Sugar Grove Burns a Mortgage...

and WLS is there to Help

The maple sugar that came from the grove of sugar maples was boiled down in copper kettles—and early settlers called the little Kane County, Illinois, community "Sugar Grove."

More than a century later, one of these copper kettles served a different purpose. Last month—it was used to burn a mortgage written in 1930, when the rural community had built itself a community building to serve the rich agricultural area around it.

WLS remembers the dedication of that community building in 1930... for WLS was there to help. Not a year has passed by since without some service to the community building and its users from the neighborly 50,000-watt radio station in Chicago. When it came time to burn the mortgage, Sugar Grove folks turned naturally to WLS for help in planning the ceremony... and for the principal speaker. Arthur C. Page, WLS Farm Program Director, met with the local committee, then made the inspirational talk of the day.

Here is a 20-year story of service to a community—a story you can multiply by 500 for all the towns in four states who depend on WLS for help when they need it, as well as for entertainment and service. Multiply by 500—and you will have the sum of service rendered accounting for the intense loyalty of Midwest people to "their" radio station, WLS—and for the often startling success of the firms who advertise on WLS, because advertising results are predicated on listener loyalty.
Kentuckiana's ONLY FOOD MERCHANDISING SHOW
NOW GOES 5 DAYS A WEEK!

COFFEE CALL
MONDAY THRU FRIDAY
BEGINNING JULY 3
PARTICIPATIONS
NOW AVAILABLE

DELMONIC SPAGHETTI AND MORE
FENLEYS DAIRY PRODUCTS
SOUTHERN STAR MEATS

PLUS 50 GUESTS IN ELEVEN MONTHS (as a 3-day-a-week show)

LET YOUR PETRY MAN TELL YOU ALL THE FACTS—
★ Top Hooperated (6.6 Dec. '49 thru April '50)
★ Store Merchandising ★ Listener Contests
★ Prizes ★ Audience Participation
★ Product Displays

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

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

The Kentuckiana Market Basket
1949 Food Sales
$474,196,000

WHAS
Louisville, Kentucky

VICTOR A. SHOLES, Director
NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Money may talk, as they say, but what does a buck ever say these days except good-bye? Talk or not, the dollar is supposed to earn its keep before it takes wing. In business that “keep” is spelled p-r-o-f-i-t-s.

Meat packers largely depend on two things to earn a profit—top efficiency and fast turnover of a lot of dollars in buying livestock and selling it as meat and by-products.

The buck invested in the packing industry is turned over so many times a year that it gets dizzy.

Let’s look at profits this way:

Over the past decade, yearly earnings of meat packing firms averaged just a little over seven cents on the invested dollar.

Look at profit as a per cent of what the packer receives from the sale of meat and by-products. Over the same ten-year period, it has averaged one and one-third cents per dollar. And meat packers were able to do this well only because they could find buyers for so many of the by-products of meat handling.

What does all this prove? That while the packing industry moves meat from farm to store at a lower service cost than almost any other food by reason of efficient methods and quick turnover, it manages to make the dollar earn its keep.
Upcoming


(Bulletins)

ARMOUR & Co., Chicago, begins sponsorship today (Monday) of spots in 16 major markets for Dial soap, and June 19 in 14 areas for Chifforo soap flakes, each for six weeks. Foote, Cone & Belding is agency.

PURITY BAKERIES, Chicago, for Grennan cakes, will sponsor 25 to 30 spots weekly in each of 12 major markets starting June 19 for 12 and 13 weeks. Agency, Young & Rubicam, same city.

REXALL DRUG Co., through BBDO, to sponsor, effective June 14, Richard Diamond, Private Detective, on NBC, Wed., 10:30-11 p.m.

FOURTH GROUP ENTERS DON LEE BIDDING

ENTRY of fourth group into bidding for radio-TV properties of Thomas S. Lee estate announced Friday through Maxwell Sturges, Beverly Hills attorney. Fourth group said to consist of Los Angeles and New York interests and to include Floyd Odum, head of Atlas Corp.

Mr. Sturges told Broadcasting that after thoroughly appraising properties group would bid for entire Don Lee Broadcasting System including owned stations, Hollywood building, transmitter site on Mt. Wilson and Mt. Lee property, Pacific Northwest Broadcasting Co., controlled by Don Lee, and MBS stock also involved. It was understood bids would be accepted by Ben H. Brown, special administrator of estate, through today (Monday). Bidders who filed previously: CBS, Olman Ed Panley, Liberty Broadcasting System (earlier story, page 26).

AMA'S $300,000 RADIO DRIVE

AMERICAN MEDICAL ASSN. will drive $300,000 in radio starting next October in national campaign totaling $1,110,000, public relations firm of Whittaker & Baxter announced Friday in Chicago. Spots will be bought by Russell M. Seeds Agency, also Chicago, on some 200 stations in every state and in Hawaii and Alaska. Purpose is to promote voluntary health insurance and "alert people to danger of socialized medicine and threatening trend toward state socialism." Other allocations—newspapers, $560,000; national magazines, $280,000.

Business Briefly

A&P TEA • Great Atlantic & Pacific Tea Co. now running two-week campaign on 80 stations for caneloupes, planning to start spot schedule in July on 60 stations for iced tea. Agency, Paris & Feart, New York.

MORE SURF SPOTS • Lever Brothers (Surf) planning to add 30 stations to present list for spot schedule starting July 6 and running rest of year. Agency, N. W. Ayer & Son, New York.

SHOE ADDITION • International Shoe Co., St. Louis, adds 15 non-cable stations to its portion of NBC-TV Howdy Doody, effective Aug. 2, Wed., 5:45-6 p.m. Live show carried by Agency, Henri, Hurst & McDonald, Chicago.

SEEKS SPOTS • Boyse-Midway Inc. (Auto Brite cleanser) through Earl W. Bothwell Inc., New York, looking for spot announcement availabilities for possible campaign.

LABOR RENEWAL • Almagamated Clothing Workers of America renews for 13 weeks America's Town Meeting on ABC (New York, Washington), Tues, 9-9:30 p.m. Agency, Ben Sackheim Inc., New York.

CLUB CONTINUED • General Mills, Minneapolis, renews for 52 weeks 9-9:15 a.m. portion of ABC Breakfast Club, Mon.-Fri.

STALEY'S DEBUT • Staley Mfg. Co., Decatur, Ill., to enter TV first time in late summer with live and film spots in four large cities on behalf of Stass Liquid Starch. Agency, Rutherford & Ryan, Chicago.

DON PETTY RESIGNS AS NAB GENERAL COUNSEL

DON PETTY, NAB general counsel since January 1946, resigned Friday to devote all his time to law practice in Los Angeles. He is a member of firm of McClean & Petty. In early part of his NAB service he operated fulltime but for more than year has been serving NAB as general counsel on parttime basis.

In letter to NAB President Justin Miller, Mr. Petty said he had considered it privilege to participate in cross-section of industry problems but explained compelling demands of his private law practice forced resignation. Judge Miller said he accepted resignation "with distinct feeling of loss" and recalled his association with Mr. Petty over long period. Mr. Petty was student at U. of Southern California School of Law when Judge Miller was dean. NAB president recalled Mr. Petty instigated nationwide series of radio law clinics as one of contributions to industry. Mr. Petty served in Navy during war as lieutenant commander.

CANDY CAMPAIGN

BARRICINI CANDY, through Lightfoot Adv., New York, readying radio spot campaign for Coffee in the Vases, confection to be promoted as snack while watching television.
The WDEL-TV audience
in the rich
Wilmington, Delaware market

In twelve months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth of this market—fifth in per capita income—make WDEL-TV one of the nation's top television buys. In the first year of telecasting, set sales in its area have jumped more than 700%! Have risen from only 4,867 in May 1949 to 36,532 June 1, 1950. Advertisers can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

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

A Steinman Station

WDEL-TV
CHANNEL 7
Wilmington • Delaware

NBC
TV • Affiliate
Celebrating:

- THE 2nd TELECAST OF THE GREAT 500-MILE RACE AT INDIANAPOLIS
- THE 1800% INCREASE IN TELEVISION SETS INSTALLED IN OUR COVERAGE AREA!

Television-fever has taken a firm grip on the Hoosier family circle in its first year, via WFBM-TV. When this pioneer station's first program, the 500-Mile Speedway Race, was telecast a year ago, only 2500 TV receiving sets were installed in WFBM's TV area. But, even then, 1200 telephone calls, letters and telegrams of thanks were received by the station—some from as far away as Cincinnati, Ohio, Louisville, Kentucky, Chicago, Illinois and Niles, Michigan.

Today, recent surveys show that 47,500 television sets are installed in this station's TV area—an increase of more than 1800% compared to a year ago. Hoosiers have learned that the best entertainment in the world can be enjoyed in their own living rooms—via WFBM-TV. AND . . . Hoosiers have money to spend for your product! Show it . . . and SELL IT . . . on WFBM-TV!
is flexible!

You can make this exciting new medium FIT—your market-by-market problems • your sales problems • your distribution problems.

BECAUSE: You buy only as much transit radio as you need to do the job; where you need it—when you need it—beamed to exactly the type audience you want when they are most "in the mood" to buy or use your product!

Take Tacoma, for example: Here is a booming rich market, a separate market—one of the richest, fastest-growing markets in America—a premium market for any product! It must be covered if you hope to do a full, effective selling job in the Puget Sound country— and Transit Radio is your surest, most economical way of reaching Tacomans on their way to earn, or on their way to spend, in all downtown or neighborhood stores!

Transit Radio in Tacoma reaches 77,058 transit riders every day, 449,702 every week. Rates are low, results are terrific.

And in Tacoma: transit radio is...

KTNT
1701 SOUTH 11th ST. MARKET 7181

"Owned and operated by The Tacoma News Tribune"

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Bradbury Heights, Md. WBUZ (and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS (and Covington, Ky.)
Des Moines, Ia. KBCS-FM
Evansville, Ind. WHIL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KXON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Treasure, N.J. WTOA
Washington, D.C. WWDC-FM
Welles-Barre, Pa. WIZZ
Worcester, Mass. WGR-FM

For complete details on audience, rates, availabilities, success stories, phone—wire—write

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES
250 PARK AVE., NEW YORK, N.Y.—MU. H. 8-3700 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 7775

BROADCASTING • Telecasting
June 12, 1950 • Page 7
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT RADIO
DOLLARS in DUNGAREES

Spot dollars are hard-digging workmen selling to farmers at sunrise, calling on housewives all day long and day after day. Spot grabs the spade and goes to work with news, entertainment, women’s shows—built for each station’s own particular listeners.

The whole wide range of radio fare is there for you to pick, wherever you want your dollars to dig in hardest.

Good place to start—with these proven sales-producers.

SPOT RADIO LIST

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<tr>
<th>Station</th>
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THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200
CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

BROADCASTING • Telecasting
RALPH F. LINDER, managing editor of Progressive Grocer for past 12 years, rejoins Kenyon & Eckhardt, New York, as a vice president.

JAMES E. ROSS, formerly assistant sales promotion manager of Sunroe Refrigeration Co., appointed media director for Ahmer J. Gelula & Assoc., Philadelphia.

ELI COHAN, associated with Joseph Adv. Agency for past 34 years, opens his own agency under his name in Cincinnati. ROBERT COHAN, his son, June graduate of Ohio State U., joins firm. Offices are in 917 Schmidt Bldg.

THEODORE BARKUS Agency and HARRY BORTNICK Adv. both Philadelphia, merge into Harry Bortnick Adv. Agency. Mr. Barkus is partner and vice president in charge of new accounts. All personnel and clients presently being served by Barkus agency are included in merger.


MAUGERITE LEONARDI, formerly with Duane Jones Co., New York, joins William Von Zehle & Co., also New York, as account executive.

JOHN B. HOLMES, former media director of McCann-Erickson, Chicago, and EDWIN J. HUGHES JR., former Foote, Cone & Belding account executive in Chicago and Detroit, join national sales staff of Movie Advertising Bureau, Chicago. Mr. Holmes was also with Lord & Thomas and Foote, Cone & Belding.

L. T. (Ted) STEELE, vice president and general manager of West Coast operations for Benton & Bowles Inc., is in New York for four weeks conferences regarding his transfer to agency's office there sometime in early fall. His new position will be announced after his return to Hollywood. AL RAYE, vice president in charge of West Coast radio for B&B, will replace Mr. Steele as agency manager on West Coast.

JOHN NEAL, former program director and production manager of WINS New York, joins Product Services Group Inc., New York advertising agency, as creative director on plans board and account executive. He also will produce radio and television shows for agency.

CONNIE ADAMS JR., formerly assistant production manager of Chicago office of Fuller & Smith & Ross Inc., named director of mechanical production for agency.

STUART LUDLUM, formerly with Blaisdell-Sample-Hummert and McCann-Erickson, joins Duane Jones Co., New York, as television director. WALTER WARE will continue as supervisor in television production.

RUTH JONES, timebuyer with Benton & Bowles, New York, named supervisor of all media on Procter & Gamble's Tide. JEAN LAWLER, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins B&B to succeed Miss Jones in timebuying department.

J. V. K. HARGER and JIM RUTTENCUTTER, of Wank & Wank Adv., San Francisco, named vice presidents. Two new additions to agency's San Francisco staff are DAVID ORTHWEIN, account executive, formerly with Bureau of Advertising, ANPA New York, and ALFRED GROSS, copywriter, formerly with E. R. Squibb & Sons, New York.

NORINE FREEMAN resigns as radio-television director of W. R. Doner Agency, Chicago. She will announce plans later.

BLAISDELL GATES, formerly with Abbott Kimball Co., San Francisco, joins Bernard B. Schnitzer Inc., same city, as account executive.


JAMES W. KOZY, account executive with Gay-Lee Organization, Palo Alto, Calif., named a partner.


KAY SPAHN, formerly with WCCO Minneapolis, joins BBDO, same city, as assistant timebuyer.
THE SHOE FITS. And the promotion fits, too. Here's Jim Martin, WGAR newscaster at Thom McAn, with a WGAR point-of-purchase display poster publicizing his daily newscast sponsored by Thom McAn Stores. WGAR believes in promotion.

RECORDS SOAR... on WGAR's midnight platter show, "Morgan's Musical Inn". Requests for musical numbers pour in to record-catching Hal Morgan. One record stands at 655 telegrams in 70 minutes! Listeners respond to WGAR... morning, noon or midnight.

WGAR
the SPOT for SPOT RADIO

REAP THE HARVEST... the rich rural area served by WGAR. WGAR's "Farm Report" is now available for sponsorship. Dick Kathe, WGAR's farm director, travels over 2000 miles every month to gather on-the-spot interviews, farm news and market reports. Through WGAR's "Farm Report" you reach more farmers, more quickly, more often, more economically. Ask about it.

