mr. Gallagher said: “The only time TV hurts attendance is when there’s a better sports telecast than the one you have.”

Telecasting of “your own event is not harmful competition—the harm comes from competitors in various events that are of more interest and higher caliber,” he said. The speaker contrasted the conviction of sportsmen 20 years ago that radio would “kill” baseball and other sports. “They think the same thing today, yet I have seen nothing to disprove the fact that television will help baseball.”

CTC Elects Showerman

I. E. Showerman, NBC Central Division vice president, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds George Harrington, commercial manager of WGN-TV Chicago. Other new officers are:

John B. McLaughlin, advertising and promotion manager, Kraft Foods, vice president; Mildred Dudley, LTV Agency, secretary; Edgar N. Greene, Administrative Television Supervisor Sharp Co., treasurer, and Attorney John M. Gannon, general counsel. The council committee chairs are: Howdee Meyers, NBC program; Eil Henry, ABC, publicity; Eil Berry, NBC, membership; John Peck, Jim Cornett, Foote, Cone & Headland, research.

Agency TV Clinic

Agency TV Clinic—The City of Chicago for removal of FCC’s television freeze and action on pending TV applications there was filed with the Commission last week. Accompanying the request were several resolutions which have been adopted by the Chicago City council. They are approved by the City’s Office of Telecommunications. The petition said the freeze “is injurious to residents of Chicago and to the commerce and industry” of Chicago.

CBS STAR Arthur Godfrey (I) moves to NBC—Arthur Godfrey, who was master of ceremonies May 15 of an hour-long, star-studded TV program (10-11 p.m. EDT) marking the opening of the U. S. Treasury Dept.’s Independence Savings Bonds Drive. To make it official, Secretary of the Treasury John W. Snyder pins the National Liberty Bell button, symbol of the drive for the next entertainer’s lapel [see Programs].

COAST CIRCUITS

Sept. Video Hookup Seen

TELEVISION circuits between Los Angeles and San Francisco are scheduled to be ready for service by next September, Ernest H. Schreiber, staff engineer of Pacific Telephone & Telegraph Co., told Electric Club members at their meeting in Los Angeles May 16.

Two channels will be provided initially and present plans contemplate the provision of three additional channels between the two California cities late in 1951, Mr. Schreiber said. On completion of the project, there will be three northbound and two southbound channels, which will be provided by a microwave system using eight relay stations.

“With linking of Los Angeles and San Francisco this year, it is reasonable to expect that further impetus will be given to West Coast television development,” he predicted. “Extension will undoubtedly be made from this initial West Coast network.”

Further extension to the Pacific Northwest through equipping coaxial cables into that area for TV was indicated. Mr. Schreiber said that work is going ahead rapidly to provide TV channels across country, using both coaxial cable and microwave systems.

HITS TV FREEZE

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Film Report

GLEN FORD and William Holden, Hollywood movie stars, have formed partnership to produce series of 12 half-hour western TV films, with George Marshall as co-producer. This is the first time they themselves plan to use other name talent in series. Mr. Ford and Mr. Holden both trying to work out arrangements that will permit TV activities with present movie contracts.

David F. Squire, formerly with 20th Century-Fox, has been given vice presidency at TV/films Inc., New York. Mr. Squire has announced firm is expanding scope and facilities to produce motion pictures as well as film for TV. During past two years TV/films has specialized in TV commercials for Bulova Watch, Pall Mall cigareta, Weather King and others.

Mack Bennett, producer and star of early comedy pictures, planning TV shows. Co-producing some 700 scripts of his silent picture comedies, and plans to have 50 ready for TV market early next year.


KLAC-TV Hollywood telecasting first of recently acquired features. Included in total of 43, are 25 movies as well as 18 full-length films starring top movie talent. Ford Dealers, Los Angeles, sponsoring latter group. Television Features Inc., New York, currently preparing film commercials for Dawson’s Ale, Hudson Napkins, Geneseo beer and Siebeling beer.

Edward Schager resigns as Chicago manager of Jam Handy Organizations (film producers) to join Atlas Park, Inc., as vice president. He was a writer for Atlas in 1937. KTTV (TV) and KLTA (TV) Los Angeles recently purchased feature length motion pictures for telecasting from Hal Roach Studios, Culver City, Calif. KLTA acquired exclusive rights to all Charlie Chaplin comedies, while also of the month film for 26 weeks under sponsorship by Murphy Motors, Los Angeles used car dealer. Agency, Charles N. Stahl Adv., Los Angeles.
looking for something?

if it's about radio-tv . . .
look in the
1950 Broadcasting· Telecasting Yearbook

clip and mail

BROADCASTING · Telecasting
National Press Bldg.
Washington 4, D. C.

Please send me an extra copy of the 1950 YEARBOOK
☐ I enclose $5.00 ☐ Please bill me

Name

Firm

Address

City State

. . . And the wise timebuyer, account exec, ad manager and station man keeps that bright, red 1950 BROADCASTING-TELECASTING YEARBOOK right where he can lay his mitts on it. They know that this 3½-pound, 550-page volume, veritable index to the whole of radio-tv, is finger-tip reference to the booming business of broadcasting—available from no other single source.

. . . or if you need an extra copy . . .

We have a small supply of these books available at $5.00 each. Radio folk just naturally take to the YEARBOOK—so if someone's appropriated yours, or if you need an extra copy, use the handy order form. We'll have the book en route to you by return mail. But, by all means, act now—there aren't many left.

May 22, 1950
**ANOTHER DUMONT FIRST!**

The New
Du Mont-Holmes
SUPERSPEED
Projector

- Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

**DIRECT FILM PROJECTOR**
Used with a Du Mont Special Image Orthicon film pickup to give studio clarity to movies and teletranscriptions.

**BACKGROUND PROJECTOR**
Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.
FLORIDA MEET

AGENDA has been announced by W. W. Ech, manager, WPBT-TV, Fort Lauderdale, Fla., president of the Florida Assn. of Broadcasters, for the annual meeting of the FAB to be held June 2-3 at Orange Court Hotel, Orlando.

Meeting will feature speeches by Rosel Hyde, FCC Commissioner, and Frank King, member of the BAM board. Business sessions, discussions on BAM and NARBA and election of officers headline the program.

The convention gets underway June 2 with a business meeting followed by a luncheon and the BAM talks. Other speaker listed for BAM is Lt. Col. Donald Wilkins, U. S. Air Force publicity officer. Talks also will be heard on the weather bureau and Florida Citrus Commission. Cocktail hour and water show followed by a banquet conclude that day's activities. On June 3, NARBA talks, headed by Comr. Hyde and joined by John S. Cross, assistant chief, Telecommunications staff, State Dept., will be followed by a luncheon, business session and election of officers.

Philco Sales

INCREASED demand for Philco TV sets stimulated the firm's net income and sales this first quarter in comparison to last year's corresponding period, William Balderston, president, Philco Corp., has announced. Sales this quarter totaled $79,487,000 compared to $53,006,000 for the first quarter last year. Net income totaled $4,-074,000, an increase of $3,159,000, and equivalent, after preferred dividends, to $2,28 per share of common stock as compared to 40c per share in the 1949 period.

George S. Johnson, chief engineer of KOB-AM-TV Albuquerque, N.M., will continue as station manager of KOB-TV in addition to his engineering responsibilities. AM operation is under management of Phil Hoffman, former vice president and general and sales manager of WOL Washington Broadcasting, May 8). KOB properties are owned by T. M. Pepperday, publisher of Albuquerque Journal.

Marcel Carter and G. W. Richards promoted to positions as executive assistants to management of Canadian Broadcasting Corp., Ottawa. Mr. Carter will be executive assistant to CBC General Manager Dr. Augustin Frigon; Mr. Richards will be executive assistant to CBC assistant general manager, Donald Manson. Mr. Carter has been with CBC since 1944 in administrative positions, and Mr. Richards has been in administrative positions with CBC and its predecessor Canadian Radio Broadcasting Commission since 1933.

Emerson J. Pryor, general manager of WDVA Danville, Va., elected vice president and general manager of station. Before joining WDVA two years ago, he was general manager for WRN (now WHEH) Warren, Ohio.

Ple M. Evans, president and general manager of WPLK - AM-FM Huntington, W. Va., is recipient of Junior Chamber of Commerce Young Man of the Year Award.

William S. Paley, chairman of the board of CBS, named as member of advisory committee of Columbia U.'s Graduate School of Business Administration. He is also a trustee of university.

Larry Nuss appointed station manager at KXGG Fort Madison, Iowa. He was formerly manager at KAYX Waterloo and spent three years in sales department at WDGY Minneapolis. He entered radio in 1943 at KROC Rochester, N. Y., and was also with KQSB.

Thomas Patrick Inc., owner of KWK St. Louis, changes corporate name to KWK Inc.

Barbara Kose joins WXGJ Richmond, Va., as executive assistant to George Zimmer, WXGJ vice president.

Theodore C. Steibert, president of WOR-AM TV New York, and MBS chairman of the board, arrives in Hollywood tomorrow (May 23) for one week to inspect various television stations in Los Angeles and investigate West Coast methods of operation. While in Hollywood he will confer with Lewis Allen Weiss and Willett Brown, board chairman and president, respectively, of Don Lee Broadcasting System, who also are directors of MBS.

J. P. Williams, vice president of WING Dayton and WIZE Springfield, Ohio, named to board of directors of Dayton Better Business Bureau Inc.

Frank Samuels, vice president in charge of ABC Western Div., Hollywood, appointed to television committee of Los Angeles Chamber of Commerce.

Bob Bingham, general manager of WCNC Elizabeth City, N. C., elected to membership in Radio Pioneers Club. He began his radio career at WKBW Buffalo in 1927.

Robert Leachy, of FCC Accounting Dept., Broadcast Div., and Margaret Kennedy Altman of McAlester, Okla., were married May 15 at Fort Smith, Ark. Circuit Judge J. Sam Wood officiated.

Alvin C. Walters, liaison officer for O&B stations of Yankee Network outside Boston, is the father of a boy, Alvin Charles Jr.

Robert J. McAndrews, manager of Southern California Broadcasters' Assn., Hollywood, is the father of a girl, Julie Anne.

Benjamin Bartzoff, executive vice president and general manager of WWOM Boston, appointed to Massachusetts Citizens' Committee for Public Health.


William J. Jory, vice president of WJLB Detroit, receives charter membership award from Detroit's United Foundation for station's help in First Torch Drive.

Jack Younts, president and general manager of WEEB Southern Pines, N. C., is the father of a boy, Millard Stephen, born May 9.

Dr. D. D. Palmer, vice president and treasurer of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), is the father of a girl, Jennie Wren. Dr. Palmer is the son of COL. B. J. Palmer, president of broadcasting companies.

C. J. Marshall, assistant secretary-treasurer of Don Lee Network, Hollywood, and Margaret Cole, secretary to Ward Ingram, Don Lee vice president in charge of sales, were married May 5.

KWRZ Hearing

NO APPEARANCE was made by KWEG Flagstaff, Ariz., at its license renewal hearing before FCC May 15, the Commission reported last week. FCC earlier had forfeited the station's license but withdrew that action upon a request for hearing. The Commission indicated it wished to determine whether ownership of the outlet had been transferred without FCC approval [BROADCASTING, May 8]. KWRZ is assigned 250 w fulltime on 1340 kc.

CKY VFM Verdun, Que., has begun operations on 96.9 mc with 3 kw.

Jim Monroe & The News 600-610 P.M. Tues., Thurs., Sat. Radio reporting at its level with middle America's favorite announcers. Tune in and call today!

National Representative—John E. Pearson Co.
Commercial

DAL LUTZ, formerly with Firestone’s Central Sales Div., is appointed head of sales department of WRFD Worthington, Ohio. JOE BISWAS transfers to handle national accounts.

RICHARD H. CLOSE, active in NBC Spot Sales Dept. for past 15 years, most recently as account executive, appointed manager of NBC’s National Spot Sales. He succeeds JOHN S. DURUSKI, who joins WCAU Philadelphia as director of sales for AM and TV (Broadcasting, May 8).