A WGAR SPONSOR... Mr. Allen C. Knowles, President of South Side Federal Savings & Loan Association. Mr. Knowles is also Class A Director of Federal Home Loan Bank, Cincinnati, and member of Committee on Ethics, National Savings & Loan League. South Side Federal has been a WGAR advertiser since 1942.

RADIO... America's Greatest Advertising Medium
WGAR Cleveland... 50,000 watts... CBS

Represented Nationally by Edward Petry & Company

Broadcasting • Telecasting

June 12, 1950 • Page 11
In San Francisco

**They get together at her place**

The address is 740 on the dial...where in just six months
Jane Todd has become San Francisco's *first* lady of radio. *With a 23% higher rating than any other local woman's show!*  
All because San Francisco women know KCBS' Jane Todd talks their language. She tells 'em *and sells 'em!*
When Jane mentions a book or a play, a dress or dessert, cash registers ring a merry chorus.

Nice work anywhere but even better in San Francisco, *where people have more money to spend per capita than in any large city in the nation!*

If you sell a product women buy, come on over to Jane's place. Let us introduce you to the *first* lady in America's seventh market today.†

---

*Pulse of San Francisco, March-April 1950
*Sales Management Survey of Buying Power, May 1950
†Jane Todd, Mon. through Sat., 4:45 to 5:00 p.m.
New Business

ECONOMY GAS FURNACE Mfg. Co., Chicago, appoints Morris F. Swaney Inc., Chicago, as merchandising and advertising counsel. Radio and television will be used. E. Clifford Estey is account executive.

KAISER- FRASER Dealers, Kansas City, sponsor Kaiser- Fraser Sports Digest, 10:30-10:40 p.m. nightly, on WDAF Kansas City, Mo. Agency: Russell C. Conner Co., same city.

DuMONT LABS., for its new Hanover 19-inch TV receiver, using video spots in six cities, and commercials on Mersey Amsterdam DuMont TV Network show. Spots placed on: WEZ-TV Boston, 12; WNBC-TV Boston, 8; KTLA (TV) Los Angeles, 5; WDSU-TV New Orleans, 40; WRAP-TV Ft. Worth, 4; WGN-TV Chicago, 24. Agency: Campbell-Ewald Co., New York.


TAYLOR-REED Co. (Coca Marsh syrup), Glenbrook, Conn., names Tracy, Kent & Co., New York, to handle TV advertising.

AMERICAN FRUIT GROWERS Inc., Los Angeles (Blue Goose fruits and vegetables), appoints Mogge-Privett Inc., same city, to direct advertising for fresh, frozen and mail order gift packages. Radio may be used.

RICE KNITTING Co., Winnipeg (sweaters), will start spot announcement campaign on Ontario and British Columbia stations in August five days weekly. Agency: McConnell, Eastman & Co., Winnipeg.

PERFEX MFG. Co., Shenandoah, Iowa (starch, bleach and cleaner), expands Perfect Kitchen Clinic to 23 stations with addition of WIBC Indianapolis; WHIC Columbus, Ohio; KFXD Wichita Falls, Tex., and KXXX Colby, Kan. Grand Rapids, Ft. Wayne and St. Louis markets will be added in late summer. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb.

ADMIRACION LANS DIV., PHARMA CO Inc. appoints Grey Adv., New York, to direct advertising campaign. Media plans being completed.

PEOPLE'S CREDIT JEWELERS Ltd., Toronto (chain stores), starts its sixth season of Sunday half-hour open air songfests from Sunnyburn Beach, Toronto, on CFRB Toronto, CFPL London, CHML Hamilton and CFRA Ottawa. Agency is MacLaren Adv. Co. Ltd., Toronto.

Network Accounts ...

GENERAL MILLS INC., Minneapolis, through Donner- Fitzgerald-Sample, New York, renews for 52-weeks Betty Crocker Magazine of the Air, ABC, 10:30-10:45 a.m., Mon.-Fri.


LUCKY LAGER Brewing Co., San Francisco, sponsors broadcast of Golden Gate Fields Handicap Saturday (8:00-9:00 p.m., PDT), June 24 on 13 Columbia Pacific Network stations in California, Arizona and Nevada. Agency: McCann-Erickson, San Francisco.

Adpeople ...

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., renamed chairman of Automobile Mfrs. Assn. public relations committee.

FRED SEBSE, sales supervisor of Hunt Foods Inc., Los Angeles area, promoted to assistant sales manager for Philadelphia division of firm. D. J. GROOM, sales supervisor, Philadelphia office, named Midwestern States sales manager for Hunt, with headquarters in Chicago.

Willie WISH packs a mighty wallop for this ALL-STAR TEAM of BASEBALL-MINDED SPONSORS

Cook's Beer Baseball Games

SAWYER BISCUIT CO.
Dugout Interviews

Pennsylvania Motor Inn
Sunday Baseball Review

LEON TAILORING CO.
Hits, Runs & Airs

Advance Paint Products, Inc.
Hits, Runs & Airs

INDIANAPOLIS NASH, INC.
Baseball Scores

SNIDER STUDBAKER SERVICE
Fans in the Stands

Willie WISH
ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, Manager
FREE & PETER S, National Representatives

June 12, 1950 • Page 13
IT takes more than a franchise and equipment to make a ball-team or a radio station—it takes Know-How.

KWKH has unequalled radio Know-How in its tri-state market . . . a Hooper-proven Know-How born of 24 years’ experience.

For Mar.—Apr. ’50, for example, Shreveport Hoopers gave KWKH a 77.0% higher Share of Audience than the next station, weekday mornings—55.2% higher in the afternoon—83.4% higher at night!

Also—BMB Study No. 2 proves that KWKH gets the biggest audience in the rich oil, timber and agricultural regions around Shreveport. KWKH’s Weekly Daytime Audience shows an increase of more than 50,000 families since 1946 . . . is now over 300,000 families!

By every standard, KWKH is your best buy in our booming area. Ask us or The Branham Company for all the facts!

50,000 Watts • CBS
NBC last week signed Bob Hope to a five-year radio and television contract and at the same time sold the comedian's Tuesday night radio show to Chesterfield at a reported talent price of $30,000 a week.

The signing of the NBC-Hope contract followed by three days an announcement by Lever Bros., which has been sponsored two shows on NBC, that it had decided not to renew his option and to drop the NBC Tuesday, 9-9:30 p.m. time in which he appeared.

One part of the agreement between NBC and Mr. Hope was reported to involve acquisition of assets in Hope Enterprises, a device that would provide the comedian with a lump sum on which he would pay capital gains taxes, which are levied at rates far under those for straight income. Hope Enterprises embraces most of the comedian's activities, excepting his syndicated newspaper column.

The contract was understood to guarantee the comedian a base income whether his program is sponsored or not and to provide him with additional payments that may be realized from sponsorship. Other clauses extend the complicated formula for deferred payments of salary to the comedian, a further effort to minimize taxes.

Another Round in Fight

The NBC signing of Mr. Hope was another development in the intensifying struggle between CBS and NBC for talent supremacy. Within hours after the announcement of the Hope deal, it became known that Truth or Consequences, a long-time NBC feature, probably would move to CBS.

The probable transfer of Truth or Consequences to CBS was in negotiation last week. Philip Morris Co., through the Biow Co., which recently dropped sponsorship of This Is Your Life on NBC, was reportedly on the verge of buying Truth or Consequences and shifting it to CBS.

Ralph Edwards is owner and me of Truth or Consequences and was similarly associated with This Is Your Life.

Only a fortnight ago NBC signed Groucho Marx to a $3 million contract, thus lifting him from CBS where his quiz program had become one of the network's most popular offerings. Mr. Marx's show on NBC has been sold to DeSoto Div. of Chrysler Corp., which was his sponsor on CBS.

In announcing last week's agreement between NBC and Mr. Hope, Joseph H. McConnell, NBC president, made it clear that NBC had completely reversed its tactics of two years ago, when CBS began raiding NBC talent, and was now out to outbid CBS.

NBC's Plan

"The contract with Mr. Hope," said Mr. McConnell, "is another step forward in our plans for acquiring top talent and top stars to augment our current entertainment lineup."

To get Mr. Hope under its wing, NBC not only offered him a high salary and the capital gains deal but also granted numerous technical concessions in the production of his shows.

According to Mack Miller, the comedian's personal press representative, the agreement gives Mr. Hope wide latitude in choosing whether to perform live or on recording.

"It's the most fantastic deal in radio," Mr. Miller summed it up.

Exact television plans for Mr. Hope, under the new contract, have not been disclosed, although it is believed that the agreement allows Ligget & Myers first refusal on TV appearances.

It was understood, further, that the contract assured the comedian that whenever he undertook regular television appearances, NBC will build a show for him with a minimum talent budget of $40,000 a week, of which $15,000 would go to Mr. Hope.

He still has four more special television programs to perform for Frigidaire Div. of General Motors Corp. on NBC-TV. His agreement with that sponsor was for six 30-minute shows at a reported fee to Mr. Hope personally of $40,000 for each show.

Negotiations with Mr. Hope have been pressed over a long period by Mr. McConnell and Niles Trammell, NBC chairman of the board.

Both have made trips to Hollywood to confer with the comedian, although the contract was signed last week in New York. Mr. Hope was represented by James L. Sapir, his personal representative for radio and television, and his attorney, Martin Gang.

Lever Bros., following announcement that it would drop Mr. Hope, revealed fall plans to reduce its use of nighttime radio and increase its schedules in daytime radio and television.

It bought a 15-minute, five-a-week morning show with Arthur Godfrey on CBS. The Lever purchase will extend Mr. Godfrey's present 75-minute morning performance to an hour and a half.

Meanwhile, the company was reported to be hopeful of releasing Amos 'n' Andy, 7:30-8 p.m. on CBS. The Lever Bros. contract for the Sunday Amos 'n' Andy show for Rinso has another year to run, but it was understood that CBS had agreed to cancel it providing another sponsor for the program could be found.

Buys Half-Hour

The advertiser bought two evening half hours on CBS-TV, although it has not selected programs to fill them. One is 8-8:30 p.m. Mondays, the period preceding the 8:30-9 p.m. Arthur Godfrey's Talent Scouts, which for the past year has been simulcast over CBS and CBS-TV under sponsorship of Lever Bros. for Lipton Tea and Soups. The television period bought by the advertiser on CBS-TV is 9:30-10 p.m. Thursdays.

Lever Bros. also sponsors weekly half hour My Friend Irma and 60 minute Lux Radio Theatre on CBS, while Lux Radio Theatre from CBS to NBC is also a possibility. Lever Bros. recently expressed willingness to consider such a move, although the deal reportedly went cold, NBC continues to make

(Continued on page 78)
1950 ‘MARKETBOOK’

Broadcasting-Television's 1950 Marketbook with Spot Rate Finder, to be published in mid-August, is the authoritative roundup of all 1950 radio and television market figures.

Cooperating with the U. S. Census Bureau, Broadcasting-Television's guide for timebuying will include county by county population figures, radio homes, retail sales, and other late computerized data before combined in a single reference volume.

The copyrighted Spot Rate Finder, which reduces calculations necessary for figuring a national campaign from hours to minutes, will be expanded and improved consistent with a formula approved by agency and representative executives. Last year's Finder won wide acclaim.

Data compiled from a nationwide survey will be published in a special foreign language section of the Marketbook. This will constitute the most detailed treatment of the vast foreign language market in radio annals.

In addition the 1950 Marketbook will include specially drawn state maps which bring up to date location of AM, FM and television stations.

The AM-TV-FM station logs will be depicted in a series of state-by-state maps. Employing clear face type and symbols for each class of station, these maps are being specially drawn for the Marketbook.

In short the entire field of commercial broadcasting will be covered by this new encyclopedia of timebuying. The volume is offered as a service to the broadcasting-television arts and will be based on thousands of calculations and compilations of data and facts.

The Spot Rate Finder will be presented for the second time, along with uniform data on radio markets as gleaned from latest Census Bureau compilations which are still under way. Supplied in accessible form, the material is designed to supply the basic information required by those who buy time.

Timed for Campaigns

Now in preparation, the volume will appear at a time when advertising agencies are planning their autumn and winter campaigns.

The Spot Rate Finder, which was described as one of the best aids ever provided buyers of time, will include name of city, county, stations in city, day and night and one-time rates for a station break and other time groups up to an hour; power and frequency of stations; network affiliation; representative; available audience surveys; total families; percent of radio families, and new facts on total families.

Networks will be broken down by states and cities, as in the 1949 Marketbook. Regional networks will be listed, with rates and other data provided. Station rate figures will be supplied stations in response to questionnaire. Every available source of reliable data on the industry is being combed.

Circulation 16,500

The Marketbook, with 16,500 circulation, is supplied as a supplement to Broadcasting-Television. All important national and regional radio agencies and advertisers will be covered by this publication.

The foreign language section will list stations by states, showing those who take foreign language programs along with a listing of foreign tongue population in specific markets.

State and county breakdowns will show 1950 population figures, 1950 families, 1950 radio families, percentage of radio families, 1949 retail sales as supplied by Sales Management, 1948 U. S. Census of Business retail data now coming from the Census Bureau, latest employment figures and latest taxable payroll data.

New state and regional maps will reveal graphically the U. S. radio picture, showing location of stations by counties and cities. In addition there will be a master United States map as formerly published in the the Broadcasting Yearbook.

Bryant Signs

LANE BRYANT Inc., Pittsburgh, has bought the World Broadcasting System's Forward America series for 52 weeks, starting June 11, on WV-TV Pittsburgh. It is the first department store sponsor of the series.

Ready in August

ABC SALES UP

O&O Spot Increase is 27%

SPOT SALES on ABC's owned-and-operated stations show an increase of 27% for the first five months of 1950 over a comparable period last year, Murray E. Grabhorn, ABC vice president in charge of O&O stations, reported last week.

According to Mr. Grabhorn, the gain has been in both radio and television, with television's increase 170% compared to radio's 33%. The total revenue of the nine O&O TV stations amounted to approximately $1,250,000 in May, a May spot sales total $500,010, the network stated.

ABC owned-and-operated stations are: WJZ New York, WABC New York, WGN Chicago, WXYZ Detroit, KGO San Francisco and KECA Los Angeles.

GILLETTE PLANS

Could Be Cut in Dispute

A RADICAL revision of the advertising plans of Gillette Safety Razor Co. could result from the current round of dispute between International Boxing Club and Boxing Managers Guild of New York over division of fees for radio and television broadcasts of fights. The Guild is demanding 60% of these fees, while IBC stands pat on its offer of 25%.

In the last contract, which expired the end of May, the razor company sponsored radio broadcasts of the Garden main bouts each Friday from 10 p.m. to 11 p.m. Under the latest contract, which expired the end of May, the razor company sponsored radio broadcasts of the Garden main bouts each Friday from 10 p.m. to 11 p.m. Under the new agreement, the company will sponsor a series of football games and a variety of other headline sports events broadcasts throughout the year. Since the end of the 1949-50 Garden series, Gillette is sponsoring a series of sports films on NBC-TV, Friday, 10-10:30 p.m. Maxon Inc, New York, is the Gillette agency.

Promotes Independents

WOV New York, in an effort to promote independent metropolitan television stations, is currently running a full-page ad in trade papers, the caption of which reads: "In New York at Night the Big Swing is to the Independent WOV. WOY says its station manager said that Pulse reports show an increase in independent listenership over last year and this effect is expected to be extended to all independents in the New York metropolitan area rather than itself alone.

ABC PROMOTES

Reeg, Stronach, Morgan Get New Posts

THREE executive promotions in the program department of ABC were announced last week by Robert E. Kintner, president.

Leonard Reeg, the network's eastern program manager for AM, FM and television programs, has been promoted to in charge of national director of television programs. Prior to his appointment with the network, Mr. Reeg was production director at Young & Rubicam, New York, where he produced such shows as We, The People and The March of Time. Before that he had been with the William Morris Agency in Hollywood and did freelance motion picture writing.

Mr. Reeg

With ABC since 1948 Alexander Stronach Jr., manager of television programs, was promoted to national director of television programs. Prior to his appointment with the network, Mr. Stronach was production director at Young & Rubicam, New York, where he produced such shows as We, The People and The March of Time. Before that he had been with the William Morris Agency in Hollywood and did freelance motion picture writing.

Harold L. Morgan Jr., appointed national director of television operations, joined ABC in 1943 as a budget officer and in May 1948 was designated business manager for television, a position he held until his new appointment.

At the same time, the network
F&P'S SPOT CLINIC

SOMETHING new was added to the representative-station relations last Tuesday and Wednesday when Free & Peters conducted a successful experiment at Chicago's Edgewater Beach Hotel billed as the "National Spot Sales Clinic." With sleeves pulled up, nearly 100 top executives of stations represented by F&P, plus a foursome of well known agency timebuyers, and a full complement of the representative firm's sales staff gave national spot radio a general airing.

"This clinic is a basic development in the advertising field," said Lou Nelson of Wade Advertising Agency, Chicago. "It should lead to other conferences along this line. I wish more reps would follow through in this manner."

Joining Mr. Nelson at the opening session of the agency panel for both radio and TV were Richard C. Georgi, president of F&P, and C. R. Smith, WPTF Raleigh, as members.

Among major recommendations made at the clinic were:

- Salesmen should make their presentations to agencies well in advance of a campaign. ("A few days before the list of stations is announced and start actual buying is too late for agency and client to see the different positions presented to them," said Mr. Nelson.)

- Stations should keep radio sold to dealers and other contacts on a local level.

- Agencies should be educated as to spot radio's "superiority" over network radio because of the former's "flexibility."

- Use of spot estimators (such as Broadcast's Spot Rate Finder and NARS's Estimator) should be encouraged among agencies and advertisers.

- Information and data about a station should be complete and in great detail before it is submitted to the agency. ("A lot of station information we receive is of very little value," said Dick Grahl.)

- BMB should be encouraged because it represents the only standardized form of measurement for all stations.

- TV spot rates should be from 20 to 25% lower than network rates.

- TV stations should follow radio discount pattern.

- Each station should keep a monitor on the amount of spot in its market and where business is located when on rival stations, and should do something about getting this business. (It was acknowledged that this was known as "pirating" but popular sentiment was "what of it?").

- Stations should support their own advertising.

Several station officials observed that the agency spokesmen gave the perspective and build-up on agency operation and procedure that had not been fully acquired before. Many were impressed by Mr. Grahl's "workshop" presentation which, with maps, exhibits, and forms, gave the story of a campaign from beginning to end.

Oldsmobile Example

Mr. Georgi's description of how schedules are set up on the Oldsmobile account also drew favorable comment. Several station officials observed that the agency spokesmen gave the perspective and build-up on agency operation and procedure that had not been fully acquired before. Many were impressed by Mr. Grahl's "workshop" presentation which, with maps, exhibits, and forms, gave the story of a campaign from beginning to end.

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Mr. Nelson strongly advocated merchandising, but some station

-'Basic Development'

INTENT listeners at the clinic session are (left to right): Tom Ekrom, KVOD Denver; Dick Mason and Olifie Carpenter, WPTF Raleigh.

men from the larger cities ruled it out as too expensive. Those from smaller cities endorsed merchandising, especially in competitive markets.

Mr. Grahl went into great detail, showing each step taken by the agency in planning a spot schedule. Charts showed radio homes, distribution throughout the country as compared with sales—area by area, county by county. He exhibited copies of schedules as made up by the agency, which go to various agency personnel and account men in the field, as well as dealers. Thus all concerned with an account are kept informed of changes in various schedules. Mr. Grahl said this method is used to follow up on all improvements and mechanical changes.

Three station officials came out strongly for promotion through trade papers in the broadcasting field.

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HEADACHES FACE NAB BOARD

By J. FRANK BEATTY
TWENTY-SIX NAB directors—11 of them new to the board—will meet Tuesday morning, June 20, one for District 1 (New England) and the other for District 11, at the Metropolitan Hilton Hotel in New York City. They will take part in the three-day meeting.

Confronting the board is a serious financial problem created by the recent resignations of CBS and ABC, along with those of a number of individual directors.

On the other hand, the feeling was apparent that the tide of resignations had been halted. At NAB headquarters there was an obvious determination to bring back many of the stations that have resigned since the dues were raised at the February board meeting and to go out of debt.

The revenue and organization problems appeared so serious in advance of the board meeting that it was felt they would dominate the three-day session.

Other Issues for Coverage

Other issues of industry importance also will be taken up. Among them will be NAB's position in international radio conferences (see story on page 18), negotiations with ASCAP over TV rates and program rights; plans for the 1951 convention; membership campaign; retirement plan for the headquarters staff; the association's committee structure; NAB's new Business Trends Committee; research activity, including the future of Broadcast Audience Measurement as successor to BMB; litigation involving Broadcast Music Inc.; revival of the executive committee system of advising headquarters officials on policy matters; drafting of a TV code.

The budget problem will be tackled this coming Sunday by the board's new finance committee, headed by John F. Meagher, KYSM Mankato, Minn. Other members are Ben Stroube, WWDC Washington; Ben Foster, WBTW Youngstown; Melvin Floyd, WOC Rapid City, Iowa; William B. Fay, WHAM Rochester, and Robert D. Sweezy, WDSU New Orleans.

Harold E. Fellows, WEIE Boston, long a member of the finance committee until the recent CBS withdrawal as an associate member along with network-owned stations, has been invited to sit with the board because of his knowledge of association budgetary matters.

The meeting will be provided with a financial report prepared by William B. Ryan, who became NAB general manager last May 1. Mr. Ryan has spent much of his time analyzing NAB finances and operating details. Already many economies have been put into effect.

Resolution of the two networks along with those of individual stations may cut NAB's estimated income for the fiscal year from about $780,000 to around the $700,000 mark. Department heads at NAB have been asked to suggest proposed economies that would effect a 15% saving in their budgets.

Service Untouched

Even if sharp economies are necessary, General Manager Ryan said on record as stating there will be no change in the NAB operating philosophy and service to members. Ryan told the board he is considering some changes in staff assignments but these are not believed to be major.

The detailed study of NAB operations has turned up many ways of cutting operating expenses without substantially reducing the staff or trimming essentials to the bone.

Out of the board meeting, it is believed, will come many ideas designed to satisfy disgruntled members and ex-members. Certainly many of the directors are going to Washington with the idea of examining the whole association structure and management. They will bring the views of members from their districts groups, including oft-heard talk of separating Broadcast Advertising Bureau from NAB.

To Pool Ideas

Pooling of the ideas represents a major assignment for a group of nearly 30 directors who have only a three-day working period. Some ideas may crystallize at the finance session, some at the board meeting and a membership committee meeting the day before.

The overall membership problem has been on the board's agenda for recent developments. As expected, there were many resignations after the announcement that dues would be increased April 1 and 12½% discount eliminated.

LIBERTY EXPANSIONS

Liberty Broadcasting System, with 241 affiliates in 33 states, plans to expand into all 48 states next autumn and increase its schedule from a 7-hour to 16-hour day, network officials told Broadcasting last week.

The wire network's main backer, Barton B. McLeod, is an active bidder for the Don Lee network's AM facilities on the West Coast. Mr. McLeod is chairman of the three-man Liberty-management Tri-State Theatre chain in Texas, Oklahoma and Louisiana. His son, Gordon B. McLeod, is network president.

At present Liberty is engaged in negotiations with over 160 stations as part of its expansion program, many of the stations now being affiliated with other national bidders.

In its expansion Liberty will continue to emphasize cooperative selling, with most of its programs available for local sale by affiliates, according to James Foster, vice president and general manager. At the same time it plans to sell some programs for national sponsorship over the entire hookup.

Number of Outlets

Growing out of an independent baseball contract, Liberty's 32 outlet stations two years ago, Liberty had reached a 40-station total in early 1949 and by autumn had expanded to 71 outlets.

The programming lineup for a 5-hour day will be based on 11 hours of network originations, according to Mr. Foster. It will include sports, variety, news and other types of programming.

It is understood the news project includes hiring of a well-known commentator, creation of a Washington news staff and a round-robin hookup for news origination all over the nation.

Liberty is understood to be negotiating with WOL Washington for an affiliation arrangement. Should this materialize, the news staff would be headquartered at WOL. The Liberty nature of its schedule is expected to include sports events, live and re-created, from all parts of the nation; two hours of West Coast programming, an hour of varietal program from Dallas, where the network is headquartered. Messrs. McLeod operate KLIF Dallas.

Now Feeds 241 Affiliates

At present Liberty is feeding a daily baseball game to its 241 affiliates, some of which are affiliates of other networks. In the fall Liberty plans to carry two college football games each Saturday, one from the East and one from the West. This would permit affiliates to carry two games each Saturday—one local and one national, or two national contests.

In addition it is working on professional football coverage on Sunday afternoons.

Liberty has been competing with MBS in carrying a daily major league baseball game. The office of Melvin Foster, WDSU New Orleans' president, disclosed that MBS had protested Liberty's broadcast of the Washington-Detroit game played last Tuesday.

Liberty affects in the two lower dues brackets but they were offset by new membership fees. In Class A, lowest bracket, membership has dropped since Jan. 1 from almost 300 to 270 but actual income from the class has gone up because of the dues change. A similar situation exists in Class B, where there has been a net loss of perhaps 15 members.

Liberty's remaining network members, NBC is on record that it plans to stay in the association with its O&O stations. MBS is expected to decide at board meeting (June 12-13) whether it will continue in NAB as $5,000 associate.

Some board members feel the directors should have acted last February to meet the impending membership crisis before it actually developed. The board's membership committee submitted a number of ideas at that time.

Goals for the coming year was set by the board authorized appointment of a field director. B. Walter Huffington, formerly of WSNW Wisconsin, was named.

(Continued on page 47)

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Liberty officials said Jonas Weiland, WINZ Hollywood, Fla., is Florida manager. Other regional directors are Melvin Purvis, WOLS Florence, S. C., North and South Carolina manager; Leonard San, KTLN Denver, Colorado, and Idaho; Leonard San, WBTW Youngstown, and James Foster, WDSU New Orleans.

The board has been opened at 290 Madison Ave., it was said, will be open as a national sales director. A Hollywood office has been opened at 1212 N. Highland Ave., with Benton Paschall as West Coast manager. Other network officers include James Kirksmith, director of station relations, and Sewall Cutler, director of programs and production.

Ryan National Sales Head

A New York office has been opened at 290 Madison Ave., it was stated, will be open as a national sales director. A Hollywood office has been opened at 1212 N. Highland Ave., with Benton Paschall as West Coast manager. Other network officers include James Kirksmith, director of station relations, and Sewall Cutler, director of programs and production.

For some months Liberty had broadcast a Musical Bing series on 89 stations. Awards of $600 to $1,000 per game have been given every day as well as trips, household appliances and other prizes.

The Dallas office also directs Liberty's regional operations in a five-state southwestern area.

Ryan National Sales Head
By DUANE JONES

MY SUBJECT is "Ads, Women and Box Tops"—which is a more dramatic way of saying that we are all interested in checkable, proven advertising—the kind that rings up sales at the dealer's cash register and pays a profit to its sponsors. All manufacturers' expenses have gone up, and in many cases there is only one way to reduce these expenses, and that is by using advertising that produces the greatest sales at the lowest possible cost.

That is the kind of advertising I have in mind, because we at the Duane Jones Co. handle only checkable advertising—the kind that either pays its way or is discontinued immediately. We specialize in package products, products that are sold only over the retail counters of America—chiefly grocery and drug products.

We commenced this specialized operation seven and a half years ago with only three grocery products, 15 people and a total of $1, 200,000 billings per year. Today, after eight years, we are billing at the rate of $16 million. We have a staff of 168 people and handle the advertising of 72 nationally known package products. I think that record speaks for itself.

The most gratifying part of this record is that 96% of the billing we enjoy today is represented by the earned increases in sales of the products which we represent. In other words, the techniques and philosophy which I will describe have proven their case.

In advertising there are many different viewpoints. Many agencies sell advertising as a device to create "consumer demand" or "public acceptance" or "keep your name before the public." We believe in this principle because all advertising, whether it is in skywriting, car cards, newspapers, radio, magazines, or any other media, accomplishes this result. But when advertising is charged only with this responsibility, all too frequently it does not pay off at the dealer's cash register nor in terms of the manufacturer's profit.

We believe that profitable advertising in the package field fundamentally should be based on the use of a product. That is the kind of advertising that banks lend money on and the kind of advertising that manufacturers are able to pay dividends on. In other words, banks look at financial statements as do manufacturers, and it is fundamentally the use of a product—the gross sales and profits and the expense of the operation, that tell the story.

In order to accomplish this result, which I believe all manufacturers—at least those with whom I have had contact—have the right to expect, we have advocated a formula which can be summed up in five fundamental principles.

1. Advertise in your own. They represent the composite thinking of five national advertising agencies with whom I have been previously associated. All I have done is to "marry" them together into one specialized operation.

2. Behind them I can assure you, as Winston Churchill would say, "there is much blood, sweat and tears." They are philosophies that have been through the grueling tests of sales and profits, and I believe if you could add up all this experience there would be many hundreds of millions of dollars represented.

I would like to outline these five fundamental creeds and then tell you some anecdotes about them where they have been applied.

No 1.—We believe that the first fundamental of a successful advertising campaign is to have a good product. My first boss, Albert D. Lasker of Lord & Thomas, often told me that "nothing would succeed because of advertising that would not first succeed without it." He meant by that that you must have a good product—a product that will repeat when properly sampled.

Many advertising graveyards have been caused by attempting to advertise a product that was not meritorious and would not succeed after the consumer has first been induced to try it. A good product is as essential to an advertising campaign's success as the roots of a tree are essential to its growth.