JAMES FLETCHER appointed to sales staff of KFAR Fairbanks, Alaska. He was formerly regional manager of Alaska Broadcasting Co., Anchorage.

FRED A. SCHWINDMAN joins sales staff of KSL-AM-TV Salt Lake City.

STAN GORDON joins WTVJ (TV) Miami, Fla., as commercial coordinator. He formerly was with WMIE Miami, as salesman. MARY FORD joins station’s sales staff, after having been with WMIE and Miami Daily News.

EDITH M. CAROLIN becomes office manager for WTVJ replacing FRAN EMMER, appointed copy and traffic director of station.

JOSEPH N. CURL, formerly on sales staff of WOV New York, joins WOR New York sales department as account executive.

SCHEPP-REINER Co., New York, appointed commercial representative of WASA Hayve de Grace, Md.


BRADLEY R. EIDMANN, former commercial manager at WAAF Chicago, joins WNPN Chicago as sales manager.

CHARLES A. R. JOHNSON, former account executive for Harper’s Bassar, joins sales staff of WMTR Morristown, N. J.

ANGELA P. CO., appointed national representative, 616 North Sycamore Avenue Hollywood 38, California Hillside 3171.

You’ll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!

custom

record

sales

RCA

Corporation

of America

RCA Victor Division

Page 64 • May 22, 1950

Open Mike

(Continued from page 18)

Fires, news flashes, and weather coming out of a speaker, was cer-

tain to think of it as radio, and

since feeling was running so high in the matter, the radio industry
certainly should have been con-

cerned, at least from a public rela-
tions standpoint.

If I’m wrong—if the terminal
broadcasts had no relation to the
radio industry—I’m curious to
learn why the birth, death throes,
and ultimate demise of Terminal
Radio Inc. was reported so faith-
fully in Broadcasting, “The New-
weekly of Radio and Television.”

Keith Connes
Commercial Copy Editor
WQXR New York

New York Times

[EDITOR’S NOTE: Terminal Radio,
dead or alive, was a matter of tan-
gential interest to radio men and hence its
connections were briefly reported in
this publication. Neither it nor its executioner,
however, could properly be considered to fall within the
scope of the Peabody Awards which are
officially described as “design to rec-
ognize the most distinguished and meritorious public service rendered
each year by the broadcasting indu-
stry.” The italics are ours. Mr. Connes
might consider this question. He’s the
loud speaking system of Grand Central had transmitted good music (of the quality, say, of that aired by Grand Central’s
award-winning WQXR), would it have
deserved a Peabody?]  

Cites Responsibility

EDITOR, BROADCASTING:

Your editorial comment on the “Phrase That Never Fails” is most
interesting [Broadcasting, May 8].

The FCC jumped WBIB for
broadcasting one side only when
unable to get anyone to take the
other side. Then the FCC jumped
WWJ for declining to broadcast
one side when it could not get any-
one to take the other side.

But who is to blame? Is it not a
t fact that broadcast licensees have
duty to fight for free radio just
as newspapers have the duty and
mental telephonic transmissions, at
a time when most other sending sta-
tions had been dismantled,

Open Mike

(Continued from page 18)

and so has a long record of con-

tinuous operation.

For verification of these dates get
a copy of Ed Shurick’s book, The
First Quarter Century of American

WHA’s claim to the distinction
of being “The oldest station in the
nation” has frequently been chal-

lenged—and no other station has
been found to have been in opera-
tion for so many years. Regularly
scheduled programs—with weather
reports, farm information, market
news and music—were provided in
1919, following two years of spo-
radic experimental broadcasting.

If you find an older station—let
us know. If not—let us know, too.

Harold A. Engel
Assistant Director
WHK (U. of Wisconsin)

Madison, Wis.

The Captive Audience

EDITOR, BROADCASTING:

I am enclosing a cartoon done by
Bill Wheeler of our announcing

staff. Thought perhaps you might use it in Broadcasting or the Telecasting section.

George O’Connor
Promotion Director
WINR Binghamton, N. Y.

WH A Claimed Oldest

EDITOR, BROADCASTING:

As I stated your editorial “Phrase
That Never Fails” I was about to
agree with your statement that
only one station other than WWJ
could claim 30 years of continuous
operation. Then I read that WHA
(formerly XRM) has been operat-
ing not 30—but 33 years. It
served during World War I in co-
operation with the Navy experi-
menting with wireless tele-
phonic transmissions, at
a time when most other sending
stations had been dismantled,

and so has a long record of con-

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menting with wireless tele-
phonic transmissions, at
a time when most other sending
stations had been dismantled,
CLAIMING something different in special events coverage, WEEB Southern Pines, N.C., obtained first hand look at joint Army-Air Force "Exercise Swamrer" held in Carolinas in late April and early May. On April 27, Jack Younts, WEEB president and general manager, Joe Warren, news and special events director, and Archie Leeman, WEEB commentator, took flying tour of maneuver area culminating at Shaw Air Force base at Sumter, S.C. At base trio taped several interviews with jet pilots participating in the operation, including actual conversation between pilots and control tower as planes took to air. Also provided was aerial description of 3,000 parachutists hitting silk.

King-Sized Show SPECIAL one-hour television show for giant Treasury Department bond drive was aired Monday, May 16, on NBC-TV, 10-11 p.m., spearheaded by President Harry S. Truman. Show was encowed by Arthur Godfrey and inducted: Secretary of the Treasury John W. Snyder; ECA Director Paul G. Hoffman; Paul Winchell and Jerry Mahoney; FCC Commissioner Frieda B. Hennoch; Justice of the Supreme Court William O. Douglas; Jerry Coleman; Harold Stassen, president of U. of Pennsylvania; Perry Como; the Fontaine Sisters; Admiral Forrest P. Sherman; Harry Barris, Imagine Cane; Lt. Gen. James H. Doolittle; Gladys Swarthout, and Archie Bleyer and his orchestra. Rolland W. Giblett, vice president and director of television at Young & Rubican, directed, and David Levy, also of Y & R, produced.

Successful Election Night OPERATING on own, instead of with newspaper as in past, WFIL-TVC Tuscaloosa, Ala., gave complete result of local and state returns on election night. Using students from radio department of U. of Alabama, WTBC secured returns and did all tabulations. According to Bert Banks, manager and partner, staffers surprised themselves with excellent job. Sponsor of election night telecast was the chamber of commerce, which has set up its own television station and interest at local schools.

Pork and Bean Month MOUTH of May formally declared National Pork and Bean Month over KMYT (TV) Omaha, exclusive courtesy of Stokely Van Camp Inc. Occasion was "on-the-spot" auction on Penny Auction program, in which goods were won by Mrs. Rose Lee. Unable to identify item which she had purchased, Mrs. Lee was told to make two-minute speech on "Why May should be called National Pork and Bean Month." During her speech, 1,000 cans of pork and beans were dumped at her feet. Mrs. Lee's arguments were so persuasive that Stokely Van Camp proclaimed May as N.P.B.M.

Winnipeg Flood Coverage STEWART MacPherson, WCCO Minneapolis staffer and native of Winnipeg, journeyed to flood-stricken city for eye witness coverage. Mr. MacPherson returned to Minneapolis May 16 and aired account of damage done and state of flood on WCCO news period. In addition, he was heard on Allan Jackson CBS News and CBS News of America that evening.

Election Night Format IN Portsmouth, Ohio, WPAT-AM-FM and Portsmouth Times cooperated to present Election Night Party May 2. Station remained on air until 1 a.m. Added features of election night coverage were pickups of state-wide election results from WKRO Columbus. On same evening, WPAY aired broadcast of local home talent show, as well as remote broadcast of church musical program.

Billionaire Battery WHEN Ray-O-Vac Co., maker of batteries for powering portable radios, picked one-billionth seated-in steel, proof-test flash light battery from assembly line late last month, Madison, Wis., stations joined in covering event. WFOW (FM) broadcast half-hour program direct, while WIBA and WBC carried delayed broadcast. Wisconsin U's outlet, WHA, scheduled series of later broadcasts of tape recording of ceremony with salutes to Wisconsin industries and cities. Highlight of program was presentation of "Billionare" to Donald W. Tyrell, president of company, by Carl Swenson, 8S, oldest Ray-O-Vac employee in point of years and service to company.

"Q-Ball" on TV LATEST sports program on WFIL-TV Philadelphia offers unique game of "Q-Ball" and traditional golf play on opening weeks. Q-Ball Corp. of Pennsylvania now sponsors weekly series of programs on game which combines some elements of billiards and pinball, George Walsh, station's sportscaster, has scheduled weekly series of five-minute films showing how professional golfers round links, for benefit of fans desiring to brush up on finer points of golf.

Milk Auction CFOR Orlando, Fla., presents children's auction program every Saturday morning to boost milk consumption in area. Auction is for weekly prize and bidding is done with milk bottle tops, youngsters sending in their bids as number of milk bottle tops they have collected. Highest four are called to be interviewed on program each Saturday morning, and have to bring their bottle tops with them.

More Good Music MONEY donated by Citizens Committee for Better Music in Chicago is paying for some 13 hours of programming weekly on WXYT (FM), affiliate of WSBC Chicago, which airs only classical music during its 78-hour weekly schedule. Station reports commercial sponsors are interested in buying classical programs after widespread publicity following formation of Citizens Committee. Members of group, donating minimum of $10 per year, attempt to foster performance of good music and has started their campaign with radio. Committee has contracted to sponsor hour and a half of symphony in six nightly programs and entire opera Sunday nights for a year.

Fishing Feature WSAM-AM-FM Saginaw, Mich., reports "Let's go fishing" really means something in northern Michigan. To help keep Isaac Walton up to date on what's biting and where, NBC outlet has inaugurated 15-minute program each Thursday evening entitled "Let's Go Fishing." On program, phone calls are made directly to several choice fishing locations an accurate reports are made by fishermen themselves. Through use of tape recordings, they tell fellow anglers what fish are biting, what kind of bait works the best, how weather is and what fish are biting.

Telecast Election Returns JOINING Miami Herald and paper's affiliate WQAM, WTVJ (TV) Miami originated election show in Herald's news room. State-wide returns on hotly contested Pepper-Smith Senatorial race pouring in from tabulators were caught by three remote cameras in news room. One followed figures on election board, another caught excitement of WQAM news room and third followed news ticker and activity in joint wire news room. Herald's returns were picked up by WTVJ as John T. Bills, WQAM news editor, and Ralph Renick, WTVJ news editor, explained. Results posted on 40-ft. blackboard.

Daily Funnies EARLY morning program on WNAO-AM-FM Raleigh, N.C., now includes Penny Paper Time. Penny Paper Time is a radio station which is broadcast daily by Program Director George T. Case. Using room de plum of "Uncle George," Mr. Case, whose reading of Sunday funnies in radio for past year, gives youthful listeners opportunity to follow favorite comic strip and be kept up to date on safety notes, school bulletins, etc.
NORMAN EVANS formerly of WSPD, Steubenville, Ohio, was a guest on ABC's "The Mike Stevens Show".

JIM WILLIAMS, formerly with WHH in Farmington, Mich., joins WBOC in Salisbury, Md.

JAMES WESTBROOK, formerly of WJZ in Baltimore, Md., is now affiliated with WTAE in Pittsburgh, Pa.

JIM THOMAS, formerly of WFB in Columbus, Ohio, joins WWJ in Detroit, Mich.

LEW JEFFREY joins WNT in Atlanta, Ga., as Producing Engineer.

JIM DITRITI, formerly of WMJP in Jacksonville, Fla., joins WFTV in Orlando, Fla.

HANK BASAYNE, formerly with CBS shortwave and Telecap, New York, is now with WQXR in New York.

JUNE DESPAIN joins WOR in New York, as assistant.

BOB GLENN joins WJBX in Jackson, Miss., as announcer.

Maurie Coren, associate producer of Columbia Pacific Network's "Meet the Misses," is now with ABC.

E. C. WALTER, formerly of WVNW in Richmond, Va., joins WWOD in Greensboro, N.C.

HANK SYLVERN, formerly with the ABC network, is now with WABC in New York.