No 2.—We believe that after such a product has been developed, a good copy story or theme should be developed around it. We are great believers in reason-why copy. We know, and you will agree, that since childhood everyone wants to know "why." A little boy or girl in the schoolroom wants to know "why." That is one of the first questions human beings ask, and we know from our experience that adults, when being asked to buy a product, do not buy it because of the logo-type or the name publicity around it, but they want to know "why" they should buy it.

Therefore, we are great believers in reason-why copy. With the 72 products we advertise we attempt to give prospective consumers the reason why they should buy this good product.

A leading aspirin manufacturer, enjoying 70% of the national market sales today, tells its radio listening audience and newspaper reader that its aspirin is good because it gives you quick action. They point out that this can be demonstrated by dropping a tablet of aspirin in a glass of water, watching it dissolve before it hits the bottom, and that is the way it goes to work in your stomach—faster than any other.

Another example is the case of the top dollar-volume cleaner—one of our own accounts—which tells the consumer today that the reason it works best is because it dissolves grease and grease is the cause of most scrubbing and scouring. Once grease is dissolved, scrubbing and scouring ends, so that a woman saves a half hour a day in her cleaning operation.

I could go on and give many other examples, but I am sure the point already has been explained.

No 3.—Once we have a good product and a good reason-why story behind it, we believe in buying the lowest-cost responsive circulation to tell this story. I say responsive because there are many media available in which to advertise, but it is highly essential to use a medium where the complete reason-why story can be told.

There are many media, such as skywriting, car cards, display signs, etc., which will give low-cost circulation. But the shortcomings of such media are that you cannot tell your reason-why story. Advertising in such media serves largely as reminder advertising. So we do not regard them as selling media.

Again referring to Mr. Lasker, I once heard him say that nothing, multiplied by 10 million, is still nothing. That is true in successful product advertising—you must have a selling medium, especially if you are a fighting brand attempting to win your way up in the market. You must have a medium which enables you to get a complete selling reason-why story—a medium that will give you responsive circulation at the lowest possible cost.

A MONG the media that will do this are daytime radio programs which enable you to give the listener two commercials a day, five days a week. Also there are newspapers and magazines where an advertisement can be laid out large enough to contain the complete copy story. Therefore, low-cost responsive circulation is a vital factor in the success of a package product campaign.

As a further example of this principle, radio time costs twice as much at night to reach men and women, but the audience is larger and the time required for the complete reason-why story is shorter.

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REORGANIZATION of Radio Mfrs. Assn. and changing of the name of the Television Mfrs. Assn., were voted last week at the association's annual convention, held at the Stevens Hotel, Chicago. Several of the lack-of-paid-president derision was deferred by RMA though creation of the new position was authorized. R. C. Sprague, president of Sprague Electric Co., North Adams, Mass., was elected Thursday as chairman of the board and president. He serves, as have past presidents, without pay pending the election of a paid president. Mr. Sprague succumbs R. C. Cosgrove as president. Bond Geddes, executive vice president and secretary for 23 years, was re-elected until Aug. 1 when he retires to an advisory post as provided some time ago by the board in recognition of his long service.

James D. Secrest, director of public relations and staff assistant to the President, Parts Division, becomes secretary and general manager.

The lengthy 1½-year freeze on television construction has been concluded, the association stated, "information which must come in large part from radio manufacturers"— FCC Chairman Wayne Coy charged Thursday night.

Forbes Research Speaking last week closing the four-day annual convention, Chairman Coy asked for year-round technical research by radio and TV manufacturers. He talked at length on several phases of broadcasting and stressed the color controversy and the excessive oscillator radiation of TV and FM receivers.

Citing such radiation as a "deadly weapon" because of potential interference to air navigation aids and resulting danger to aviators, the Chairman said FCC would use its licensing powers if necessary to curb offending receivers [Telecasting, June 6].

"We cannot afford to plan our radio system on a crisis basis," he said. "TV, a billion-dollar industry, is no place for operation by guesswork. We suggested manufacturers compete in research development as well as in products and prices.

His main points:

"We want to lift the freeze as soon as practical."We want to use UHF band channels."

"We want to have color if it is feasible."

"TV must quickly achieve its full potential of public usefulness as an affirmative force in national life."

"The problem of TV and FM receivers with excessive oscillator radiation must be solved."

"We need a strong, healthy and improved system of aural broadcasting" (despite TV's inroads)."

"FM's superiority over AM is unchallenged as ever."

Chairman Coy concluded "inevitably" that "radio, all types of radio, is living in a shrinking spectrum and that the radio manufacturer, if he is to build soundly for the future, must take the implications of that into account."

Referring to the mutual interest of FCC, manufacturers and broadcasters in wanting the TV freeze lifted, he charged lack of cooperation in the manufacturing industry regarding release of "necessary information."

"We have had to prod you continuously for it in the face of the assumptions which you were giving us to the effect that interferences in color television would be the same as in black-and-white."

Cites 'Key'

The "key" to the freeze lift is in an understanding of color TV interference conditions, the Chairman said.

Excessive oscillator radiation "may be up to something far more sinister than spoiling somebody's TV enjoyment. It may be acting as a deadly weapon, interfering with aviation radio and endangering lives of airline passengers," he said. With perhaps 30 million TV sets as a national potential, the problem could "become extremely magnified unless something is done about it now," Mr. Coy suggested that manufacturers give much more consideration to TV receivers in the design stages.

"The question before us now is whether industry cooperation will solve the problem or whether it will have to be solved under the power of the Commission to license transmitters, and that is what we are dealing with in the cases of those receivers radiating excessive amounts of power," he stated.

Warning that the Commission may "take to establish interim standards," Mr. Coy said "immediate action is mandatory."

FM's "superiority" over AM was pointed up by the Commissioner, who said he felt that FM circuits can be added to a TV set at small cost at the time of manufacture. FM set production could hop on the TV wagon, gain success and results in "every TV market," he pointed out.

"Whenever a manufacturer sells a TV-only set as the principal receiver in the home, he is slamming a door on aural radio." He suggested that addition of an FM band into a TV set would help FM as well as sales.

Elect V.P.'s

New vice presidents were elected by the association Thursday. They include Glenn W. Thompson, National Telecasting Industries, Columbus, Ind., and Max F. Balcom, former RMA president and chairman of Sylvania Electric Products Co., Emporium, Pa. Elected vice presidents are W. J. Bacon, executive vice president, Collins Radio Co., Cedar Rapids, Iowa; A. D. Flomond Jr., president, Indiana Steel Products Co., Chicago, and A. Liberman, president, Talk-A-Phone Co., Chicago.

Leslie F. Muter, president of the Muter Co., Chicago, was re-elected treasurer, and John W. Van Allen remains as counsel. Dr. W. R. G. Baker, vice president of General Electric Co., Schenectady, continues as director of the Engineering Department.

Directors and division chairmen for the five groups are:

Set Div.—Mr. Thompson, chairman; Robert S. Bell, Packard-Bell; E. Alscher, Sentinel Radio; John W. Wells, Jr., Westinghouse; G. M. Gardner, Wells-Gardner; H. L. Hoffman, Hoffman Radio; H. C. Mattes, Belmont Radio, and Robert C. Tait, Stromberg-Carlson.


Biggest news of trade interest at the convention was member approval of the reorganized administrative structure. A reorganization committee will be named by President Muter. Its recommendations will be made to the board of directors, which is empowered to act at that time. No time limit has been set for the committee report.

Act on Paid Head

Members acted to provide for hiring of a paid fulltime president "if and when" a man of sufficiently "high caliber is found. Gen. Lucius Clay had turned down the $50,000-a-year job a few weeks ago.

At the membership luncheon meeting Thursday, chairman of the committee reported their respective groups approval of by-law amendments providing for: Hiring a paid president when the board so recommends; changing the name of the association; increasing dues, with $100 minimum and $10,000 maximum nationally at the rate of .05% (contingent on board acceptance of a reorganization plan to be suggested by a special committee soon to be appointed); granting autonomy to each division for effects considered essential in each.

Members agreed to a move toward extensive reorganization, prompted after loss of some $300,000 in dues since the end of the war, reduction in membership in recent years and increased expenses. One tenet of the proposed reorganization suggested by Director Jerome Kahn, chairman of the organization and services committee, was an increase in membership dues.

Treasurer Leslie Muter reported an income of $248,000 for the current fiscal year, expenditures of $283,000, and deficit (Continued on page 89)
IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!

THE 1949 Iowa Radio Audience Survey reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have two sets whereas in 1940 there were only 13.8% . . . 12.4% have three or more against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets simultaneously on an average weekday. Where the home has three sets, 44.3% of the families use two sets simultaneously. Where the home has two sets, 26.4% of the families use two sets simultaneously.

In addition to the extra listening caused by two or three sets being heard at the same time, there is a large but unmeasured amount of added listening in cars, offices, barns, etc. Sets create the 1950 Iowa audience, and WHO continues to get the greatest share of this audience. Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

*The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC. National Representatives
ADVERTISING standards covering radio and television set sales and service are near completion in New York City and will be developed in other leading cities, according to Hugh R. Jackson, president of the Better Business Bureau of New York City.

Addressing the 38th annual conference of Better Business Bureaus at the Shoreham Hotel, Washington, last week, Mr. Jackson said the New York bureau has been working for some time with dealers and distributors on creation of standards for radio and TV advertising.

Truman Speaks

Other speakers included President Truman; James H. Carmine, executive vice president of Philco Corp.; and Justin Miller, NAB president.

“We’re quite close to an agreement in New York,” Mr. Jackson told Broadcasting. “Drafts of proposed standards are being interchanged with bureaus in other cities. The problem is most serious in New York. In four months of this year the number of complaints covering radio and television has increased 280% over the same period of last year.

“Eighteen per cent of all inquiries to the New York bureau deal with radio and television, compared to 9% a year ago.

“Radio and television have become the No. 1 problem in volume of public inquiries and complaints.”

The New York bureau is preparing a pamphlet for consumers in which basic facts about sets and service will be outlined, Mr. Jackson said. He blamed some of the present difficulty on the fact that customers don’t know what is in service contracts and don’t understand the extent of the manufacturer’s liability.

Mr. Jackson said the TV-radio problem is threefold. First, it centers around faulty practices of manufacturers, distributors and dealers in advertising and selling. National copy often exaggerates and features superlatives, he said, whereas at the dealer level there are misleading headlines in advertising.

Second problem, he said, is based on servicing where the largest percentage of complaints originates. Fast TV industry growth, shortage of good personnel and faulty advertising of service contracts are back of much of the trouble, he said, along with kickbacks to dealers which do not allow the service company enough money to do a good job.

More Information Needed

Mr. Jackson said the third problem arises from lack of adequate information by the public on what the buyer should expect in TV performance and service, including such elements as location, type of aerial and interference. He said BBB is working with a group in the service field on customer contracts.

President Truman, speaking at the Tuesday luncheon, warned that depression must be prevented if a free world is to win the struggle against Communism. He recalled the “good old days” before the 1929 depression when businessmen believed in “the divine right of business” and were often guilty of fraud, false advertising and other sharp practices.

Cooperation by local bureaus and broadcasters can encourage accurate and non-deceptive advertising, Judge Miller told the opening session last Monday. He explained some of the troubles in TV Standards of Practice “are frankly ideals to be striven for, rather than practices already generally accepted.”

Judge Miller reminded the BBB group that broadcasters must be cautious about taking part in any cooperative effort that might run afoul of the laws on restraint of trade. He recalled the “absurd premise” that broadcasts carrying advertising were not “in the public interest.”

Cites FTC Action

Federal Trade Commission figures for February, he said, show that a far smaller percentage of radio commercials examined by the FTC had been set aside as possibly false or misleading than was the case in printed advertising.

NAB needs more time “to sharpen and extend” the Standards of Practice for television, Judge Miller said.

A. B. Johnston, assistant manager of the Chicago BBB, introduced Judge Miller. He voiced concern over the fact that many telecast commercials are ads libbed and there is no permanent record by which they can be checked. He said broadcast station cooperation with the BBB in large cities is “imperative,” and added there are some exceptions.

Mr. Carmine predicted TV output will reach a postwar total of 10 million receivers by the end of 1950. Retail set sales may reach $2 billion this year, he said. Philco alone has made a million TV sets since the war, he declared, and six-month production this year will exceed 400,000 sets.

Mr. Carmine said Philco does about 17% of industry volume in TV production. He predicted the industry will turn out 10 million radio sets this year.

Going into the sales and servicing problems of the industry, he said dealers should service their TV customers. He noted one problem centers around a dealer practice of farming out service contracts and obtaining kickbacks, which keeps up the cost of service deals. He opposed long-term guarantees.

Television is the biggest value the public has ever received from any industry, he said, contending major manufacturers are building a strong industry. Radio Mfrs. Assoc. may strengthen a lot of problems, he feels, and declared RMA should be taking the lead in establishing new standards in advertising and merchandising radio and television.

Mr. Carmine blamed TV’s extraordinary growth for some of its problems. RMA is trying to set up tube-size advertising standards, he noted, but predicted there will be more tube sizes than ever.

As to advertising practices, he said Philco pays 60-80 on dealer advertising up to 10% of purchases.

“There isn’t enough money in the world for 75-25 advertising,” he said in referring to instances of the sort. The industry is highly competitive, he said, and changes occur quickly. Advertising copy tends to be hard-hitting, as was the case in radio, he pointed out.

Cathode ray tube capacity next year will be 14 million units, Mr. Carmine said, and glass prices are considered high. He said the industry has no credit problem since customers are meeting their payments.

He ascribed extreme cases of price-cutting to objective inventories subject to special deals.

Mr. Carmine feels a good market will develop for trade-in sets. He said new models come out in just July, with shady practices more common in the spring.

TED BATES INC.

Adds Four Staff Members

Two new account executives have joined Ted Bates Inc., New York. They are Neal Wilder, formerly with McCann-Erickson, New York, and Allen M. Whitlock, who was with Doherty Clifford & Shenfeld Inc., New York. Mr. Wilder will serve the Colgate-Peet Drug Co.; Mr. Whitlock will work with the American Home Foods Co. account and Mr. Whitlock is assigned to the American Home Foods account.

Paul Bowte, formerly with Dancer-Fitzgerald-Sample, has joined the radio television department and Mos. Wallace, formerly with Doherty, Clifford & Shenfeld, has joined the agency’s art director’s staff.

FCC Actions

INITIAL decision to grant WCTT Corbin, Ky., switch from 250 w on 1400 kc to 1 kw on 680 kc, directional, as reported by FCC last week, was made by Chief Counsel, N. Y., and WVEZ New Orleans reported among 14 transfer applications filed. Details of these and other FCC actions may be found in the FCC opening on page 80 and the FCC Roundup on page 88.
"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real low-cost results. That means that a little money goes a long way on W-I-T-H.