ANN CORNISH, formerly of WCCO in Minneapolis, Minn., is now with WOC in Des Moines, Iowa.

NORMAN EVANS, formerly of WSPD, Steubenville, Ohio, is now with WWJ in Detroit, Mich.

NORAH KOPP, formerly of WOR in New York, is now with WBZ in Boston, Mass.

JIM DITRITI, formerly of WMJP in Jacksonville, Fla., joins WFTV in Orlando, Fla.

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ARMED with facts and figures, Frank (Bud) Berend, NBC Western Division sales manager, told Hollywood Ad Club members last Monday that "radio is bigger than ever—bigger than 10 years ago and bigger than any other advertising medium.

"There are 12 million more radio families today than 10 years ago, an increase of 43%," Mr. Berend said. "Today's total of 86 million radio sets is nearly twice the 1940 figure, an increase of 91%.

"Radio listening, he declared, is still No. 1 in public acceptance, and he pointed out that it is over 3% greater now, per home, than four years ago. Directing remarks to agency timebuyers and advertisers in particular, he reminded them that radio time costs are going down. "In the past 10 years they have declined 11%," he said. He also cited other figures to show that radio continues in No. 1 place as a merchandise mover.

Speaking for TV was Norman Blackburn, NBC West Coast director of network television, and Thomas McFadden, newly appointed manager of KXBN (TV) Hollywood, who took issue with a recent statement of Sylvester L. (Pat) Weaver, NBC vice president in charge of television, that Hollywood would be inferior to New York in TV programming until the coaxial cable links both coasts some two years hence.

"New York's Start"

Conceding New York's two-year head start would require some catching up locally, Mr. Blackburn declared that while easterners like their shows live, lower film costs of improved quality and a perfected kinescope will turn the trick. The West Coast has been "out of sight and out of reach," he said, because we are "hamstrung by mountains and money." He advised that New York producers have many fine substitutes for Hollywood talent which has been denied them. "Viewers," he said "are learning to like what they see."

Mr. McFadden said Hollywood can't miss being the world's television center and declared that "we have the answer to all the problems." He told Ad Club members that NBC is developing new methods of kinescoping that will give a quality comparable to live TV. He foresaw a vast new era of entertainment opening in Hollywood, and indicated that the West Coast won't have to wait for the coaxial cable to achieve that.

Sidney N. Strotz, NBC administrative vice president in charge of the Western Division operations, was chairman of the bi-monthly luncheon meeting, designated as "NBC Day." Ernie Belt, club president, presided.

**FTC REALIGNS**

*Announces Bureau Shifts*

REORGANIZATION of its bureaus and divisions and appointment of supervisory officials, effective June 1, was announced last Monday by Federal Trade Commission in a move designed to streamline its functions.

Purposes of the reorganization, which would affect FTC's Radio and Periodical Advertising Division, are to (1) eliminate delay in handling cases; (2) promote development of cooperative work with industry; (3) relate investigations of complaints with any trial work that may develop, and (4) associate economic probes with preparation and trial of cases to discourage early monopolistic development.

Donald B. Catling will head the radio division. Lowell B. Mason, acting FTC chairman, will supervise trial examiners and the Bureau of Administration. Supervisory assignments of other Commission members include William Ayres, former General Counsel's Office, John Carson, over Bureau of Restraint of Trade; and James Mead, Bureau of Industry Cooperation and Bureau of Deceptive Practices.

**LOW-POWER FM**

*Indiana Meet Set Aug. 3-4*

LOW-POWER FM educational stations will be the topic headlined at the fourth annual Conference on Radio in Education, scheduled to be held Aug. 3-4 at Bloomington under the auspices of Indiana U.'s radio department. Meeting aims to aid teachers, broadcasters, school administrators and other interested groups.

Conferences will study station planning, studio design, equipment and installation, program building, script-writing, production, etc. Sessions also will be held for PTA and non-school groups to help them learn to use radio—publicity and planning of projects. Displays will show latest equipment designs. A well-seasoned panel of speakers is planned for discussion periods.

**SENSATIONAL PROMOTION CAMPAIGN**

- From buttons to guns
- Is breaking traffic record

LOW PRICED!

1/2 Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!
THOMAS A. GONSE, director of personnel and public relations for Lever Bros. since 1947, resigns that post to open his own organization to handle corporation public relations and service educational and philanthropic institutions. Office is at 111 W. Monroe St., Chicago. Before joining Lever Bros., Mr. Gones was vice president and director of public relations of Northwestern U. for 24 years.

HELEN WILLIAMS, affiliated with Averell Broughton Adv. and public relations agency, New York, establishes her own public relations firm, called Sullivan St., New York, to cater to individuals and small businesses.


WILL H. CONNELLY joins contact and sales promotion staff of The Jam Handy Organization, Detroit.

ASSOCIATED PROGRAM SERVICE signs Westminster Choir of Princeton, N. J., to recording contract.

MEL WILLIAMSON resigns as executive secretary of Hollywood based Radio and Television Directors Guild to go into independent radio and television production.

Equipment

ROBERT W. SANDERS, for past 11 years chief engineer of advanced development section, Capehart-Farrar, Fort Wayne, Ind., named chief radio and television engineer of Hoffman Radio Corp., Los Angeles.

JACK WHEELER, Newton, Mass., appointed Bendix Radio district merchant.


GLENN HALL appointed statistician in jobber sales division of Clarostat Mfg. Co., Dover, N. H.

STEWART-WARNER Corp. incumbent directors re-elected at stockholders meeting in Richmond: THOMAS H. BEACOM, IRVING S. FLORESHEIM, CHARLES F. GLORE, FRANK A. HITER, JAMES S. KNOWLSON, GEORGE L. MEYER JR. and WILLIAM A. PATTERSON.

SCOTT RADIO LABS elects JOHN S. MECK, president of John Meck Industries, president; LESLIE EVAN ROBERTS, vice president; F. W. ADAMS, vice president and counsel; RUSSELL G. EGGY, secretary; G. F. MECK, treasurer. PAUL SCHURRICK re-elected comptroller. Five-man board includes Messrs. Meck, Roberts, Eggy, and Adams. In addition to H. S. DARR, former president.

WORKSHOPS SET

NBC-U. of Calif. Project

SEPARATE workshops in radio and television will be offered this summer by NBC in conjunction with the U. of California, Los Angeles, June 19 through July 24 at NBC studios, Hollywood. This reportedly will be the first time a major network and university have combined to offer television workshop study.

It was announced that both workshops will be highly restricted in character to maintain consistent high level of participation throughout the term.

Radio workshop will be restricted to 35 individuals from operating radio stations or others prepared for jobs in stations from previous training. Fee for the season is $100.

This workshop will allow 25 screened individuals who have had some experience in the field and definite interest in receiving in-service training in "inner points of television problems." Also eligible are persons with experience in related fields who would not require excessive preparation for the course. Cost for the term is $150.

Jennings Pierce, manager, public affairs, station and guest relations for NBC Western Division, is coordinator for the workshops. Administrator of the radio workshop is Andrew Love, NBC producer, assisted by Alan D. Courtney, assistant to Mr. Pierce at NBC. Robert Brown, KNBH (TV) Hollywood program manager, is administrator of the television workshop; assisting him is Ruth Swanson of the UCLA staff.

BOARD of directors of Magnavox Co., Chicago, declares dividend of 25 cents per share on Class A cumulative preference stock, payable June 1 to stockholders of record May 15. Same dividend declared also on common stock, payable June 15 to stockholders of record May 20, 1950.

WRCC STAFF

Additions Are Listed

WRCC Richland, Wis., full time independent on the air since last Oct. 15, has added several members to its staff, General Manager Thomas R. Kelley announced last week.

Robert J. Bodden, formerly program director at KRONO Clinton, Iowa, and WGCQ Janesville, Wis., is serving as program manager. Other staffers include: Don Northrup of Minneapolis, George Bous of Saginaw, Mich., and Bert Claudy of Chicago, combination announcer-engineers; Joseph Koelech of Racine, Wis., news editor; Shulum Kurtz of Denver, continuity editor; Joseph Kopp of Rhinelander, Wis., announcer; Mrs. Dorothy Lewis of Richland Center, bookkeeper, and Arlene Banker, Richland Center, receptionist-stenographer. Operating 16½ hours daily, WRCC is licensed for 250 w on 1450 kc.

STORE TRAFFIC

WPCF Drive Draws Crowd

HEAVILY concentrated promotion campaign on behalf of a newly remodeled Piggly Wiggly store in Panama City, Fla., has been conducted with "great success" over WPCF Panama City, the station reports. A campaign scheduled to start on the same day the store opened was set early in the week by the station and the store's manager, Don Fay. No other advertising was used.

A one-time sponsorship of the Welcome to Hollywood show, spot announcements, and a 26-minute taped interview between Mrs. Mack Lewis, a Panama City matron, and Eleanor Whitelaw, WPCF's program director, in which they commented on new features in the store, all were aired between 2:30 p.m. on the day of the opening.

At 2:35 p.m., after the store had been open for five minutes, more than 300 people had crowded in, and more were still coming. By 6:30 p.m., over 1,600 people had registered for free gifts, approximately half of the total crowd, Mr. Fay reports. WPCF, 250 w on 1400 kc, began operation in December 1949, and is an ABC affiliate.
On All Accounts

(Continued from page 20)

package shows. He laughingly shrugs off the expense. "It lasted nine months, all right, but it didn't give birth to anything," Hugh says.

He jumped right back into agency work in 1947 with Dancer-Fitzgerald-Sample, in charge of all commercial production. Here he found what a treadmill was really like with four men opera and the Jack Smith show to supervise five days every week.

"It seemed sometimes as though I spent entire evenings and evenings from one studio to another, trying to keep up with the five shows."

In August 1948 he deserted the East for his present position at BSF&D where he has been instrumental in guiding many of the agency's accounts through the opening miles of the TV experience. Of his TV observations, he emphasizes:

"We have not found that television has hurt any other media, including AM radio. So far, for us, TV has been a completely new medium with additional budgeting."

Goebel's Schedule

And it's a list of solid accounts that he's been assisting. The Goebel program involves the Detroit Lions football games in the fall as well as the baseball schedule, plus a heavy spot schedule involving Brewster, the Goebel rooster. Hudson Motor Car Co. is another heavy spot user, and Hugh and Clyde Vortman, BSF&D timebuyer, worked out the buy of the entire Mutual network for a special program last fall. Youngstown Kitchens also is getting active in the TV market. Hugh's interrupted trip to Colorado Springs involved film making for that firm. Ironers has been one of the first TV advertisers to buy a steady schedule of programming.

Hugh held out against matrimony for a godly time, but last Jan. 2 he fell for a Midwesterner, Lillian, now his wife. To his New York friends who deplored of his ever joining the ranks of the benedicts, he attributed his attraction to a Michigan girl to his father (like father, like son), for his mother was born in nearby Ann Arbor, Mich.

Hugh will admit to only one hobby, golf, but his predilection for carrying his clubs with him is driving the BSF&D accounting department wild. Following the Tigers to Florida, from there to Los Angeles, then on to Colorado, Springs, he ran up an item of $2 for "excess baggage." He finally convinced the auditors that his golf clubs were the cause.

UNESCO AIM
Maps Anti-Jamming Plans

A "more challenging" program to combat jamming of international radio channels will be a major objective of the U. S. delegation to UNESCO, which today (Monday) begins its Fifth General Conference in Florence, Italy. Conference is expected to adjourn about June 16.

The delegation is headed by Howard H. Sargent, deputy Assistant Secretary of State for Public Affairs, and George D. Stoddard, president of the U. of Illinois. Contingent includes leaders of mass communications and other fields.

Mr. Sargent described as major projects "attacks on barriers to the free flow of information; condemnation of the jamming of radio channels, denying the right of people to listen to the broadcasts they choose"; and reduction of barriers to educational exchanges.

Congressional representatives to the conference, in which 54 member nations will take part (Russia is the only large country not represented), are Sen. William Benton (D-Conn.) and Sen. Margaret Chase Smith (R-Me.), both members of the U. S. National Commission for UNESCO.

Political Rule

FCC's RULE governing use of AM, FM and TV facilities by political candidates was extended to include noncommercial, educational FM stations in a proposal issued by the Commission last week.

New section would be added to educational FM rules similar to that in AM, FM and TV provisions. Comments on FCC's proposal were invited to be filed by June 19. Rule states that although a station is not required to allow use of its facilities by a candidate, it must accord equal access to all candidates for the same office if it allows any one of them to do so. Station also is prohibited from censorship.

In Buffalo you can go places fast with WGR

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

EDGAR BERGEN - ARTHUR GODFREY - BOB HAWK - SUSPENSE
LUX RADIO THEATRE - MY FRIEND IRMA - BUDDY CLARK - THE F.B.I.
LOWELL THOMAS - HALLMARK PLAYHOUSE - SING IT AGAIN - REILIH
DICK HAYMES - EDWARD R. MURROW - BING CROSBY - BURNS & ALLEN
MR. MRS. NORTH - THE GOLDENES - MR. & MRS. MUSIAL
LUCILLE BALL - ABE BURROWS - JOAN DAVIS - GROUCHO MARX
MR. KEEN - CRIME PHOTOGRAPHY - MR. CHAUMONTE - DR. CHRISTIAN
BING CROSBY - BURNS & ALLEN - EVE ARDEN - AMOS 'N ANDY
JACK BENNY - INNER SANCTUARY - RED SKELETON - MYSTERY THEATRE
HORACE HEYDT - DINNER THEATRE - PHILIP MARLOWE - GANG BUSTERS
DIGBY OUT - WE, THE PEOPLE - VERNON BROOKS - CONTESTED HOUR
HIT THE JACKPOT - WE, THE PEOPLE - VAUGHN MONROE - CONTENTED HOUR

Leo J. ("Fitz") Fitzpatrick
L. R. ("Ike") Lounsberry

WGR

CBS 550

Broadcasting Corporation

LOW ON

RAND BUILDING, BUFFALO 3, N.Y.

National Representatives: Free & Peters, Inc.

Why buy 2 or more... do 1 big sales job
on "RADIO BALTIMORE"

Conrad EDWARD PETRY CO.

WBAL

BROADCASTING • Telecasting

May 22, 1950 • Page 69
NORMAN J. DICKEN appointed operations manager of KSET El Paso, Tex. He has been in radio for 26 years and worked with such outlets as WTAM Cleveland, WIOD Miami, WFLA Clearwater, both Florida, WSB Atlanta, Ga., and spent 10 years with NBC and ABC New York.

CHARLES TUCKER, formerly chief engineer of WJW Picayune, Miss.; appointed chief engineer of WERH Hamilton, Ala.

JOSEPH W. CONN, acting chief engineer, director of operations for KTTV (TV) Hollywood, named chief engineer. He continues as executive producer, in charge of directorial and production procedures.

JAMES A. ARTHUR, formerly KOAT Albuquerque, N. Mex., engineer, and chief engineer of KENT TV Co., Los Angeles, joins the staff of the new station.

WILLIAM P. MOUZIS, in same capacity with KIST Santa Barbara, Calif., join KECA Hollywood engineering operations.

CARL RUBBS, service man for KKOK-FM St. Louis, is the father of a girl, Barbara Joyce.

INSTRUMENTAL Co., Washington, D. C., publishes catalog "Rental Instruments," which describes service recently made available to engineers and scientists. Catalog is available by writing firm at 411 Albee Blvd, Washington.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new electronic television mixer (type TV-19-A) for automatic and manual fading, mapping and dissolving of television pictures. It is built for both portable and studio use. Firm has developed 24-inch TV picture tube which will produce direct-view picture almost as large as daily newspaper page, firm claims, and new television visual demodulator (Type TV-S1), which allows transmitter operator to measure signal.

Respects

(Continued from page 24)

the foundation of the Pulse surveys. For example, Pulse interviewers between noon and 1 p.m. interview housewives on their use of the radio between 8 a.m. and noon that day. First, the housewife is asked if the set was on during the morning and, if she answers that it was, the interviewer asks if it was on during breakfast, or during the after-breakfast dishwashing, or while she was doing her other housework, etc.—until he has a good idea of what times she was listening.

Then, and only then, does he produce the roster, which lists, station by station and quarter-hour by quarter-hour, that morning's program schedule, from which he helps her recall exactly what programs she heard.

"The procedure of learning the times of listening before showing the roster is very important," Dr. Roslow explains, "as it keeps the respondent from reporting programs she is familiar with but did not hear the day of the interview. Otherwise, there would be a tendency to inflate the audience of the big name shows."

Continues Interviews

The same interviewing pattern is followed throughout the afternoon and evening.

The Pulse report for New York is published monthly and covers interviews made during the test week with some 8,400 families. Collecting the data for the New York reports requires the services of 35 interviewers, with a headquarters inside staff of 27 kept busy compiling this information and that collected by interviewers in the 11 other cities now served by the Pulse.

For these other markets—Philadelphia, Boston, Washington, Chicago, Cincinnati, St. Louis, San Francisco, Los Angeles, Cleveland, Dayton and Richmond—the Pulse publishes bi-monthly reports.

Although this expanded activity seems a good record for an organization less than nine years old, most of it has come about in the post-war years. The Pulse was barely two months old on Dec. 7, 1941, when the nation found itself at war.

Lawrence Roslow, Sydney's nephew and the chief statistician of the organization, entered the service shortly after that date. Dr. Roslow joined the program surveys division of the Dept. of Agriculture, which had been given the job of conducting wartime surveys of public opinion and morale, and the Pulse was content just to mark time and keep its New York operation going during the first three years of the war.

In addition to its radio audience surveys, the Pulse measures television audiences in 9 of the 12 cities in which it conducts radio surveys, all but San Francisco, St. Louis and Los Angeles. The TV surveys were started in New York in April 1948.

TV Surveys Separate

These TV surveys are separate from and in addition to the radio surveys, using a sample of 2,000 video set-owning families in New York and 1,600 in each of the other cities.

It is probably good research procedure never to accept a fact without verifying it by a re-check, and Sydney Roslow got off to a good start by having two birthdays on June 2, 1910, on the authority of his mother, who certainly should know, and July 29, 1910, according to the birth certificate filed by the doctor with the city authorities.

There was no disagreement about the place, New York City.

After the usual years at grammar school, he attended James Madison High School, where he won a scholarship to New York U. He continued his studies to such avail during his college career that he emerged in 1931 with a Phi Beta Kappa key, a B. S. degree and, what was of much greater value in that time of unemployment, an offer to return to the university as an assistant instructor in the psychology department.

The next year, 1932, he pocketed his M.A. degree and kept on teaching and studying until in 1935 he acquired a Ph. D.

As a high school student and university undergraduate he tended toward the serious in his extra-curricular activities, going in for such things as service squads and...
student government rather than football or dramas.

After acquiring his bachelor's degree, he turned to research to supplement his teaching experience (and income). In 1951 he began doing part-time work for Psychological Corp. and in 1955 joined the firm on a full-time basis. He remained with this research organization until 1947 when he left to establish his own company.

It was one of his after-school assignments that gave Dr. Roslow his first contact with radio. The job was a house-to-house personal interview coincidental survey made for Standard Brands to determine the effect of changing the company's Sunday night radio program from Eddie Cantor to an operatic series. He also collected data on the program's audience and on purchases of Chase & Sanborn Coffee. "The main conclusion I reached," Dr. Roslow says now, "was that house-to-house coincidental surveys are not practical on any large scale."

In 1932 Dr. Roslow married Irma Sternberg, twice, following an informal civil ceremony with a full-scale religious wedding. The Roslows now live in Rego Park, Long Island suburb of New York, with their three children: Richard, 12; Susan, 8, and Peter, 1.

Gardening Hobby
Dr. Roslow says his main hobbies are working around his house, either in the garden or on a remodeling project. He recently walled and papered the basement and finishing the job by tiling the floor. Such manual labors, he says, provide excellent relaxation from a day spent poring over pages of figures.


With the Pulse now operating in 12 cities and a 13th, Columbus, Ohio, to be added this summer, Sydney Roslow is well on his way toward his goal of having Pulse surveys in 20 to 25 major markets.

And, as a research man, he is reasonably content with his progress.

Deep within his heart, however, still rankles the frustration of an artist whose brainchild has been rejected. He firmly believes that a weekly report on public opinion would make a fine radio series, only now he would call it, not The Pulse of New York, but The Pulse of the Nation.
May 12 Decisions...  
BY COMMISSION EN BANC
License Extension
Kxa Seattle, Wash.—Present license terms for station was for comp. basis for 6 mo.
TV—Relays
May 15 Decisions...  
BY COMMISSION EN BANC
Hearing Designated
Kank FM—Oklahoma City & M. K. College, Stillwater, Okla.—On request set aside for hearing, in connection withina six-month extension of expiration date for non-commercial educational station; designated said hearing for hearing in Washington June 10.
Following FM stations were granted changes in present authorized facilities:
Kkdo Ontario, Calif.—To change from 310 w to 1 kw; ant. from minus 110 ft.
Kfj FM—Los Angeles—To change from 387 kw to 12 kw.
Kfvs FM Cape Girardeau, Mo.—To change from 3 kw to 2 kw; ant. from 385 ft. to 130 ft.
Kapo—Sierra City, Calif.—To change from Class A to Class B station, from Ch. 2 to Ch. 7.
Kwix Westminster, Mass.—To change from 240 kw to 900 kw, move studio from Rotterdam to Woburn.
WXhr Cambridge, Mass.—To change from 5 kw at 100; ant. from 440 ft. to 440 ft.; com.
Wlkn-FM Merrill, Wash.—To change from 1 kw to 1 kw, ant. from 266 ft. to 366 ft.
Wk- FM Berkeley, Calif.—To change from 0.8 kw to 0.9 kw; ant. from 1,460 ft. to 1,500 ft.
Wgal-FM Lancaster, Pa.—To change from 16 kw to 3.8 kw; ant. from 543 ft. to 260 ft.
Kz- FM Los Angeles—To change from 7 kw to 8 kw, ant. from 3,000 ft. to 2,900 ft.
Knx-FM Hollywood—To change from 297 kw to 31 kw.
Hearing Designated
Rel- FM—Electa, Texas—Designated for hearing seequest for voluntary assignment for CB new station and application for consent to assignment to George O. Klinkis Jr. and Bill F. Lindsey, d/b/a City City Bcstg. Co., Mt. Enterprise, Texas. Hearing to be held in Electa, Texas, June 6 (Comms. Hyde disented).
Kkgr—FM—Park, Ill.—Designated for hearing Aug. 25 application for assignment of license from wisc. to station.
Cari H. Meyer, Streator, Ill.—Designated for hearing Aug. 8 application for new station 150 kw 250 w.
Kzmx—FM—South St. Paul, Minn.—Designated for hearing Aug. 11 application for new station 150 kw 1 kw.
Wtjg—FM—Davenport, Iowa—Designated for hearing Sept. 6 application for new station 5 kw 250 w to cover Wbtc 920 w and Kzfx 1270 kw.
Walt— Atlanta, Ga.
WATL— Uses Magneord
Used By More Radio Stations Than All Other Professional Tape Recorders

New PT63-A
Unit construction permits portable or rack mounting. AM, FM & TV. 3 band switch permits monitor of the port on 3 bands. Prevents record loss and makes unit easy to transport. It is also available to connect present PT6 Magneord.

Write
Magneord Inc.
360 H. Michigan Ave.
Chicago 11.

BROADCASTING  Telecasting

May 11 to May 18

ACTIONS OF THE FCC

CP-construction permit
DA—condition
Modification
N-night
Extension Denied
WJBA, Spainia, Wisc.—Denied extension of completion date to June 25.

Kuno Corpus Christi, Tex.—Denied
1400 kw 250 w for 120 days.

Wppa Petaluma, C0.—Granted extension of authority to operate N to non-commercial ant. and power reduced to 25 kw for period of one month from present of one month.