For the whole exciting story about W-I-T-H, call in your Headley-Reed man today.
PROCEDURE QUESTION

Delays Richards Case

A RAGING BATTLE broke out between opposing counsel in the G. A. (Dick) Richards case last week, with the second start of FCC's hearing on his news policies being held up until Wednesday (June 14), after Examiner James D. Cunningham upheld the claim of Mr. Richards' counsel that they, not FCC, should present evidence first.

Hugh Fulton, trial counsel for Mr. Richards, charged the Commission granted the delay on the basis of an "ex parte" telephone request by FCC General Counsel Benedict P. Cottone after Examiner Cunningham ordered the hearing to proceed with presentation of Mr. Richards' case in advance of the FCC staff.

The General Counsel appealed for reversal of Mr. Cunningham's ruling. The Commission, which anticipated the appeal when it granted the "ex parte" request, held that the rule on the question promptly. Mr. Fulton, who flew to Washington to conduct an on-the-scene fight, filed an appeal to the court and asked to be heard personally by the Commission.

To permit the FCC staff to proceed first would be to admit the hearing is a proceeding which, he said, permitting that in this event the law requires the Commission itself to hear the case.

FCC Went First

In the original hearing—the record of which was stricken following the death of Examiner J. Fred Johnson, Jr.—FCC presented its evidence first [BROADCASTING, March 29, 27; April 3]. Judge Johnson died during a recess, the hearing being on the Los Angeles phase of FCC's case. The Commission, upon request of Mr. Richards' attorneys, then ordered that the hearing be started anew.

The case involves charges that Mr. Richards—owner of KMPC Los Angeles, WGBR Cleveland, and WJR Detroit—ordered KMPC management to refuse to broadcast news of the late President Roosevelt's family, certain members of the Roosevelt administration, and certain minority groups. At stake are the licenses of Mr. Richards' stations and his plan to set up a television network for the three outlets.

Following by Examiner Cunningham which touched off the controversy came at a pre-hearing conference in Los Angeles Sunday, June 4, the day before the new hearing was to begin.

Mr. Fulton insisted FCC rules provide for "applicants" to proceed first. Mr. Cottone claimed the agreement reached in a pre-hearing conference with the late Judge Johnson, whereby FCC was to proceed first, was not affected by the Commission's subsequent order striking out the record of the hearing. Cottone had argued, FCC should again go first.

Examiner Cunningham said he personally would prefer to hear FCC witnesses first, but that the rules give the applicant the right to make the opening presentations.

Both the General Counsel and Mr. Fulton claimed to have gone to the Denver Press in the expectation that their respective presentations would be heard at the outset of the sessions scheduled June 5.

Witnesses Present

The General Counsel said "the many witnesses" to be used by FCC—which presented some 23 in the original sessions—had been notified and were on hand, some appearing by subpoena. Mr. Fulton said around 40 witnesses were called to appear on behalf of Mr. Richards.

Mr. Fulton asserted that before the first hearing FCC had refused his request for "a bill of particulars" or a list of witnesses and documents which FCC intended to rely upon. The first hearing, he said in a statement, in effect gave him "the bill of particulars I was entitled to have before and ... I therefore insisted upon proceeding first."

He said Mr. Cottone's opposition to this procedure "is an act of desperation because Mr. Cottone realizes that on the testimony of scores of important public figures and other reliable witnesses is introduced into the record there will be no possibility of preventing the public from realizing the lack of foundation of charges made by the Commission staff against Mr. Richards and Station KMPC."

The General Counsel's appeal, signed by Harry M. Plotkin as acting General Counsel, charged Cottone is in Los Angeles claimed that counsel for Mr. Richards originally asked for a bill of particulars in the same document in which they argued that the hearings were "accusatory in nature" and that FCC accordingly should present its case first.

"From [this]," the appeal said, "it is clear that counsel for the applicants did not correctly state the facts ... when he indicated that it was the Commission's refusal of a bill of particulars that prompted his request for the Commission to proceed with the introduction of evidence."

Procedure Continued

The appeal reiterated that the first pre-hearing conference's agreement's basis that an appeal of this hearing was not affected by the subsequent decision to strike out all evidence taken before the late Judge Johnson. Therefore, it was claimed, "the agreement and ruling ... that the Commission proceed first with the introduction of testimony remained in force."

The General Counsel also noted that "at no time before the issuance of the Commission's order of May 23, 1956, [ordering that the hearing be started anew], did it appear that the present request for a motion with the Commission requesting it to change the order of proceeding with the evidence which had previously been established."

The first public request, the appeal continued, came at the June 4 hearing conference. Further, the appeal said: "... In the light of the above facts it seems clear either that counsel for the applicants does not have conviction in the grounds urged for the original request that, because of the nature of the issues involved, the Commission assume the burden of coming forward with the evidence, or that he is not serious about his present contentions.

The order of introduction of testimony is not a matter for whim or caprice or a question to be determined on the basis of the momentary tactical desires of parties to the proceeding. The hearing is being held at the same place as in the original proceeding before Examiner Johnson. If they were of such a nature then the Commission should assume the burden of going forward with the evidence, as counsel alleged in his earlier motion, they are still of such character.

Rule Is Flexible

The appeal also denied that FCC rules require that applicants be permitted to start first. The rule, it was claimed, is subject to modification "in individual cases," as evidenced by changes in the order of presentation in previous hearings.

Mr. Fulton's opposition to the appeal claimed that:

If the Commission should interfere with these hearings and order that its staff has the right to present testimony first, the Commission thereby will be establishing the correctness of applicants' contention that in truth and in fact the Commission is attempting to evade these licenses as requested by James Roosevelt and the Radio Press Club [of Hollywood]. And in that event it is for the Commission to proceed without hearing the evidence itself (Communications Act of 1934, Sec. 409(a)).

The brief also claimed that by holding up the start of the hearing the Commission is thereby changing the function of the presiding officer into that of a mere notary. ... The Commission itself is in effect conducting hearings from behind the scenes on the telephone request of

1914 Herman Brandschain 1950

HERMAN BRANDSCHAIN, 36, assistant to the New York editor of BROADCASTING, died last Wednesday after a long illness. Mr. Brandschain had been a member of this publication's staff since Nov. 1, 1948, and an executive since early in 1949. An alumnus of Temple University, when he started the Philadelphia Record, he specialized in labor news coverage as well as general editing in the New York bureau of BROADCASTING.

Born in Philadelphia Jan. 18, 1914, Mr. Brandschain attended public schools in that city, was graduated from the U. of Pennsylvania with a Bachelor of Arts degree and from the U. of Pennsylvania law school.

In 1938 he was admitted to the Philadelphia Bar and for the next three years practiced law in that city. In 1941 he joined the Philadelphia Record as a general assignment reporter, and later became its religious editor.

He served in the Army from 1943 to 1946, editing several camp newspapers. Upon discharge from the Army as a technical sergeant, he returned to the Philadelphia Record, remaining until the paper discontinued publication in 1947.

In 1947 and until Nov. 1, 1948, he was Philadelphia correspondent for several publications, including BROADCASTING, for which he worked on a number of special assignments on the order of a specialty printing establishment.

Mr. Brandschain's unique combination of experience in law and journalism fitted him for unusually competent coverage and editing of labor and business news in radio and television.

He is survived by his widow, Mrs. Fay Brandschain, of 147-47 72d Ave., Kew Gardens, N. Y., and a son, Steven David Michael, 4 1/2 years of age.

ON THE other side of the Atlantic, C. Anstis Brome (1), director, institute of Incorporated Practitioners in Advertising (England), reads an official welcome to Frederic R. Gamble, president, American Assn. of Advertising Agencies. Mr. Gamble visited London in the past fortnight, returning from Mr. Brown's visit to the U. S. last year.

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BROADCASTING • Telecasting
Who KEEPS 'em listening in Oregon?

BARNEY...

in the BARNEY KEEP Show-

another big KEX participation program!

According to listener mail, letters to the editor, and other sounding-boards-of-public-opinion... Oregon's new favorite radio comic is Barney Keep, at 3:30 PM daily on KEX. Barney's merry show follows no routine format; it's a mad mixture of talent interviews and side features such as "The Department of Useless Information" and "What the Screwballs Are Doing." Portland likes Barney; Oregon likes Barney; but no advertiser will find the likes of Barney at anywhere near the price! Participations available. Check with KEX or Free & Peters.

KEX PARTICIPATION SHOWS are a "buy-word" throughout the big OREGON COUNTRY

Kay West • Northwesterners • Squirrel Cage...

and now BARNEY KEEP

KEX

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

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

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

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THOS. LEE RADIO Three Bids Under Consideration

THREE BIDS on the radio-TV properties of the Thomas S. Lee Estate were under consideration last week, with one bidder reportedly seeking the entire package and two others undertaking to split it up.

The bidders were known to be:
Ed Pauley—California oil man and applicant for television in San Francisco. Understood to be bidding, with associates, for all of the Don Lee radio-television properties.
CBS—Reportedly bidding about $8 million, for ownership of Los Angeles properties and Don Lee’s new $3 million building at 1330 Vine, Los Angeles.
Liberty Broadcasting System—Said to be bidding for all the properties other than those sought by CBS (also see separate Liberty story, page 18).

Poub rule. Administrator Ben H. Brown, who is considering the offers with counsel for R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee, and with attorneys for representatives of the will, told Broadcasting that consideration was continuing with no decision yet.

pdb. L. Lintner, New York capitalist and businessman who makes his headquarters in Anchorage, Alaska, who had been expected to be among the bidders, decided

TIME CLAUSE Court Upholds FCC Rule

THE SUPREME COURT last week upheld the validity of FCC’s rule against the granting of rights to station time as part payment in the purchase of a station.

The action was taken by affirmance of a ruling in which a three-judge district court in Chicago upheld the Communications Commission’s rule in a case involving WJOL Joliet, Ill., and A. J. Felman, a former owner [Broadcasting, Feb. 27].

Mr. Felman carried the appeal to the Supreme Court. The Supreme Court issued no opinion, merely granting FCC’s motion to affirm the ruling of the lower court.

Poub rule has been extended to Sept. 1 the time within which the WJOL-Felman contract shall be made to conform with the Commission’s rule. The contract, which was part of the sales price when Mr. Felman sold the station, gives him 45 minutes of station time per day to advertise his department store.

Under the FCC rule, existing contracts providing for reservation of time as part of a station sales price must be renegotiated to provide for termination not later than 1964 and to permit earlier cancellation by the station upon payment of a reasonable amount covering the unexecuted portion.

In the meantime, the rule appears headed for another test in the U. S. District Court for New Mexico, where KOB Albuquerque has filed suit in an effort to rid itself of a time-reservation contract with the New Mexico A. & M. College, a former owner [Broadcasting, May 29].

RCA ROYALTIES Announce Cuts Up to 30%

RCA last Friday announced reductions up to 50% in patent royalty rates applying to radio and TV receivers, transmitters and tubes, as well as electric phonographs, effective June 1.

Royalty rates for radio and phonographs are from 2 1/2% to 1 1/4%; for TV sets, including combination models, from 2 1/4% to 1 3/4%; for receiving tubes, including cathode ray viewing tubes, from 2% to 1 1/4% for TV receivers, from 2 1/4% to 1 1/4%; for transmitting tubes from 3% to 1 1/4% for power tubes from 2% to 1 1/4%; and for transmitter apparatus from 3% to 1 1/4% for RCA’s original royalty rate was 7 1/2% for air broadcasting receiving sets. In 1938 this was reduced to 5% and in 1940 it was further reduced to 2 1/4%. The latest reductions, Gen. Sarnoff said, “are a further reflection of RCA’s efforts to keep the radio and television industry fully abreast of the art at a minimum cost to the industry and the public.”

ROBERT COMPTON WCAS Carthage Owner Dies

ROBERT COMPTON, 54, owner of WCAS Carthage, Ill., and founder of WTD Quincy, Ill., died June 6 at a hospital in nearby Keokuk, Iowa, as a result of a heart attack. Mr. Compton, who had heart trouble several years, was in the hospital for a checkup.

He sold WTD in the air in Carthage in 1928, and later moved the station to Quincy. He then bought WCAS Carthage from Carthage College, which put the station on the air in 1931. It is operated by Superior Broadcasting service, with Mr. Compton as president.

He is survived by his widow and a daughter. Private services were conducted in Carthage last Monday.

On the dotted line...

IT’S “the sweetest music this side of heaven” for C. F. Smith Co., Detroit grocers, after sale of WZM’s General Lombardo Show for 52 weeks on WJR Detroit. Discussing contract are (l to r) William A. Mullana Jr., advertising executive; H. W. Hart, pres., Smith Co.; Mr. Lombardo; Walter Miller, WJR sales.

SPONSORSHIP of news show, Your Radio Newspaper, on KTXS San Antonio is let by B. B. McGinsey (seated), v. p. and general mgr., Pearl Brewery, San Antonio. Standing (l to r) are Charles D. Kaar, KTXS mgr.; Jack Pitlik Jr., Pitlik Advertising Agency; Vic Kennedy, ass’t. genl. mgr., Pearl Brewery.

KEEPING The Lonesome Gal company in business, of contract that gives Maier Brewing Co., Los Angeles sponsorship of program on KJL Los Angeles are Bill Boxley (l), Don Lee, account executive, and Don Breyer, vice president and manager, Brisacher, Wheeler & Steff, agency for Maier.

ARRANGING his firm’s 10th consecutive year of advertising on KW Larami, Colo., is taken by Lee Flora (r), Redcliff druggist. Discussing agreement with Mr. Flora are Dorothy Ann Shaffer, sales manager for KLML, and Orth Bell, KLML program director who writes and produces the programs.
with great pride

George Foster Peabody Award
for 1949

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

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

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

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

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

WWJ was also the proud recipient of the coveted
Alfred I. du Pont Award for 1949
STEPHEN SCHEMBRI, Garage Manager, 22-34 93rd Street, Jackson Heights, Queens.

"One of the reasons why I listen most often to WOR is because it's such a clear station. I always know wherever I am, no matter what the weather is, that I can get it. It's a pretty nice thing to know. In fact, my wife and I usually just push the WOR button and stay put for the whole evening."

MRS. WILLIAM PULSCH, Housewife and Store Owner, 52 Clark Street, Brooklyn, N.Y.

"WOR! Why WOR is John Gambling! My goodness, I purposely get up early for him every morning. I've even persuaded my husband to get up earlier so we can listen together. I love Gambling's wholesome outlook on life. When I heard he was sick last year I felt terribly. He's just that kind of man. You feel close to him and somehow I feel close to WOR... because of him and the other personalities like him. You can see why it's the family station and the one we listen to most often."

"why I listen most
being a report on many nice people who told us, face to face, some of the reasons that make WOR the station listened to most, by more people, more often, than any other station in the United States"
WILLIAM CINER, Store Owner, 1353 Sheraton Avenue, Bronx, N. Y.