Application for change to use tower and submission of forms 302, new site and new power was found to be insufficient.

Call Assigned
Carl F. Kretschm, Grand Coulee, Wash.—Granted petition for KFDR to new station at Grand Coulee for which call of the station was KBCO 250 w for 120 specified hours.

Petition Granted
Wstt St. Clair, Ind., Marine City, Mich., Wm. Shroyer, owner, Ohio.—Granted petition of Radio Corp., Chicago, Ill., for transferring of license new to present owner, if as it requests.

Rgdb Tyler, Tex.—Granted petition for waiver of rule 1450 kw, to new site.

Wica Ashland, Ohio—Www Pitts., and Evidence of Columbia, N. Y.—Granted joint petition requesting waiver and or extension of license new to new site.

Wica Aiken, S. C.—Denied request for reconsideration of refusal to operate WICA 1400 kw.

Wbii Detroit and Wabj Adrian, Mich.—Grant petition requesting extension of authority and for application pertaining thereto.

Kvas Auburn, Ore.—Denied for hearing application for Wbnt.

Wics Calexico, Calif.—Denied to Wica for change of call.

Wljb—FM—Saratoga, Ariz., Ore.—Granted petition for new call.

Extension Denied
Wjba, Spainia, Wisc.—Denied extension of completion date to June 25.

Kuno Corpus Christi, Tex.—Denied
1400 kw 250 w for 120 days.

May 13 Applications...

Accepted for Filing
Kapp Palisades, Calif.—Granted request for renewal of license new for period.

Kvco Pasco, Wash.—Same.

Wrdd Redford, Mich.—Same.

Modification of CP
Wtdc-FM Savannah, Ga.—Same.

Wgya—FM—Syracuse, N. Y.—Same.

Wdgy Kansas City, Mo.—Same.

May 16 Decisions...

Application Returned
D. W. Barnes, Madison, Wis.—CP new station 250 w 120 days.

D. W. Barnes, Henderson, N. C.—CP new station 250 w 120 days.

Druid Hills Baptist Church Inc., Atlanta, Ga.—Same.

Harnalard Baptist Church, San Antonio, Tex.—Same.

By the Secretary
American Pacific Radio Bcstg. Co., Corona, Calif.—Granted request for voluntary assignment of license new to present owner of same name.

John T. Assey Jr., Helen M. Assey and Harmon L. Duncan, partners, Denver, Colo.—Granted request for voluntary assignment of license new.

Kapp Palatka, Calif.—Granted license new station 150 w 250 w.

To the Black Hills Station, Deadwood, S. D.—Denied license new license.


Kbnt Warrenton, Va.—Same.

Clattoo Video Bcstg., Austin, Ore.—Granted CP new remote pickup KA 6642.

Kdtia Ada, Okla.—Granted new license, remote pickup.

Merrico Bcstg. Co., Greeley, Col.—Same.

Mexco Bcstg. Inc., Ada, Okla.—Granted license new remote pickup.

Texas Trade School, Dallas, Texas.—Granted license new remote pickup KA 6928.

(Continued on page 78)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1211 Vermont Ave., Wash. D. C. 3264

Commercial Radio Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night

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McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
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Member AFCCE

R. L. DRAKE, JR.
CONSULTING RADIO ENGINEERS
1422 F St., N. W.
Washington, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

R. A. ADAMS
CONSULTING RADIO ENGINEERS
1407 Connecticut Ave.
Washington, D. C.
Member AFCCE

J. B. CAMPBELL
CONSULTING RADIO ENGINEERS
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Member AFCCE

W. H. WALE
CONSULTING RADIO ENGINEERS
JERSEY ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
927 15th St., N. W.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

A. J. SULLIVAN
CONSULTING RADIO ENGINEERS
319 BOND BLDG., REPUBLIC 2511
WASHINGTON, D. C.
Member AFCCE

JOHN C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

SILLMAN & BARCLAY
1011 New Hampshire Ave., RE 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Tex.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8073
Washington 5, D. C.

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620
Member AFCCE

KENNEDY & TURNER
Wes Turner
Frank M. Kennedy
"Registered Professional Engineers"
Specializing in Televiseland
3701 Arboleda Road Phone Olympic 7019
LOS ANGELES 27, CALIF.
Help Wanted (Cont'd)

Help Wanted (Cont'd)

Managerial

Eastern station wants good general manager with proven track record. Box 180F, BROADCASTING.

Commercial manager— NBC major Florida market. Complete charge of sales. Must be fully experienced. Real opportunity for a producer. Salary plus commission on sales. Opportunities for local salesman in addition. Here's a real opportunity for a sales manager. Box 220F, BROADCASTING.

Commercial manager and program director, both with writing and announcing background. $3500 to $4000 with benefits. Outstanding opportunities in Pennsylvania small market. Full details when you write your first reply. Box 235F, BROADCASTING.

Salesmen

Independent station along Atlantic Coast seeks top-notch salesman. Nice commission, $250 to $350 and up, sales plus commission on sales. Opportunity for local salesmen in addition. $7500 to $8000 in top position. Give full details. Box 170F, BROADCASTING.

Topnotch salesman needed in small market. Emphasis on news, good signing record. Inquire. Box 255F, BROADCASTING.

Topnotch salesman wanted by local agency and station sales experience. Recently sold one of nation's top radio tools. Now available. Box 265F, BROADCASTING.

Wanted (Cont'd)

Situations Wanted

Managerial

Sales manager—who in twenty years has personally sold millions of dollars in advertising. Has managed a substantial station or manager of a small market. 1 to 5 years of television experience preferred. Reference B362K, BROADCASTING.

Can you top this? As general manager box last 2 years. $3500 plus double billing in two months. Terrific working conditions. Young, aggressive, educated. Looking for station manager or sales manager. Will pay for results. Box 105F, BROADCASTING.

Former network actor-presenter with local agency and station sales experience. Recently sold one of nation's top radio tools. Now available. Box 265F, BROADCASTING.

Newfoundland station needs experienced manager and program director with local agency and station sales experience. Recently sold one of nation's top radio tools. Now available. Box 265F, BROADCASTING.

Salesmen

Young, aggressive. Record of successful achievement. College graduate. References from present employer. Available at present. Write Box 180F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling. Manag- erial experience, complete references. Write Box 183F, BROADCASTING.

Salesman-engineer. Limited experience in independent, near coast. Northeast only. Box 259F, BROADCASTING.

Announcers

Experienced all-round announcer-writer for AM-FM station in larger market. Voice. Write for my convincing letter. Box 185F, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator. Must be graduate. Travel anywhere. Salary secondary. Box 918, BROADCASTING.

Newscaster. A newspaperman with a voice. Write for details. Box 190F, BROADCASTING.

Announcer—continuity writer. Single veteran 24. Seven months experience including DJs, news, commercials, etc. No experience as an announcer. No floater. All replies answered. Box 191F, BROADCASTING.

N.Y.C. announcer desires bigger fish in smaller pond deal. Excellent background. Applications solicited. Box 178F, BROADCASTING.

Announcer—Chief—Family man. Desires opportunity to work for a large chain as soon as possible. Box 115F, BROADCASTING.


Situations Wanted (Cont'd)

Plenty of training-announcing, news, continually writing. Excellent voice. Great show. Must be young, energetic, hard working, interested in more experience than salary. O.B. group on salary. Box 181F, BROADCASTING.

Experienced play-by-play sportscaster and manager. Four years experience. Has been producer-distributor of events man. Letter tells story. Box 178F, BROADCASTING.

Announcer, graduate oldest broad- casting school in U.S. In recent years has taught all phases of broadcasting. Has married, married, available immediately $800 per week. Box 120F, BROADCASTING.

Announcer-engineer. If you are really interested in a man who can do a spectacular job of play-by-play on the three major networks, he is also a network caliber announcer with a first class ticket please state share and writing conditions and write to 165F, BROADCASTING.

Morning or all night man with ticket. Appealing style, warm personality, good voice, excellent education. Past experience. Write with your best recommendations. Box 198F, BROADCASTING.

I need that first break. Have schooling and air time ticket, will work. Glow and pic shows. Will travel. Pigeon and disc. Box 180F, BROADCASTING.

I am 27 years of age, single and a recent graduate of top broadcasting college. I have just received a B.F.A. Degree in Radio Education with a major in announcing. Received training in all phases of broadcasting. Excellent results. I am capable of write copy, production, programming, etc. Original sound show. Secretary-shoot, distinctive photo, disc and photo at your request. Box 201F, BROADCASTING.

Capable man. Six years experience. Box 194F, BROADCASTING. Presently chief announcer 5 kw NBC station. Want a position with possibility of growth. Will spectro- floater as best references will prove. Box 197F, BROADCASTING. Desiring all phases of staff announcing Disc up on request. Box 199F, BROADCASTING.

Disc jockey—Sports man desires posi- tion in station with first rate opportunities in recreational FM. Presently employed in Wash- ington D.C. Desires better position. Will also do promotion. Experienced in TV production, Family, movie, and night club work. Box 301F, BROADCASTING.

Top notch announcer! Six years radio-theatre-TF film experience. Has recorded innum- erately 5000 watt AM, midnight. Seeking TV and/ or AM spot in east. Highest ratings in mc. decline, news, sports, acting. Box 205F, BROADCASTING.

Looking for an experienced staff man heavy on DJ? Such a man with board and air, BA at 28F, BROADCASTING.


Experienced staff announcer with board and air. BA at 29F, BROADCASTING.

Announcer, knowledge all phases of TV. Excellent voice. Has been heard on Good on commercials, news, etc. Tele- vision, radio, etc. Phone for more experience. Understand all phases of TV and radio. Guaranteed rate. Ambitious, dependable, market- ed announced experience. Box 212F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—College graduate, one year experience announcing, disc jockey and staff. Excellent opportunity. Box 251F, BROADCASTING.

Voice, rich resonant. Experience one year in D. A. Degree. Versatile announcer wants to work with progressive station. Box 247F, BROADCASTING.

Announcer—live work, 2 years round, operator, work board. Box 248F, BROADCASTING.

Announcer for New York FM staff. Announcer, DJ, intelligent news, computer, disc show. Travel. Box 260F, BROADCASTING.

Announcer—College graduate—one year experience. Announce on progressive station. Box 251F, BROADCASTING.


If your station needs an announcer write. Voice, excellent, background, experience. Box 252F, BROADCASTING.

I dare them all; southern stations you all, to hire me. Two years announcing, copywriting, a lot of hard work, twenty years on the air. Box 253F, BROADCASTING.

Announcer, salesmen. Experienced in FM time sales, college grad, radio school, graduate. Excellent voice, salesmanship, sports, deep mature voice. 21, single, no drinker. I will be everywhere you view will convince. Box 225F, BROADCASTING.

Newscaster—write, direct, announce. Fun department. All phases excellent voice. Will hold top radi- ce here. Want permanent location with top AM—having TV ideas, that can afford top man. College—6 years radio experience. Box 256F, BROADCASTING.

Announcer—4 years experience. Available immediately. Operate on DJ, board, copy, production, music. Work on NBC TV network. Travel to Box 246F, BROADCASTING.

Announcer—5 years experience. Needs first job. Single, twenty, with photo. Box 254F, BROADCASTING.

I will exchange four years eastern net and indie experience, copywriting, delivery and dependability for a position with a progressive two year old station. Special events, sports, morning show specialty, writing, producing, all manner qualifica-

tions. Married, one child. References—first, second, third. Box 250F, BROADCASTING.

Announcer—staff, news, sports and also occasional DJ work. Veronica, leading broadcasting school in NYC. Operate on NBC TV network. Write for update New York, New Jersey or New England stations. Available. Box 219F, BROADCASTING.

Announcer—3 years experience. Presently employed. Would like permanent position with progressive station. Can operate board, copy, produce, work with engineers. References. Box 259F, BROADCASTING.

Announcer-Age 24, single, will travel. Would like a job with local station. No radio, but work and sports. Will do general staff work, you have work, any kind of work. Box 257F, BROADCASTING.

Announcer—5 years AM-TV experience. Three theaters. Can program, disc jockey, announce, any other AM-TV shows. Complete operating experience. Box 252F, BROADCASTING.

Announcer—5 years experience. Single very ambitious, reliable, willing to travel. Box 249F, BROADCASTING.

Announcer—6 years AM-TV experience. Three theaters. Can program, disc jockey, announce. More experience with AM-TV shows. Box 253F, BROADCASTING.

Announcer—Regional—for broadcast station. Willing to move. Box 247F, BROADCASTING.

Announcer—20, single, a well-known announcer like to be ambitious. Young, has voice. Experienced in everything. Very efficient. Very dependable. Work exceptionally hard for opportunity. Box 251F, BROADCASTING.

Announcer—5 years AM experience. All-round staffer. Intelligent and ambitious. Work and sports, will do any other work. Box 254F, BROADCASTING.

Announcer—5 years AM experience. Can do first-rate disc show, strong news, sports, talk, fast talking, audience partici-

Situations Wanted (Cont'd)

Emergency—Good experience all-

Announcer—26, full time, single, responsible, presently employed but must locate in Los Angeles. Will explain first letter. Per-

Announcer—Seeking permanency. Prefer south or west. Consider all. Ready, reliable, experienced. Available short notice. Car, Car 217F, BROAD-

For Sale (Cont'd)


For sale—1 RCA SSKW AM broadcast transmitter, complete with antenna mounting, to 3000 cycles, into 300 ohm. Complete with aerial wire. Also, RCA 11DKW broadcast antenna, 300 cycle, 60 to 75 foot post. Complete. Clearance equipment without both. $65.00. BOX BROAD CASTING.

RCA 500 watt FM broadcast modulation and frequency monitor, tubes, crystals, 93.7, in. original instruction book. Original cost $800. Price $475. RCA AM modulation monitor $75; RCA FM modulation monitor $50. FOB, St. Louis. Radio Station WIL, Chas Hotel, St. Louis, Mo.

Audio for sale: WE 110A, limiter $850. RCA 11A2 3 cycle $75. WE 1225, limiter $500. RCA VU meter with selector, $85. Selectricon $135. RCA FM amplifier $450. RCA VU meter with selector $85. NRX 576 amplifier with factory $450. UTC program amp. with power supply $250. All above equipment clean and supplied with instruction books, f.o.b. St. Louis. Radio Station WIL, Chas Hotel, St. Louis, Mo.

RCA, 5C 1 5-Watt, transmitter. Excellent condition. In use. Complete plus large supply spare parts and tubes. Price: $450.00. Call or write, thirty days. Reply box SOR, BROADCASTING.

Haw-Knox tower 189 feet, self-supporting, base insulated $1,500 f.o.b. St. Louis, Mo. Hawkins Radio Station WIL, Chas Hotel, St. Louis, Mo.

TRANSCRIPTION SALES

Highly successful transcription company desires two salesmen. Territory to be covered—Rocky Mountain states and midwest. Liberal drawing account against commissions. Must have radio sales experience.

BOX 211F, BROADCASTING

For Sale

Help Wanted

Salem.

School

Mr. Radio Station Owner

If your Profits Suffer from—
A Weak Sales Staff!

Then you can improve them!

Too Many Radio Stations in Your Area

Here’s What We Do

Build a permanent sales staff of local men trained to overcome sales resistance. Maintain Your established cordial relations. Aid in programming to increase your listening audience.

The Cost

A percentage of your increased billing created by our efforts.

We set up your sale—We’re doing it now

Write or Wire—Confidential

Box 202F; BROADCASTING

AGENCY RATES

Canadian Unit Hts Change

OPPOSITION to any over-all change in the prevailing rate of advertising agency commissions was voiced by the Assn. of Canadian Advertisers in a letter to the Canadian Assn. of Advertising Agents on May 3. The ACA stated that the answer may lie in individual adjustments where agencies can demonstrate to clients that existing commissions yield inadequate compensation for services rendered.

Canadian Assn. of Broadcasters in its recent convention at Niagara Falls, Ont. (BROADCASTING, April 3), also turned down the request for an increase for at least a year.

CHICAGO SALES

Ad Club Cites 22 Shows

TWENTY-TWO Chicago-originated radio and television shows and spots received 1950 Chicago Federated Advertising Club awards at the annual dinner last Thursday night at the Morrison Hotel.

Clifton Utley, NBC AM and TV commentator, was cited for "outstanding interpretation of the news into business" in a special award. In the network television category, the commercial announcements award went to Universal Gas Burns for film spots prepared by Barra Inc.

Network TV shows cited were Wayne King Show (New Imperial Realty Oil Co., McCormick-Erickson), Gervasio at the Beach (ABC), Hollywood and the Hamlets (N-C), Count Boatwright (NBC), Quiz Kids (NBC), Quiz Marks, Wayne Advertiser, Super Circus (ABC, kid show), and Kudoo, TV, and Ollie (NBC, Alan King's Come back, RCA Victor, Ford and Sealnet).

Winners in the local TV classification were: Costume-O (WGN-TV, quiz, National Food Stores, Schwimberg & Scotti, Saks Amateur Hour (WENG-TV, variety), Morris B. Sachs, Hutt, Raffyn & Ryan), Firemen Club (WGN-TV, show, The Fair Store and Pepsi-Cola Bottling Co., Ivan Hill Inc.), The Weathermen-Clint Youde (WENG-TV, service, Standard Milking Co. John A. Wilson, NWJ, Minden-Able) (WBBQ, news, Peabody Coal Co.), God's Hour (WBBQ, service, ABC, local station), S-Day (WENG-TV, special promotion), and The议论 (WGN-TV newsmagazine). Local spots cited were those of George Chance Food Inc. (Mead's Butter), through Foose, Cone & Belden.

Top awards in AM network features from Chicago stations were: "Hilltoppers" (ABC), The World is Your Mailbox (ABC), "Good Morning America," "Around the World with Walter Cronkite" (WGN), "Roundsound" (NBC, special feature, sustainer), "Chicago Sports" (ABC, special promotion), "Breakfast with the Beatles" (ABC), "Charles Boyt's World of Television" (ABC), "Morning News" (WISO), "The Alaskan Quest," "Romans and Sheikess," "Yaboo Avenue," "You're From Chicago," "Arno's Room," "Arthur Godfrey's Show," and "The Big Book of Music." All were produced by Lew Green & Assoc., for Beaton & Hohnam.

Radio-TV Annual

CANADIAN RADIO AND TELEVISION

E. J. Wheeler, 328 Bay St., Toronto, $5.

NEW CANADIAN Radio and Television

Annual 1950 is divided into two sections of different colored paper, listing all organizations in Canadian radio—stations and networks—engineering and equipment companies, music organizations, production and programming facilities, plans for TV in Canada, biographies of over 8,000 Canadian women in Canadian radio and all Canadian radio legislation and regulations.
TURTLE invasion, involuntary as far as amphibians were concerned, was recent promotion tie-in on part of WOR Radio, advertising manager of Jacob Schmidt Brewing Co., which sponsors baseball broadcasts on WOR-FM, along with WOR. Frank Devaney, vice president and general manager of WOR, also WMIN, which airs St. Paul baseball games, reported that turtles were brought into town and distributed to stations, newspapers and grocery stores. Turtles, measuring about two inches in length, sported multicolored shells with legend, "Marty for City Club . WMIN . . . All Games." Distribution of west pocket reptiles made great hit with small fry and WMIN reports distribution throughout area created one of most effective broadcast-promotion impacts witnessed in some time.

Notes from WTAG

IN LINE with showing of its promotional film on Worcester market, WTAG-AM-FM that city is sending two-color promotional booklet to those attending showings. Booklet is shaped like spiral pad and contains noted highlights of statistics and data included in film, written in grey simulated pencil. Most important facts are understood on checked in blue simulated pencil. Booklet is complete even down to doodling in margins, and concludes "JUNE 1950. For WTAG availability—Top station—Top market!" Yellow paper attached to booklet reads, "We look for you—WTAG-AM-FM."

June Promotion

JUNE brides will be favored by promotion planned by WXGI Richmond, Va., when station will air actual marriage ceremony on Frank Foster's Country Store on second floor of Ray- lane Department Store, program's sponsor. Marriage will be performed by Rev. James Westcott, one of WXGI radio pastors, and over $300 in prizes will be presented to newsweds by sponsors.

'Portable Pitch'

CAMPAIGN to promote sale of portable radios in Washington, D. C., area one week prior to St. Valentine's Day, March 30, continuing through July 4, has been announced by Ben Strouse, vice president and general manager of Capital Broadcasting Co., owner and operator of WWDC-AM-FM Washing ton. Projected as strictly public service, campaign will involve airing of spot announcements gratis by station. No advertiser will be asked to pay for service. Promotion is entitled "Portable Pitch.

Competition Opened

ANNUAL WOR New York Herald Tribune Journalism awards competition opens in city's public and parochial high schools. Awards, designed to encourage aspiring journalists, will be given boy and girl of graduating class who have written best news reports or interviews in school newspaper.

WILS 'Lonesome Gal'

WIDE sponsor-program promotion effort by WILS Lansing, Mich., points up new transportable program recorded and aired by Berghoff Beer. Called Lonesome Gal, show runs for 52 weeks, five times weekly. In addition to air announcements, campaign carried forward through newspaper ads and publicity, taxi posters, direct mail to beer trade in local retail trading zone, outdoor posters, etc. Campaign coordinated with drive by BBDG, agency involved.

Grady Cole Mailing

COPIES of North Carolina's weekly magazine The State being mailed by WBT Charlotte. Current insert headlines article profiling Grady Cole, WBT's star announcer now celebrating his 20th year with station. It tells of Mr. Cole's careers, the achievements earned as broadcaster. Mr. Cole's time clients, agencies and trade publications are receiving copies as well as drill through Carolinas who handle products advertised by Mr. Cole over WBT.

Iowa Cotton

IT TAKES a Texan to change landscape of state's "outer fringes." Johnny Holmes, assistant to Chuck Worsham, the Iowa corn protector for a Cedar Rapids, Iowa, is Texas who lamented nothing in Iowa could compare to cotton fields in Lone Star State. In answer, Mr. Worsham told his listeners about dispute and sent out 3,000 10-cent packets of cotton seeds to Iowans. Since each packet contains 50 seeds, full harvest of about 150,000 cotton plants is expected. However, campaign's in fun and WMT doesn't expect Texas to lose its market.

Barrel of KEYL Pan

BARREL of fun featured switch from AM platter spinning to TV for Bud Whaley when the disc jockey left KMAC San Antonio for KEYL (TV) San Antonio. Making change to video graph, Mr. Whaley paraded through downtown district in a barrel, saying he had switched, lock, stock and barrel.

HPL Sales Talk

GRAPHIC folder tells how night-time edition of Starlight Salute, sponsored by Housewives Protective League, has become "the most sales-effective participating program in all radio." To prove it, HPL states how hard-convince advertiser was shown that Galen Drake over WCBS New York could reach women with food commercial at 11:16 p.m. Mr. Drake, folder says, offered recipe books five consecutive nights—expecting couple of thousand letters. Result: 24,831 proving he 'was way with the ladies . . . anytime.'" 

FM Appeal Cited

FULL-PAGE newspaper ad and appeal to business establishments feature FM campaign launched by WATG (FM) Ashland, Ohio. Station reminds businessmen that uninterrupted music service often is limited to use of toll lines because of interference by thunder storms, electric motors, neon lights, etc. WATG offers this same static-free service without contract explanation.

Radio Jamaica Plans

PAN AMERICAN Broadcasting Co. has announced that Radio Jamaica, British West Indies, will be the first station to operate commercially in Jamaica when it makes its debut early this summer. Broadcasts, originating from the capital city of Kingston simultaneously on shortwave and standard. The station is scheduled to be on the air from 4 p.m. to 11 p.m. with both live and transcribed shows. Time already has been sold to several international advertisers, according to Pan American.