"There's something about the news that WOR sends out that has made me a fan for many years. It's fair, you know. Never gives you one side without the other. I guess it's this intelligent approach that I most admire... it's a hard enough thing to find these days. 'Meet The Press', for instance, is a program I never miss. No wonder I listen to WOR most often."

MRS MAUDIE IRBY, Housewife, 223 West 116th Street, New York.

"I love WOR for its people. People like Kate Smith—they set me all aglow. I like her voice and the way she comes out with plain facts and tells you the truth. And those McCanns—Alfred and Dora—I feel I almost know them personally. Their ideas on food have helped me enormously. And then there's WOR's news! My husband wouldn't leave in the morning before he's heard it. Why, we practically set our day by WOR! That's why we listen most often to WOR."

often to WOR...."

One early, rain-swept morning about three weeks ago, a WOR writer named Shirley Lansing and a photographer called Pastarnack, tumbled into a little convertible at 9th Ave. and 42nd Street and wheeled away to meet about forty or fifty of the hundreds of thousands of people who listen to WOR in the five boroughs of New York.

Their instructions were simple: See anybody, anywhere.

continued on next page
MOLLY CLANCY, Hair Stylist, 268 Alexander Avenue, Bronx, N. Y.

“It may sound silly to love a station for its sense of humor, but I feel that way about WOR. WOR gives me a lift, like a good friend. WOR brings me fun. That’s why I listen to it most often. For instance, I’ll find myself howling with ‘Can You Top This’ and ‘Second Honeymoon’ and then there’s the warm kind of fun I have when I hear ‘Breakfast With Dorothy and Dick’. It’s warm; that’s it! That’s WOR!”

IRENE KOSLAN, School Teacher, 2055 Anthony Avenue, Bronx, N. Y.

“I’ve got a pretty heavy schedule to maintain and I don’t waste my time on trivialities. WOR’s ‘Opera Concert’, however, is a program I make time for—that and ‘The Deems Taylor Concert’. And there’s a woman’s program that I listen to very conscientiously—Martha Deane. I first heard about Cortisone, the new arthritis drug cure, on her program. There seems to be so much more, more often on WOR.”

Just ask the person—“What New York station do you listen to most often? Why?” The decimal dignitaries could find this method as holed as a Swiss cheese, but, to us, it was just a “story”—the kind of thing good newspapers do every day.

What WOR’s two people saw and what they heard is mirrored in the interviews here. When you have read them, WOR is sure you’ll say, “Small wonder that WOR does the amazing things it does in the homes of more than 4 million families in 14 states for a majority of the biggest and the smallest advertisers in America.”
MRS. MARY HURLEY, Housewife,  
188 Lincoln Avenue, Bronx, N. Y.

"There's so much more to WOR... I mean in the way of entertainment and, well, scope! I'm a theatre fan, so I always listen to 'The Family Theatre' and 'The Damon Runyon Theatre.' But for years I've thanked WOR for Gabriel Heatter. I like his humanism and the way he explains the news. He doesn't rush through his reports like lots of other commentators. He gives a feel to the news and makes me feel I'm closer to the world and so to its news."

WILLIAM COINE, Designer,  
9241 63rd Avenue, Forest Hills, L. I.

"To me, WOR stands out for its sports coverage. You can't beat Stan Lomax. He's always been one of my favorites. I get him every night as I drive home. And when he finishes up, I really feel up to date on the entire sports world and its personalities."

ARTHUR NAHMACHER, Seaman,  
432 Yetman Avenue, Staten Island 7, N. Y.

"You might say I'm strictly a weather man. And wherever I am, I stay up for WOR's 11:25 weather report. I've never heard anything like it. That 'Nemo' really gives a working and reliable overall picture of weather and future trends. WOR brings you stuff you can depend on."

the station listened to  
most often.  
by more people  
than any other station  
in America

WOR
To an Account Executive
with radio
budget
problems and an ulcer

Perhaps you have never smelled the fragrance of new-mown hay treading on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Drvorak made powerful music for the New World Symphony from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowa's. Iowa's rockless soil produces more wealth each year than all the gold mines in the world.

Before you dash out for a hurried lunch of soft-boiled eggs and a glass of milk (while many an Iowa is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasted corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this: A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

CHANNEL ISSUE
FAB Asks FCC Revision

BREAKDOWN of clear channels, with the goal of revised station assignments in Florida, was recommended June 3 by the Florida Association of Broadcasters at the closing of a two-day meeting held at Orlando [BROADCASTING, June 5].

In a resolution calling on FCC to decide the clear-channel case, the association pointed out that pending negotiations with Cuba do not offer Florida any hope for assignments on frequencies to be withdrawn. It contended that new assignments could be made "without detriment to the present licensees of such clear-channel frequencies."

FAB went on record to ask review of the 3% sales tax on sale and use of certain property in Florida, contending broadcasting as an industry should be placed on a parity with other media of public communication.


Attending the meeting were:

Andersson, Herb, WTSF St. Petersburg; Ballinger, Kenneth, Tallahassee; Baskerville, Chas., WFLA Tampa; Bier, Mrs. W. J., and Mrs. WINK Ft. Myers; Bernhard, J. E., WFGO St. Petersburg; Browne, J. Alan, WORZ Orlando; Browning, John E., WSFB Tampa; Camp, Harry, WQAM Miami; Carter, Sam, World Broadcasting System, New York; Chamberlain, Dolph, WGGG Gainesville; Covington, Ted, WMGT Jacksonville; Cross, Mr. and Mrs. John, State Dept., Washington; Cunnings, Harry E., station rep., Jacksonville; Danforth, H. P., WDBO Orlando; Davis, L. J., WMJU Deland; East, W., WMFS Daytona Beach; Feagin, Bob, WPGC Washington; Fidler, Robert, WIOO Miami; Gilchrist, Tom, WWCJ Orlando; Gilgen, Henry A., RCA Theatres, Atlanta; Graves, Laurance, WFLA Tallahassee; Hamilton, Frank, WNTM Tallahassee; Hill, Gene, WFTM Orlando; Holmes, John J., WJFX Jacksonville; Howard, John, WGMU Fort Myers; Hunter, Allen, WBBR Leesburg; Hunter, Mrs. Paul, WLSF Leesburg; Jones, Paul, WFLA Tampa; Kay, Peggy, Newspaper News; Ketler, Pete, WGBS Miami; King, Frank, WMER Jacksonville; LeGage, James, WIOD Miami; Leisen, Ben, WCNO Quincy; Long, Maury, BROADCASTING; Lown, Win, Associated Program Services, in York; Marshall, Glenn, WMHR-TV.

Funeral services were held last week for Joseph C. Eggleston, 48, commercial manager of WMC, WMCF (FM) and WMOT (TV) Memphis, Tenn., who died of a heart attack June 4. He was widely known in radio, television, advertising and newspaper fields, and previously was associated with The Branham Co., station representative.

Mr. Eggleston was appointed commercial manager of the three Memphis stations in 1956 after serving a year in the advertising department of the Commercial Appeal. He was active in local civic, charitable and religious organizations and was a veteran of World War II. Mr. Eggleston was past president of the Exchange Club of Memphis, member of the board of directors of the Colonial Country Club of Memphis, and an officer of the Advertising Club and Sales Managers Club in that city.

Mr. Eggleston is survived by his wife, Isabel; two sons, Joe Jr. and James F.; three sisters, and one brother. He was born in Franklin, Tenn., in 1917.

Turnabout
THE CUSTOMER—who's always right—recently bought time on WPFR Albany to pay respects to an advertiser, Capitol Buick, in that city. Jane Barton, formerly in publicity in New York and now with New York State Dept. of Commerce, purchased time (16:10:15 a.m.) on Beth Lee's Woman's Page of the Air to call attention to the courtesy and service shown her by the auto dealer.

NUTMEG NETWORK
Formed by Conn. Stations

FIVE-STATION Nutmeg Network, formed to serve Connecticut listeners with special events and other program fare, is now in operation with member stations comprising WRFB Hartford, WICC Bridgeport, WELI New Haven, WBRB Waterbury and WICH Norwich.

According to a joint statement issued by the stations, special events will feature important political broadcasts and other "remotes" in the state "strategically covered" by five stations. Each station will be responsible for network broadcasts in its area, the announcement added.

1907 Joseph C. Eggleston 1950
UNITED STATES STEEL HOUR

Summer Concerts

NBC SYMPHONY ORCHESTRA

With such distinguished soloists as: MELCHIOR, KAPELL, MAYNOR, MERRILL, TRAUBEL, CONLEY

SUNDAY EVENINGS 8:30 P.M.

NBC NETWORK

Every Sunday, June 11 through Sept. 3

GEORGE HICKS Speaking for U.S. Steel
RESTRICTIONS of major and minor leagues on broadcasts of baseball games were "condemned" Monday by the Pennsylvania Assn. of Broadcasters, meeting at Bedford Springs Hotel, Bedford. The association adopted a resolution declaring the rules "are not in the public interest in free dissemination of news."

The group decided to name a committee to meet with the Pennsylvania Interscholastic Athletic Assn. to discuss mounting charges for rights to play-by-play pickups of high school athletic events.

Other resolutions called for a study of a plan to conduct a state radio coverage study in cooperation with Penn State college, and commended Frank Smith, WBVP Beaver Falls, retiring PAB president.

Victor C. Diehm, WAZL Hazleton, was elected president. Other officers elected: John S. Booth, WCHA Chambersburg, vice president; David K. Bennett Jr., WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer. Directors elected were: Mr. Smith; George D. Coleman, WBGI Scranton; Roger W. Clipp, WFIL Philadelphia; James F. Murray, KQV Pittsburgh; Charles E. Denny, WERC Erie; C. G. Moss, WLTR Bloomsburg; Tom Metzger, WMRF Lewistown.

Weekend events included a PAB directors meeting Saturday evening and golf tournament Sunday. Mr. Murray and Louis Rose, Don Ton Department Store, Greensburg, had low scores of 73 in the "kicker handicap."

MBS officials met Sunday with affiliates from Pennsylvania, Virginia and West Virginia. Representing the network were Frank White, president; E. M. (Pete) Johnson, stations relations vice president, and R. W. Carpenter, eastern manager of station relations.

Joseph M. Cleary, WESB Bradford, Pa., was elected at a news panel. Other participants were Frank D. Coslett, WBRE Wilkes-Barre, and Jason Gray, WCED Dubois. Mr. Cleary said WESB requires newsmen to initial the wire report at least once every quarter-hour and called for use of "English, rather than slang" in news broadcasts.

Mr. Coslett suggested local and national news should be intermixed, and favored use of separate voice for the commercial. Mr. Gray stressed the power of local news.

Mr. Murray presided over a sports panel. Opinion ran high over the increasing cost of covering high school sports events.

Abel Redmond, WHP Harrisburg, described successful use of radio news by banks and urged stations to do a better job of local programming.

Gordon Gray, WIP Philadelphia, head of the All-Radio Presentation, described the "Lightning That Sells" movie. After showing a 21-minute version of the industry promotion film, PAB members voted overwhelmingly that it was "good" with no votes for "poor" or "fair."

Mr. Clipp was chairman of a metropolitan market commercial panel. Other participants were Carl Dozer, WCAE Pittsburgh; Herb Kendrick, WGBB Harrisburg, and Mr. Denny, of WERC.

Mr. Clipp outlined benefits of close cooperation with local dealers and declared local promotion is as important as program acceptance. He suggested formation of a Pennsylvania network.

Follow Rate Cards—Dozer

Mr. Dozer called for adherence to rate cards or issuance of new cards. Mr. Denny told how WERC is sold up to 5 a.m. as one step in meeting competition of television. There is no substitute for local news, he said, WERC having six persons assigned to news and special events, Mr. Kendrick stressed sincerity of staff members in selling and reading commercials.

Joseph E. Baudino, KDKA Pittsburgh, introduced the guest luncheon speaker, Theodore Roosevelt III, Pennsylvania Secretary of Commerce. Mr. Baudino is radio director of Pennsylvania WBPX, to be held Oct. 16-26. He told how PAB will cooperate in the event.

In a small market program-commercial panel advantages and disadvantages of per inquiry and political business were discussed. Participants included Harry Hurwoll, WCAE Uniontown; Tom Price, WBVP Beaver Falls; David Potter, WNAE Warrendale; Robert Nielson, WIPA Washington; Art Graham, WKST New Castle; Merle, Dehm and Booth.

Mr. Coleman, of WGBI, NAB District 3 director, asked stations to consider carefully before resigning from NAB. He presided over a metropolitan market program panel.

Participants included Bob White, KDKA, and Leonard Kaper, WCAE. Mr. Kapner told delegates that schools offer a good opportunity for public service and improvement of station rating. Mr. White urged stations "to look for the other side of public service controversy."

C. G. Moss, WITG Bloomhsburg, Pa., was chairman of the resolutions and by-law panel. Participating were David J. Heimert Jr., WKBO Harrisburg; Ed Hersberg, WEDO McKeesport, and Ken Rentkamp, WBCB O City. George Podyea, WHIM Greensburg, was chairman of the nominating committee.

"Let's buy us a yacht, Susie!"

US big-farming spendthrifts in the Red River Valley live high, wide and handsome, believe us. Lavish spendin' comes easy to our fabulous farmers, because they earn far more dough than the national average...

WDAY, Fargo, is the one sure-fire way to reach our wealthy hayseeds. Hoopers prove that WDAY consistently gets top ratings in Fargo and Moorhead. On weekday afternoons, for example (Jan.-Feb., '50), WDAY gets a 70.3% Share of Audience against 9.7% for the next station. And this same preference must exist outside of town, too, because WDAY has racked up some of the nation's most impressive mail-pull stories. Let us or Free & Peters send you all the facts about pioneering WDAY. You'll be glad you did!
March-April, 1950 Hooper Station Audience Index Shows

WCAO
"The Voice of Baltimore"

IN THE MORNING!
Share of audience is 30.1 (20.9% ahead of nearest competition)

IN THE AFTERNOON!
Share of audience is 21.0 (17.3% ahead of nearest competition)

IN THE EVENING!
Share of audience is 16.3 (38.1% ahead of nearest competition)

IN SATURDAY DAYTIME!
Share of audience is 21.8 (21.1% ahead of nearest competition)

IN TOTAL RATED TIME PERIODS!
Share of audience is 19.0 (35.7% ahead of nearest competition)

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
and now...over a 6-month period...

WCFL Leads in Chicago in Pulse-Rating Gains

*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-Apertil 1949. (Averages. 6 a.m. to midnight, Monday through Friday.)