Radio Jamaica Plans
MEXICO OUTLETS

FCC Reports on Changes

CHANGES in facilities and assignment of call letters to stations in Mexico were reported by FCC last week upon notification by Mexico according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated.

New 200 w fulltime outlet on 1410 kc, XEYH, is to begin operation Sept. 1 at Valle Hermoso, it was reported. XEYK Matamoros, 250 w fulltime on 1450 kc, was reported deleted and its assignment given XEAM there effective Sept. 1. XEAM is to switch from 1400 kc.

Call letters assigned to the following:

XEAJ Tela, 550 kc; XEAH Santa Rosella and XEAK Tecate, 560 kc; XEAY Villa Acuna, 570 kc; XEBB Acapulco, 600 kc; XEBC Zapotap, 780 kc; XEBD Tlaltna, 800 kc; XEBD Saltillo, 920 kc; XEBF Mexicali, 940 kc; XEGN Aguera Prieta, 1010 kc; XELB Izamal, 1010 kc; XEXG Nuevo Laredo, 1500 kc; XECC Aguascalientes, 1770 kc; XEXG Orizaba, 1840 kc; XECB Zacatecas, 1720 kc; XEGU Guadalajara, 1580 kc; XEBF Aguera Franklin, 1310 kc; XECB Ciudad Victoria, 1320 kc; XECU Acapulco, XECU Atapan in and XEXC Durango, 1340 kc; XEXC Mansanillo, XEXC Progresso and XEDQ San Andres Tuxtla, 1600 kc; XEBG Ciudad Gusman, 1430 kc; XECX Ciudad Victoria, XECX Ciudad Manta and XECX Ojinaga, 1450 kc; XECL Uruapan, 1570 kc; XECX Guayave and XECX Veracruz, 1460 kc; XEGT Queretaro, XEGT Huamantla and XEDB Tluacan, 1520 kc; XEDC Aguascalientes, 1560 kc; XEDH Queretaro, 1570 kc; XEDM Hidalgo, 1580 kc; XEAO Acapulco, 1600 kc.

FFE Actions

(Continued from page 78)

Decisions Cont.:
KIDO Inc., Boise, Idaho—Granted license new remote pickup KA-2725.

KEZY, KIowa City, Iowa—Granted mod. license, to change frequency from 1540 to 1560 kc.

KLFC, South Bend, Ind. - Granted mod. CP for extension of completion date to 11-1-59.

Radio Station, WBBQ Chicago—Granted mod. CP for extension of completion date to 10-24-50 WXTV.


KLH Board of Education, St. Louis, Mo.—Granted licenses new noncommercial educational FM station, 91.5 mc 12.5 kw.

WLAG-FM La Grange, Ill.—Granted mod. CP for extension of completion date to 11-13-59.

WXNH-FM Dearborn, Mich.—Same to 8-50.

KFDC San Francisco—Same to 12-15.

WEST-FM Easton, Pa.—Same to 12-15.

WLBZ Paul Hunter Estates, Fl.—Granted request for voluntary assignment of license to WLNE Inc.

WBBH Warren, Ohio—Granted license change frequency, etc.

News-Telegraph Inc., Co. — Area Fort Wayne, Ind. — Granted extension of license of primary pickup station WBBN 28-KKSA 28-2660 89.9 kc on 4-26-59, subject to special issue of WBBN emergency order for causation and without prejudice to any applications for renewal of WBBN's license.

When WBBH reopens, WBBN will be relayed by WBBN at the same power, effective 4-26-59.

WBBH-Tampa, Fla.—Granted license new standard station 1506 kc 1 kw D.

WBBH West Palm Beach, Calif.—Granted CP install new trans.

WBBK-Kalamazoo, Mich.—Granted mod. CP for application of for trans. and mod.

Followings were granted mod. CPs for extension of completion dates as shown:

WWGH Neenah, Wis. To 7-15-59; WBLN Fort Lauderdale, Fla. To 9-22-59; WCHB Baltimore to 9-1-50; WSCB Saginaw, Mich. To 9-5-50; WAVU-FM Albertville, Ala. To 7-1-50.

ACTIONS ON MOTIONS

(By Comr. Paul A. Walker)

FCC General Counsel—Granted CP extension to June 12 to file exceptions to initial decision issued in proceeding upon application of Falls County Schools, Falls City, Ore. for license new trans. for school and educational purposes. (By Examiner Leo Renwick)

KIID Lubbock, Tex.—Granted request Commission accept latter written appearance in proceeding, re West Texas Radio Stations.

(WLIE Cites Union

DEMONSTRATION by American Communications Assn. (CIO) against WLIE New York has led to the filing of unfair labor charges against the union. State's charges with the National Labor Relations Board asserting the union violated the law April 28 by engaging in a concerted activity—demonstration and dissemination of false and slanderous statements among employer's customers. *ACA contract with WLIE expired April 30.

(Government service and employment)

(Discussion of interference, etc.)

WLIB Cites Union

DEMONSTRATION by American Communications Assn. (CIO) against WLIB New York has led to the filing of unfair labor charges against the union. State's charges with the National Labor Relations Board asserting the union violated the law April 28 by engaging in a concerted activity—demonstration and dissemination of false and slanderous statements among employer's customers. *ACA contract with WLIB expired April 30.
APPLICATION RETURNED
WFOB (FM) Fostoria, Ohio—CP change frequency and ERP returned for proper signature.

May 17 Decisions...
ACTION ON MOTIONS
By Examiner J. D. Cunningham 
KOMA, Kenmore, Ariz.—Granted leave to amend application so as to specify 500 w with different antennas, in lieu of 1 kw N DA and for removal thereof, as amended, in hearing docket.

WHY New Bern, N. C., and WELC, Clinton, N. C.—On Commission's own motion hearing presently scheduled for July 26 is continued to Sept. 26 in Washington, D. C.

WRSF, Fekin, Ill.—On Commission's own motion hearing presently scheduled for June 25 is continued to Sept. 4 in Washington, D. C.

Reub W. White and Sons, Inc., Warsaw, Ind.—Granted continued hearing re application from May 24 to July 24 in Washington, D. C.


May 17 Applications...
ACCEPTED FOR FILING
AM—1290 kc
WCKM Cambridge, Md.—Mod. license AM station to change from 1290 kc 100 w unl. to 100 w 250 w R.

AM—1290 kc
KNCN, Mohrle, Mo.—Mod. CP AM station to change 1290 kc 250 w to 1290 kc 250 w unl.

AM—1290 kc
WSYK, Ashby, Minn.—AP station to change from 1490 kc to 1290 kc.

AM—1290 kc
KNAL, Victoria, Tex.—AM station to change hours of operation from D to W.

AM—1290 kc
WQV, Logan, W. Va.—CP AM station to change from 1290 kc 5 kw D to 1 kw W.

TENDERED FOR FILING
AM—1420 kc
KLJF, Lafayette, La.—CP AM station to change from 1420 kc 1000 w unl. to 1420 kc 1 kw D to 1 kw W.

AM—1000 kc
WABG, Greenwood, Miss.—CP AM station to change from 1000 kc 1 kw D to 1 kw W.

AM—1000 kc
WALL, Wheeling, W. Va.—CP AM station to change from 1000 kc 1 kw D to 1 kw W.

May 18 Decisions...
BY A BOARD
Renewal Granted
Following were granted renewal of licenses for period ending Feb. 1, 1963:

Palm Beach, Fla.; WAML, Laurel, Miss.; WJAM, Louisville, Ky.; KIAM, Virginia Beach, Va.; KWWO, Myrtle Beach, S. C.; AHRO, Clearwater, Fla.; KSUB, Cedar City, Utah; WWPIC

FRIENDS
"To make a friend, you must be one." 
Twenty years of service to farmers in Kansas and adjoining states have made their friend.

FCC ROUNDUP
New Grants, Transfers, Changes, Applications
Box Score

<table>
<thead>
<tr>
<th>Class</th>
<th>Total AM Stations</th>
<th>Total CPs</th>
<th>Total TV Stations</th>
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<td>2135</td>
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<td>174</td>
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TOTAL AMENDMENTS

To change from KROI to KDIO.

SUMMARY TO MAY 18

Docket Actions...

FINDINGS

KROY, Bismarck, N. D.—Grant application to transfer 10 kw to fulltime.

WTOX, Valley, N. Y.—Grant application to change from 990 kc to 100 kw.

AM—590 kc
WWOW, Bismarck, N. D.—Grant license for new AM station.

May 18 Applications...

ACCEPTED FOR FILING

FM—AM

WWGA Gainesville, Fla.—AP station to change from 1320 kc 250 w unl. to 1500 kc 5 kw D.

WNBG-FM, Swanton, Ohio—Grant license for CP new FM station.

Modification of CP

WMAZ-FM, Macon, Ga.—Mod. CP

WUBS-FM, Tallahassee, Fla.—Grant license for CP new FM station.

License for CP

WWGB-FM, Northern, N. Y.—License for CP new FM station.

License for CP

WWGB-FM, Northern, N. Y.—License for CP new FM station.

New FM station for extension of completion date.

TENDED FOR FILING

Special Authority

KLIP, Oak Cliff, Texas.—Authority to operate two FM stations on same frequencies through KLIP to XENC, Tijuana, Mexico.

AM—1190 kc
KLOF Oak Cliff, Tex.—CP AM station to change daytime power from 1 kw to 5 kw.

AM—1280 kc
WOWA Delano, Ohio—CP AM station to change from 1280 kc 500 w to 1500 w.

APPLICATION RETURNED

Sparta, Wis.—Victor Weymann returned May 12 application for new AM station on 800 kc 250 w D.

Mr. William Dekker
McConn-Eckman, Inc.

"Have some coffee later. WCHS" I'd rather day talk of what something sounded like. I mean that's the thing I heard. He really got my attention. He asked me ..."
FCC Roundup

(Continued form page 79)

OPINIONS AND ORDERS
Radio Reading, Reading, Pa.—Denied petition to review order of FCC which ruled that application of John J. Keele Radio and Television Corp. for renewal of license to operate in Altoona, Pa., for station WAPL, was filed after FCC deadline. Order May 12.

WKAP Allentown and WSCR Scranton, Pa.—Denied FCC General Counsel’s petition for review of examiner’s order which ruled that application of John J. Keele Radio and Television Corp. was not filed after FCC deadline. Order May 12.

KPMO Pomona, Calif.—Extended to May 8 time for filing exceptions to examiner’s order which denied application of KPMO for use of channel 22 in Pomona. Order May 12.

WKUL Allamanda, Ala.—By memorandum opinion and order denied petition for reconsideration of FCC decision that with certain changes in the station’s output the FCC may grant a license to operate. Order May 12.

WABM-AM-TV Atlanta, Ga.—Extended to May 15 time for filing exceptions to decision of FCC expressing disapproval of an application to convert WABM’s broadcast license to a television license. Order May 12.

WJLJ Detroit, Mich.—FCC granted waiver of requirement that application for renewal of license held by WJLJ must be filed within 60 days after publication of notice of the proposed action. Order May 13.

KTSF San Antonio, Tex.—By memorandum opinion and order denied petition for reconsideration of FCC decision that a permit to operate a FM station may be issued to another applicant subject to the condition that the original applicant agree to maintain an FM signal within the same area. Order May 13.

KWKD-AM-FM Dallas, Tex.—By memorandum opinion and order denied petition for reconsideration of FCC decision that the FCC may grant a permit to operate a new station when the applicant is not the owner of any existing broadcast station. Order May 13.


KSIU-AM-FM-VE LaCrosse, Wis.—By memorandum opinion and order denied petition for reconsideration of FCC decision that it may grant a permit to operate a television station when the application is filed after the FCC has authorized the construction of another television station in the same area. Order May 13.

Selling Radio

(Continued from page 80)

Stugert Radio Challenge

AN ADVERTISING executive of a large spot radio user will discuss how radio can reinvigorate its sales job to maintain growth as television and other media vie for attention. The Broadcasters Conference of Rochester two-day meeting this week at Neil House, Columbus, Ohio.