BASIS OF CHANGE: Nov., 1948-Apr., 1949

<table>
<thead>
<tr>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
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<tbody>
<tr>
<td>+ 2.26%</td>
<td>- 12.0%</td>
<td>- 20.25%</td>
<td>- 23.16%</td>
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<td>50,000 Watt Indep.</td>
<td>5,000 Watt Indep.</td>
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<td>- 4.52%</td>
<td>- 11.06%</td>
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Long-Term Leader! This chart shows that WCFL, a month-by-month leader in Pulse rating increases, steps far in front of other Chicago stations for the half-year ended April 1950. Growing listenership plus reasonable rates make WCFL today's ideal Chicago radio buy.

On All Accounts

At the age of seven, Ralph S. Bing edited a family newspaper, charging the relatives for their advertising. This was almost the embryo of that flourishing advertising agency, Bing & Haas, Cleveland, Ohio.

Born in Cleveland May 21, 1917, Ralph attended University School and Heights High, both Cleveland, U. of Illinois and Cleveland College of Western Reserve U. He was advertising manager of the Heights High paper, The Black and Gold.

The Bing & Haas Agency was formed in July 1946. Gertrude Haas, the other partner in the firm, and Ralph have known each other all their lives. Miss Haas did commercial art work for Sears, Roebuck & Co. and several department stores before starting the agency with Ralph. Just prior to the agency partnership, Ralph was advertising manager for Lampi Fashions Inc. He firmly believes now that had he known the work involved in starting an agency, he would have had the nerve.

The firm, which started out with three accounts, in four years has increased this to over 42 accounts. The staff originally consisted of Ralph and Gertrude; Ralph handling the contact work, copy writing and administrative angle, Gertrude the art work and production. The agency now has grown to five staffers. During the firm's first year the youthful partners gained local and national recognition, and Ralph states that within three years the partnership should be ready to apply for A's.

One of Bing & Haas' most important accounts is the annual Grotto Circus, whose attendance has risen steadily for the past four years under the agency's able handling. Other accounts include Blauschild Motors, Pelunis Motors, Fluorescent Equipment & Mfg. Co., J. H. Boesch Carpet Co., Bradley Sweater Co., and Big Four Lumber Co., to name but a few.

The indefatigable Ralph Bing also has time for such hobbies as badminton, tennis, woodworking and pipe collecting. One of his main hobbies is photography and some of his work has been exhibited in Cleveland. He aspires to acquire a home in the country and a boat, to see the business expand and to have a vacation once a year. A nine-day trip to Bermuda last April was his...
Mr. Time Buyer:
Before you run off on your vacation, check your Fall Schedules against this!

BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!
1-MINUTE SPOTS ON
50,000 WATTS
WNOE · NEW ORLEANS
ONLY $13.00 (360)
EACH (TIME RATE)

Available Right Now: Spots between High-Rated National Shows! .. Spots on or between long-established Local Shows! .. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

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

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME
Get in Your Orders Now!

BROADCASTING · Telecasting
June 12, 1950 · Page 37
Latest Hooper gives WGBS an overall lead of 48.8% over the second-place station. **Daytime**, WGBS has more audience than the next two network stations combined!

**FM-TV and the 7 OTHERS**

**NETWORK STATION B**

**NETWORK STATION C**

**LEADING INDEPENDENT**

20.7% 5.1% 21.1% 21.3% 31.7%
1950 CENSUS GIVES MIAMI AREA OVER 500,000

Here is one of America's most amazing success stories... the new 1950 Greater Miami of over a half million permanent residents... and a year-around economy expanding both in volume and soundness. Greater Miami in 1950 takes its rightful place among America's major markets and, at the present rate of growth, heads for its first million in the next ten years.

1950 HOOPERs GIVE STATION WGBS AUDIENCE LEAD IN MIAMI MARKET

Here is another amazing success story. Station WGBS, 50,000 watt CBS affiliate in Miami, has doubled its share of audience in just the last two years. Growing with Greater Miami, serving well the cultural and economic interests of all South Florida, WGBS is now the established leader in a field of twelve stations. With the highest standards of broadcasting as its guide, WGBS sets the pace in Miami, just as the other members of the Fort Industry family star in the communities they serve.
**Editorial**

**Clinical Analysis**

THERE'S something new under that radio sun. Perhaps you won't recognize it by its name, "National Spot Radio Clinic."

Last week, in Chicago, a hundred executives of the stations represented by Free & Peters met in closed session with top brass of the representative firm to discuss every facet of sales, programming and promotion. They got into ordinarily mundane "housekeeping" matters. They discussed standardization of rate and format, TWX codes, and other time-savers and simplifications of interoffice procedures.

They left convinced they had accomplished plenty. They commanded repeat performances.

The clinic idea is far from new. They have been held at many NAB conventions and at district and state association meetings. These, however, of necessity have been broader in scope and generalized.

Here was a growing-relations committee, with a common purpose, met with their sales organization. It was the doctor-patient relationship. They heard straight stuff from top agency people. They compared notes. They decided upon unit price and rates, the buying and selling side of their facilities. They came voluntarily. It was high tribute to Preston Peters and his organization.

Most significant was clearly a resurgence of affirming selling.

**Business Trends**

A MONTH there will gather in New York two dozen of the topmost business and industrial leaders of the nation. They will meet under the aegis of radio, to function voluntarily as the NAB Business Trends Committee, and chart trends in the American economy, in conjunction with leaders of radio. This committee constitutes a veritable Who's Who of commerce and industry. Its roster reads like an advisory council to the President of the United States. It will meet periodically. It will observe the entire national and world news. The results of its deliberations will permeate the economic fabric of the nation.

It is a compliment to radio, and to the men who guide its destinies, that these business leaders accepted the invitation to serve.

The idea for the Trends Committee was developed by Richard P. Doherty, NAB employee-relations director. It was avidly endorsed by President Justin Miller, and authorized by the NAB board last February. Mr. Doherty, former economics professor at Boston U. and a former executive director of the Industrial Relations Council of Metropolitan Boston, did not receive a single rejection to an invitation to serve.

The committee, of course, will deal in broad economic matters. It will look to the development of our free, competitive system. However, radio leaders from individual stations and networks alike will be afforded the opportunity to tell the radio and TV stories which first flashed them into and the conference table.

In these days of adversity within the NAB, the Trends Committee, along with the frontline forays of the Broadcast Advertising Bureau, tends to brighten the otherwise bleak outlook.

In the months ahead, they may well prove worthy the whole price of admission to an inevitably reorganized NAB.

**TV's Low Road or High?**

COLOR continues to monopolize the TV regulatory spotlight. This is the infinitely more important problem of competitive nation-wide television— involving basic allocations —perforce remains in the wings, apparently to emerge only when the color prima donna has completed her performance.

The deep freeze continues. Since no timetable on TV yet has been accurate within a half-dozen months, statements that the freeze will end this year would seem to need at best a liberal dose of optimism.

To us, the greatest mystery has been the utter complicity of broadcasters, manufacturers and public alike on the real allocations issue. That is the compound question whether television is going to remain in the VHF or low band, whether the plan to have mixed VHF and UHF allocations will be retained, or whether the Commission will elect to move all television "upstairs" into the UHF.

Certainly Chairman Coy and members of the FCC have done something more than broach the question. Inquiries about built-in adapters to cover UHF most assuredly could relate to a wholesale move to the possibility of mixed VHF-UHF allocations.

Some of our public officials apparently feel that television might be better off starting from scratch in the UHF, where it would have a "blank sheet" area as separate as possible to the 500 or 600-station potential of the present VHF. Or, alternatively, that at least television should be contained in the UHF and the present Channels 7 through 13, which represent the top side of the VHF.

This thinking undoubtedly recognizes the clamor which aviation, mobile and other non-broadcast services are making for low-band space, and the relative clarity of the thinking, too, that the VHF might constitute the "clear channels" of television, with UHF representing the equivalent of the small-caps local.

Whatever the thinking, it behoves all those interested in television (and who in aural broadcasting isn't?) to take stock. Actually it is the resurgence of one of the original TV issues. Assistant Chief Engineer John A. Willoughby projected it two years ago.

It isn't wishful when Chairman Coy poses questions about a "cut-off" date for the use of the 21st band and the replacement of the color hearings. It becomes less wishful when he talks of color TV in two years, perhaps, and a shift to UHF six years thereafter. The leap, however, is panned at practically all manufacturers' witnesses, is not to be construed as academic.

There are 105 TV stations on the air—all on Channels 2-13. They are in 62 markets. For the most part, these are the top markets. There are, however, more than 6,000,000 sets in use, representing a probable billion-dollar public investment.

Substantial figures, these. Any plan to move "upstairs," though it may superficially have unprecedented proportions in the radio media, it would bring down the wrath of the public and of Congress. The Armstrong fight over moving FM upstair would seem like an amateur performance compared to this.

The freeze, however, will never diminish. Time runs against a switch-over. The freeze is effective only as to transmitters, not the public investment in receivers.

There, it seems to us, are the questions to wonder. Instead of contemplating a move from VHF to UHF, should not the FCC and the industry consider adding VHF channels to the apportioned band, particularly the space now occupied by the military and said mainly to be kept on ice against a national emergency? It may be later than we think on a VHF-to-UHF move.

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**Our Respects To**

FRANK BULL

ADVERTISING agency executive by day; disc m.c. by night.

And both have proven lucrative to Frank Bull, partner in Smith & Bull Adv., Hollywood, who is also a vice president and director of Walter McCreery Inc., Beverly Hills advertising agency.

Mr. Bull, equipped with practical knowledge gained in early days of radio, has put that know-how to work. And in the span of a few years he and his partner, Dick Smith, have built the agency to one of the majors on the West Coast.

Besides actively supervising such well known agency accounts as Seaboard Finance Corp., Transport Indemnity Co. (11 Western states), Triangle Publications, Western Division, Western Harness Assn., Western Golf Championships, J. E. Coberly (Lincoln-Mercury), Marshall & Clappett (DeSoto-Plymouth), M. J. Wershaw Co. (auctioneers), and Los Angeles Rams (professional football), Mr. Bull conducts a nightly one hour Americas Dances record program on KFWP Hollywood and has been doing it for the past 11 years.

Mr. Bull takes this Monday through Friday program seriously too. Rated high in surveys for the past eight years, it has an avid audience. He takes the same obligation to his loyal listeners as he does to clients of his agency. To him, this program is the day's high spot on his busy calendar.

A great believer in the unknown an opportunity to achieve greatness, Dick Jockey Bull utilizes this nighttime program to carry out that philosophy. He features recordings of many a struggling singer or band, plugging a name until it catches on.

A native Kansan, Frank Bull was born on a river bottom farm near Winfield on May 27, 1897. His family migrated to Los Angeles in 1910 where he was graduated from Los Angeles High School five years later. A year at Los Angeles City College completed his academic education.

Then 17 years old, he started out to conquer the financial world. He wanted to be a banker and got himself a job as messenger with Hellman Night & Day Bank in Los Angeles. At the age of 23 he was chief teller.

Six years later when Beverly National Bank was organized in Beverly Hills, Mr. Bull joined as vice president and cashier, continuing in the banking business until 1927.

In the interim, he had become interested in that new thing called radio. As president of Beverly Hills Kiwanis Club, he was called upon often to do a bit of speech making—and he became an expert at it. This brought him (Continued on page 86)

BROADCASTING • Telecasting
KOIN proudly acknowledges another Traffic Safety award...

In addition to the "National Safety Council Award" for 1949
KOIN is happy to receive the

ALFRED R. SLOAN RADIO AWARD
FOR DISTINGUISHED PUBLIC SERVICE IN HIGHWAY SAFETY 1949
KOIN, PORTLAND, ORE.

1st weekday mornings...1st weekday afternoons
1st evenings (Sunday thru Saturday) 1st total rated time periods.

(Hooper station audience index Dec. 1949 thru Apr. 1950)
LAUD SARNOFF
French Grant Grand Medal

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week received the Grand Medal of the Association des Ingénieurs-Docteurs de France, for his services in war and peace that have in "great measure contributed to the development of public cultural relations on a world scale."

Gen. Saroff is the fourth American to receive the medal, which was presented by Philip Cortney, first vice president of the French Engineers of the United States.

The citation noted that Gen. Saroff carried out missions of "highest importance in World War II, and added that "the great progress now achieved in the field of telecommunications" is attributable to Gen. Saroff's "vision and leadership."

In accepting the Grand Medal, Gen. Saroff said, "We are now in an era of radio vision as well as sound, and the promise of the future in telecommunications is greater than ever before. . . ."

BINGHAM QuITS
Leaves ECA French Post

RESIGNATION of Barry Bingham, president of the Louisville Courier-Journal and Louisville Times, licensee of WHAS, that city, as head of Marshall Plan mission to France was announced last Tuesday by the Economic Cooperation Administration. He will return to his publishing duties, according to ECA.

Mr. Bingham assumed his duties in April 1948, replacing David K. E. Bruce, who became ambassador to France. Harry Parkman, a Boston lawyer, will succeed Mr. Bingham as chief of the foreign recovery program in France.

JOHN BALLARD, in charge of national sales office of WSB Stations for past six years, named assistant general manager in addition to continuing his present duties. WSB stations include: WBIR Knoxville, Tenn.; KFDA Amarillo, Tex.; WCMR Ashland, Ky.; and WLAP Lexington, Ky.

LEROY BREMER, formerly with KRBC, TV Seattle, appointed general manager of KERR, new 1,000 w daytime station in Kermit, Tex.

CLIFFORD EVANS, director of New York City television unit, appointed assistant to deputy mayor. He continues to supervise city's TV unit.

J. LEONARD REINSCHE, managing director of WSB Atlanta, WHIO Dayton and WIOD Miami, elected to board of directors of Atlanta Newspapers Inc., publisher of Atlanta Journal and Atlanta Constitution. Mr. Reinsch and his wife have left for a Carribean cruise and vacation in Guatemala.

J. H. RATCLIFFE elected a director of Standard Radio Ltd., operating CFRB Toronto. He succeeds D. J. McLeod, resigned.

G. C. LIVINGSTON named general manager and chief engineer of WATL-AM-FM Atlanta, Ga.

DEWEY H. LONG, veteran of 21 years in radio, appointed general manager of WABB-AM-FM Mobile, Ala. He has served with WBT Charlotte, N. C., as assistant station manager; with WSAI Cincinnati; as manager; with WLW Cincinnati as manager of Chicago sales office. He left WLW in 1943 to join WELI New Haven, Conn., as manager. After that he was manager of WMQB Mobile. During past year he has been with Frederic W. Ziv Co.

THOMAS F. O'NEILL, vice president and director of Yankee Network, wholly-owned subsidiary of General Tire & Rubber Co., elected a vice president of General Tire & Rubber Co.

GAYLE V. GRUBB, general manager of KGOU-AM-TV San Francisco, elected a director of San Francisco Advertising Club as head of radio department. He also was named member of press and publicity committee, Citizens Committee for Centennial Celebration of California's Admission to the Union.

ROY HOFSTETTER, manager of CKWS Kingston, Ont., elected president of Advertising and Sales Club of Kingston.