Charles W. Stugert, assistant manager of the Toledo, Ohio, advertising department, Shell Oil Co., will speak on: "Enjoy Yourself—It's Later Than You Think.

Another speaker slated for the Rochester meeting will include Louis Caldwell, of Kirkland, Illinois, on FCC regulations, political, and controversial issues; Paul Peter, of Frazier & Peter, Washington, D. C., on "Out of Control Extension": a panel made up of John McComb, general manager and Don Thompson, Fifth Federal Reserve District, Cleveland, on "Business Forecast.

"National Spot Radio" is the subject of a seminar conducted by Lewis H. Avery, Avery-Knodl Inc., New York.

WYSA Harrisonburg, Va.—Granted increase in power from 1 kw day to 1 kw night for WYSA-AM, operated by George Easton, Harrisonburg, Va. Granted May 15.

ENDC Endicott, N. Y.—Granted switch in facilities from 1450 kw day to 250 kw night for WNDA-AM, operated by Endicott Broadcasting, Inc., Endicott, N. Y. Granted May 15.

FM STATIONS

St. Petersburg, Fla.—Charles A. Lenz, granted Class B FM station, CH. 250 (91.31), ERP 16.5 kw, anti. 200 feet. Granted May 15.

Cowan, Ill.—F. W. Allen, individual owner, granted Class B FM station, CH. 250 (91.31), ERP 16.5 kw, anti. 200 feet. Granted May 15.

Lancaster, Pa.—J. A. Simpson, owner finance company and a limited partnership, granted Class B FM station, CH. 250 (105.1), ERP 16.4 kw, anti. 200 feet. Granted May 15.

Fifth Street, Ore.—George L. Helenken, St. Paul manager, granted Class B FM station, CH. 250 (91.9), ERP 16.4 kw, anti. 200 feet. Granted May 15.

Spokane, Wash.—J. A. Bylund, of same, granted Class B FM station, CH. 250 (91.9), ERP 16.4 kw, anti. 200 feet. Granted May 15.

Little Falls, Minn.—Capital City Broadcasting Co., granted Class B FM station, CH. 250 (91.9), ERP 16.4 kw, anti. 200 feet. Granted May 15.

Anaconda, Mont.—J. R. Irwin, owner radio station, granted Class B FM station, CH. 250 (91.9), ERP 16.4 kw, anti. 200 feet. Granted May 15.

Lewiston, Idaho.—WLEA Hennell, N. Y., and 25% owner, granted Class B FM station, CH. 250 (91.3), ERP 16.5 kw, anti. 1000 feet. Granted May 15.

WLINK Cloquet, Minn.—Granted switch in facilities from 1450 kw day to 1400 kw day for WNDA-AM, operated by Endicott Broadcasting, Inc., Endicott, N. Y. Granted May 15.

WWNR Beckley, W. Va.—Granted switch from Class B to 5 kw day for WKNV, operated by Frederick W. Terrell, Beckley, W. Va. Granted May 15.

WLDT Tooele, Utah.—Granted switch from Class B to 5 kw day for WYJU, operated by Wilcox Engineering Co., Tooele, Utah. Granted May 15.

WKJU Plainfield, Conn.—Granted switch from Class A to 5 kw day for WBNJ, operated by WBNJ Corp., Plainfield, Conn. Granted May 15.

KJUX-AM St. Louis, Mo.—Granted switch from Class A to 5 kw day for WBJB, operated by WBJB Corp., St. Louis, Mo. Granted May 15.

KXSE-AM San Angelo, Tex.—Granted switch from Class A to 5 kw day for WHER, operated by WHER Corp., San Angelo, Tex. Granted May 15.

WNYC New York, N. Y.—Granted switch from Class A to 5 kw day for WNYC, operated by WNYC Corp., New York, N. Y. Granted May 15.

KJAM-AM Mount Pulaski, Ill.—Granted switch from Class A to 5 kw day for WJEN, operated by WJEN Corp., Mount Pulaski, Ill. Granted May 15.

KPVF-KHFM San Antonio, Tex.—Granted switch from Class A to 5 kw day for WZIL, operated by WZIL Corp., San Antonio, Tex. Granted May 15.

WYSA Harrisonburg, Va.—Granted increase in power from 1 kw day to 1 kw night for WYSA-AM, operated by George Easton, Harrisonburg, Va. Granted May 15.

NON-DOCKET ACTIONS

AM GRANTS

Monett, Mo.—Lloyd C. McCracken and John J. Mager, general partner, granted new AM station, kHz 980, ERP 1500 kw, at Monett, Mo. Granted May 13.


Crescent City, Calif.—Del Norte Broadcasting, Co., granted additional AM channel, kHz 730, ERP 25 kw, at Crescent City. Granted May 13.

Gorman, Calif.—Pat M. Courington d/b/a Band Mountain, granted AM channel, kHz 1500, ERP 10 kw, at Gorman, Calif. Granted May 13.

Creston, Calif.—Del Norte Broadcasting Co., granted additional AM channel, kHz 1540, ERP 10 kw, at Creston, Calif. Granted May 13.


WYSA Harrisonburg, Va.—Granted AM station, kHz 1550, ERP 10 kw, at Harrisonburg, Va. Granted May 13.


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Assignment

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of stock outstanding. WWS-TV is assigned 50 kw fulltime on 1460 kc. Granted May 15.

AWP Palatka, Va.—Granted transfer of control in WWS-TV, from Allan A. Menses, vice president and general manager, to William J. T. Crossy, jr., manager. WWS-TV is assigned 50 kw fulltime on 1460 kc. Granted May 15.

ARK.—Granted assignment of license from H. F. Ollendorf, vice president and general manager, to William J. T. Crossy, jr., manager. WWS-TV is assigned 50 kw fulltime on 1460 kc. Granted May 15.

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MILLER VOICES REGRET AT WITHDRAWAL OF CBS
NAB needs experience and advice of network executives, especially where difficult policy questions are involved, President Justin Miller said Friday in commenting on resignation of CBS and O&O stations (early story page 23). Judge Miller termed resignation at this time "particularly unfortunate" in view of large number of problems affecting welfare of broadcast industry and interests of listening and viewing public. He said he has always favored network membership on active rather than associate basis, with participation on NAB board.

"CBS has contributed generously and richly not only to the growth of the art but to the development of this association," Judge Miller said. "The network's withdrawal cannot lessen its traditional determination to contribute to the continuing improvement of broadcasting in all its forms. We hope we can reestablish in the minds of the CBS management the conviction that the best way to do this is through the NAB."

He cited list of NAB achievements "which have redounded to the lasting benefit of the network, its station leaders, and the broadcast industry as a whole. This list included founding and growth of BMI; measurement of audience attitudes toward radio; successful labor negotiations; development of uniform audience measurement; forecasting legislation which would shake Industry; "so soon-forgetted sailing of the Blue Book and similar projects."

BIRMINGHAM REALIGNMENT
OWNERSHIP of WSGN and WSGN-FM Birmingham, licensed to Birmingham News Co., not affected by realignment of Birmingham papers. News company continues News as evening paper and Sunday paper but has dropped its morning Age-Herald. Scripps-Howard Newpapers has discontinued its afternoon Post to concentrate on morning field with new Post-Herald.

$1 MILLION ZIV PACT
NBC has signed $1 million contract with Ziv Television Programs Inc. for The Cisco Kid film serial to be sold on NBC-owned stations. WNET (TV) New York, WNBW (TV) Washington and WNBR (TV) Cleveland, John L. Sinn, president of production firm, announced Friday. Films being made in color, can be shown in black-and-white television now and color when it becomes available.

CONSIDER TV ASCAP FEES
COUNSEL for TV broadcasters and ASCAP video committee to meet this week to work out extension of present interim licenses to permit use of ASCAP music in TV programs until new licenses are completed. Stuart Sprague is counsel for broadcasters, Herman Finkelstein for ASCAP. Three-day meeting of TV broadcasters committee on per program music license started, called a "white sheet" committee of ASCAP. In New York last week, failed to reach solution to basic questions of rates and of proper method of calculating payments on spot announcements.

HEADS BENRUS ADVERTISING
HOWARD P. LANE, advertising manager of Bonson Art Metal Works, appointed director of advertising, Benrus Watch Co., New York.

COY CONFIRNS POLICY ON COLOR DECISION
FCC'S PLAN to decide color television question before proceeding with general television allocations [BROADCASTING, May 15] was confirmed by Chairman Wayne Coy, who also gave his "pledge" that we will lift the freeze at the earliest practical date."

In speech to City Club of Portland ( Ore.), Mr. Coy said:

"Judging whether it will take us to arrive at a decision on the color question, I don't know. After we have discussed it, we will take up the matter of allocations."

My best judgment today is that all this cannot be completed and the freeze ended much before the end of this year. If the freeze is lifted by the end of this year, the Commission will begin processing applications early next year.

When the freeze is lifted, a reasonable time will be permitted for other applicants to file.

Decision to settle color question before going into allocations had been reported earlier by Sen. Ed C. Johnson (D-Col.), who also thought "it could well take 60 days from June 25 to issue final color decision. June 25 is approximate deadline for participants to file proposed findings and replies."

Answering Portlanders who wanted to know who would be color for Portland — since both old and proposed allocations envision five VHF channels—Mr. Coy emphasized FCC's need for flexibility in overall allocation plan:

"In stage of un-freezing Portland before general allocations hearing, he said, would be to "finalize" proposed allocations for "substantially the entire states of Oregon and Washington" and to deny, without hearings or appeals for cities not now covered by allocations.

Referring to freeze—"never before has a freeze generated so much heat"—he gave assurance "that in accordance with public demand we are now working on will be well worth waiting for" from standpoint of public, broadcasters, and manufacturers.

"Once the freeze is lifted," he said, "television will move ahead with Seven League boots toward its goal as American's dominant medium of mass communication."

FCC DEFICIENCY VOTED
HOUSE Appropriations Committee Friday voted $129,945 deficiency fund for FCC for fiscal year ending June 30. Sum, for salaries and expenses, cut below $137,000 asked by Commission last month. Both houses must approve.

KOJR RENEWAL OPPOSED
DENIAL of license renewal to KOJR Flames, Ariz., recommended in initial decision issued by FCC Friday. Hearing Examiner Wynn N. Litvin ruled to deny application for default since station failed to appear at renewal hearing last Monday (see early story page 63).

RALEIGH SUMMER DRAMA
BROWN & WILLIAMSON TOBACCO Corp., Raleigh, for Raleigh cigarettes, will replace People Are Funny on NBC this summer with A Life Is Your Hands for second vacation assignment of the TV season. People Are Funny, starring George Bernard, will originate in Chicago for 13 weeks from June 20, with People Are Funny slated to return to network Sept. 19. A Life Is Your Hands directed and written by Frederick Loewe and Richard Rodgers, will be held in New York last week, failed to reach solution to basic questions of rates and of proper method of calculating payments on spot announcements.

NEW PROMOTION SERIES
SERIES of new announcements for use by broadcasters and agencies in promoting own medium, as well as all advertising and American system of private business prepared by NAB. Twenty-second announcements prepared by NAB Public Affairs Dept., headed by Robert K. Richards.

Closed Circuit
(Continued from page 4)

closed-circuit television service is now available in Cincinnati, NAB officials announced. At least 17 stations in the City are taking part in the program, and NAB officials said there were about 2,000 sets in use in the Cincinnati area, and 175 more were on order.

Broadcasting and Telecasting

At Deadline...
Kansas City's Primary Trade Area is an East-West rectangle. Kansas City is the hub of business activity within this territory. The KMBC-KFRM Team has been created to provide vital radio coverage of this area, without waste circulation!

The Team is your best buy in the Heart of America for penetration and economic coverage. Contact KMBC-KFRM, or any Free & Peters "Colonel" for substantiating evidence.
KGNC's continuous efforts to promote sound soil conservation practices... practices vital to the economy of Texas... are just another example of KGNC's policy of giving the Panhandle area the kind of programs and information needed and wanted. Public service such as this is another factor in making KGNC the radio station Panhandle People Believe In and Listen to! Check our BMB.