ROBERT BINGHAM, general manager of WCN Elizabeth City, N. C., for past two years, resigns. He returns to WINZ Hollywood, Fla.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, made honorary professional member of Alpha Delta Sigma, national professional advertising fraternity, and awarded honorary state farmer degree of Future Farmer of America.

ELMER KRAUSE, secretary-treasurer of WGBR Cleveland, shot hole-in-one at Shaker Heights Country Club June 4.

WFPB Middletown, Ohio, cited by city's Safety Council for promotion of Bicycle Court. WFPB airs court sessions weekly.
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

To the PRESS and RADIO: June 8, 1950

Subject: RAILROADS AND THE MAIL

One of the most important services performed by the railroads is the
intercity transportation of the great bulk of the United States mail. Today, for
example, railroads carry approximately 94 per cent of all pieces of intercity first-
class mail, and airlines approximately 6 per cent. For carrying 94 per cent of the
letters, the railroads received from the Post Office Department in the latest fiscal
year a little more than 27 million dollars. For carrying the other 6 per cent, the
airlines received more than 55% million dollars.

The railroads transport an even larger proportion -- approaching 99 per
cent -- of intercity second- and third-class mail and parcel post.

The cost to the railroads of handling the mails includes a great deal
more than just moving cars loaded with mail. It includes furnishing specially-
designed cars with space for sorting and distributing mail on route. It includes
loading and unloading the mail at terminals and the expedited return of empty cars
for prompt reloading with mail. The railroads perform all this service without
receiving any sort of subsidy from the government.

Railroads are paid for handling mail on the basis of space assigned.
This system was set up by Congress in 1916 upon the recommendation of the Post
Office Department. Because the movement of mail on most routes is much heavier
in one direction than in the other, it was felt that it was equitable both to the
Post Office Department and to the railroads to set the rate of payment on a round-
trip basis, since it would be necessary to return empty many cars which were used
to carry mail in the direction of heavy movement.

This empty return movement is necessary for many reasons. The principal
reason is that the necessities of the postal service require that a supply of mail-
carrying cars, suitably equipped for operation in passenger trains, shall at all
times be available at the points where the heavy mail originates. This means that
cars must be sent back promptly, loaded or empty. Where loads are available, the
cars are loaded, but since express and baggage, like mail, move predominantly in
one direction, there are cases in which no return loads are available. It is not
practical to load freight in returning mail cars, since the cars are designed for
movement in passenger trains and, if diverted to freight service, would be unduly
delayed in getting back to meet the current heavy needs of the postal service.

The Post Office Department would not save money by changing the present
round-trip payment basis to a one-way basis. If a one-way basis of payment were
substituted, the rate per mile would have to be approximately double the round-
trip rate, as the law requires that the rates and method of payment be such that
railroads will be properly compensated for their service in transporting the mail.

Sincerely yours,

WILLIAM T. FARICY

June 12, 1950 • Page 43
**WBIG**

Est. 1926

"The Prestige Station of the Carolinas"

**WBIG** dominates "The Magic Circle"** having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollíngbery

*the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

---

**Commercial**

DONALD A. NORMAN, sales director of WNB (TV)-WNBC New York, appointed director of sales for KNBH (TV) Hollywood, effective July 1. Prior to New York affiliation, he was manager of spot sales for NBC Western Div. ROBERT DE-SOUSA, of television sales department, named account executive for KNBH.

CHUCK TRIPPE, formerly commercial and acting manager of WINX-AM-FM Washington since 1946, joins Wm. G. Ramboul's New York office as special sales representative for WPEN Philadelphia. He is 20-year veteran of newspaper, agency and radio work and was formerly with WPEN.

WHAS Louisville issues rate card No. 9 which was effective June 1.

RUDDICK C. LAWRENCE, associate advertising manager of Fortune magazine, will join NBC-TV, effective July 1, as manager of sales development. He has been with Fortune since 1939.

KALI Pasadena, Calif., appoints Behrmann-Reiner Co., New York, as representative.

SID SLAPPY, program manager of WCFM (FM) Washington for past year and one-half, appointed commercial manager.

BILL HENDRICKS, WXYZ Detroit sales representative, elected secretary to board of directors, Aedcraft Detroit.

JACK D. FUNK, formerly program director of KXOX Sweeterocket, Tex., is commercial manager and program director of KCHI Chilloiea, Mo.

WALKER Co. appointed national representative for WPLH Huntington, W. Va.

FRANK MATHEWS resigns as commercial manager of KANS Witchita, Kan. He formerly was national sales and promotion manager of KFH same city.

GEORGE G. ROSS, formerly copy writer, production man, continuity director and production manager of KUTA Salt Lake City, appointed to sales staff.

VINCENT FRANCIS, sales manager of KGO-AM-TV San Francisco, named publicity chairman of San Francisco Sales Managers' Assn. BURTON VAUGHAN, of BBDO, San Francisco, named assistant chairman.

**Dismiss Patent Feud**

LITIGATION pending since 1948 between RCA and Allen B. DuMont Labs concerning claims of patent infringement on radio transmitters, receivers and tubes has been dismissed, according to a joint announcement made Tuesday by the two companies. It also was announced that each company has licensed the other to make such material under its patents.

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**SAVINGS BONDS**

Two New Agencies Named

TWO NEW AGENCIES will handle the advertising campaign of U. S. Savings Bonds, which had been handled for the past eight years by Young & Rubicam, Thomas H. Young, of U. S. Rubber Co., coordinator of the campaign for the Advertising Council, announced last week.

The new agencies are Foote, Cone & Belding, Chicago, and Campbell-Ewald. These agencies will continue to work with other agencies to produce U. S. Bond advertising: G. M. Banford, which prepares ads for television and business papers; Schwimmer & Scott, which produces spot radio commercials; J. Walter Thompson Co., which conducts the farm program; Schwab & Beatty, which conducts direct mail, and Albert Frank-Guenther Law, which handles bank and financial advertising.

T. S. Reppieri, president of the Advertising Council, said he received Young & Rubicam's decision not to continue with the voluntary bond drive with the greatest regret, "yet with the realization that no one agency could be expected to carry indefinitely the extraordinary load that Y&R had been carrying for the past eight years."

**CANADA AWARDS**

Best Radio Shows Honored

RADIO awards, under sponsorship of Canadian Assn. for Adult Education, have been presented to networks and stations for best programs in 1949. Among commercial programs singled out were Wayne & Schuster Show (Toni home permanent) on CBC Trans-Canada network, first prize, and The Happy Gang (Colgate-Palmolive-Peet) on the same network, honorable mention, in the variety category.

CKAC Montreal's play, Paouelli le Magnifique by Ernest Pallascio-Morin, won first place for community drama. "Peter Grimes," composed by Benjamin Britten and performed by the CBC Opera Co., won first prize in the open music class. For community service, CJFX Antigonish won honorable mention in programming as did CKLW Windsor-Detroit. CBC Wednesday Night show, the Canadian Assn. of Broadcasters' program Report From Parliament Hill, and Ford Theatre (Ford Motors) also were recognized by special awards.

**KMOD Joins ABC**

KMOD Modesto, Calif., will join the list of ABC affiliates (Pacific Coast Group) effective July 1. This marks the 267th affiliate of the network.
Your DOLLARS ARE WORTH MORE ON WGN than ever before!

Not only are there 993,000 more radio homes in WGN’s coverage area* today than in 1946—BUT more homes are using their radios than ever before.

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<th>Percent of Homes Using Radio per 1/4 Hour**</th>
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Yes, everything is up... EXCEPT WGN’s Rates. They are the same today as they were in 1946. Be wise... put your advertising where you get the greatest return for your dollars... WGN!

*Nielsen Station Area. **Nielsen Radio Index, Monday thru Friday data.

*A Clear Channel Station... Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
OnYourDial

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

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LIKE TO LATCH ONTO YALE (Ky.)?

Dear friend, you can bolt, bar or chain Yale (Ky.) and still not lock up any real sales potentials. In Kentucky the key to success is the 27-county Louisville Trading Area. . . .

In this one rich market WAVE broadcasts to 215,000 high-income radio families—people with a standard of living 41% higher than the average found elsewhere in our State. Louisville is rightly called The Gateway to the South. When you throw the catch on this one, you’ve really opened a market.

The latch-string is out, partner. Give ‘er a pull and come on in!

LOUISVILLE’S WAVE

5000 WATTS . 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

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INDIANA NEWSMEN

Elect New Officer Slate

ELECTION of officers at the annual meeting of Indiana Radio Newsmen named Bill Warrick, WJBO Hammond, president. Other posts were filled by Bob Bruner, WXLI Indianapolis, first vice president; Allan Jeffries, WIRE Indianapolis, second vice president; Howard Stevens, WBOB Terre Haute, secretary, and LaVerne Stewart, WTTS Bloomington, treasurer.

The Indiana news directors and editors were familiarized with plans to have the IRN Bulletin compiled and edited with Indiana U. dept. of Journalism aid. Ruth Dunagin, of the department, was elected editor of the publication. Role of radio in the coming state conventions of both political parties, was discussed. Talks on the subject by Herbert R. Hill, director of publicity, Indiana Republican State Central Committee, and Ira Haymaker, state chairman, Indiana Democratic Committee, were heard.

KNBC ‘FACULTY’

For Stanford NBC School

JOHN W. ELWOOD, general manager of KNBC San Francisco, has named 10 members of his staff, including himself, as instructors for the Stanford-NBC Radio-Television Institute to be held at Stanford U. June 22-August 19.

Besides Mr. Elwood the staff instructors include:

- George Geaves, assistant general manager; Paul Speegle, program director; John H. Thompson, manager of news and public affairs; Alfred W. Creighton, local sales manager; Anthony Freeman, musical director; John Grover, announcer-producer; Bud Heyde, staff announcer; William Minette, director of public affairs and education; Hal Wolf, chief announcer and assistant program manager.

In addition to these professional staff members the institute faculty will include six professors and instructors from Stanford and other Northern California colleges and universities.

Facilities and staff of KRON-TV San Francisco will be utilized in the television courses. Specialized instruction will be offered by Harold P. See, director of television; E. A. Ishihama, engineering manager; F. H. Crafton, program director; and Norman Louvau, sales manager.

Students at the institute will be limited to 75. Courses will be offered in every phase of radio and television work, with emphasis on latest developments in the TV field.

WCPF Boston has been presented “award of merit” by L. Vernon Mcauley (Theatrical) post, American Legion, that city, for its “all-out cooperation” in Legion’s “Tide of Toys Drive.” Henry Lundequist, WCPF production manager, accepted citation.
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Selling Costs Got You Under a Cloud?

See Daylight with Du Mont Daytime Television

Forecast: Sunny—when you use Du Mont Daytime Television.
Small money for time and talent does big things for any product.
Make us show you actual cases where advertisers recovered
program costs many times over in direct sales.
Network or local—we did it first,
we do it best—for you.

TELEVISION NETWORK
America's Window on the World
515 Madison Avenue, New York 22, N.Y. • Phone: MUrray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
WSM celebrates its 25th Anniversary by bringing television to the Central South

**SCHEDULE, WSM-TV**

**SEPTEMBER, 1950**  
On the air

**OCTOBER, 1950**  
Network TV through microwave relay from Louisville

*Television’s newest market ready in September through....

WSM-TV

**CHANNEL 4**
NASHVILLE, TENN.

HARRY STONE  
General Manager  
IRVING WAUGH  
Commercial Manager  
EDWARD PETRY & CO.  
National Representative
THE FIGHT of television broadcasters vs. common carrier interests for the 470-500 mc band at the lower end of the UHF television spectrum got under way before FCC last week, amid indications that the telecasters’ case-in-chief will not be presented before Fall.

Spokesmen for the television participants will advance Shure’s request for delay in their main presentation until the overall television allocations question is reached later this year, on grounds that until then the FCC’s spectrum needs must be adequately evaluated and compared with those of other services.

They planned relatively brief presentations when their turn for testimony comes up this week.

Four Groups Participate
The TV participants in the hearing—Phase No. 2 of FCC’s overall television proceeding, which opened with eight months of hearings on color TV—are Philco Corp. and Philco Television Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

The first week of the hearing was devoted largely to testimony by and cross-examination of witnesses for Bell Telephone Labs., author of the petition for allocation of the 470-500 mc band to multi-channel broadband common carrier mobile radio use in lieu of television.

The outcome of the hearing will determine whether the UHF television region starts at about 470 mc or at about 500 mc.

Growth of Service Outlined
FCC witnesses at the outset presented lists of domestic public land mobile radio service authorizations and applications, and undertook to estimate the growth of the VHF land mobile service (including the 450-460 mc band).

William L. North, of FCC’s Frequency Allocation and Treaty Division, estimated that the requested 30 mc segment would be “used up” in about nine years if it were made available for land mobile operations and if the 1946-49 rate of growth continues.

He said that in the New York area—which formed the basis of his estimates—some frequencies between 30 and 40 mc had as many as 10 land stations on them in 1949, and that the average was three.

George W. Gilman, director of transmission engineering for Bell Telephone Labs., presented a technical description of the proposed broadband system for mobile telephone service, while John Halsenman, AT&T assistant vice president, emphasized the need for additional frequencies and described the prospects of service.

Requirements Outlined
Dr. Oliver E. Buckley, president of Bell Labs, summarized the requirements of mobile radio telephony, and Francis M. Ryan, in charge of AT&T’s radio activities, outlined broadband operations as they would be employed in the seven largest cities and in medium-sized and smaller cities.

Counsel for the television interests and members of the FCC questioned the telephone company witnesses closely, the television representatives undertaking to show lack of need of the 470-500 mc band by the mobile services.

The Bell Labs presentation was to be followed by those of U.S. Independent Telephone Assn., represented by Washington Attorney Norman S. Case; National Mobile Radio System, by Jeremiah Courtney; Mutual Telephone Co., by Carl L. Wheat and Omar L. Crook; Philco and Philco Television, by Henry B. Weaver; TBA, by Thad H. Brown, and DuMont by W. A. Roberts. Arthur Gladstone appeared as counsel for FCC, and John H. Gepson for Bell Labs.

Hearing Under Walker
The hearing, which got under way Monday, was held before the Commission en banc with Acting Chairman Paul A. Walker presiding in the absence of Chairman Wayne Coy. Other FCC members participating: Comrs. Rosel H. Hyde, E. M. Webster, and George E. Sterling.

INTERCONNECTION

A SPOKESMAN for AT&T claimed last week that Western Union’s tentative plans for network television facilities “closely duplicate” certain existing AT&T routes and therefore would serve “no additional stations... which could not be served from the existing Bell System routes.”

The claim was made by Frank A. Cowan, chief of the Engineering Dept. of AT&T’s Long Lines Dept., in testimony at resumption of the FCC hearing to determine whether the Commission should require AT&T to interconnect its satellite TV facilities with those of Western Union and establish through routes and joint rates.

Hits WU Plans
Mr. Cowan claimed the plans proposed by Western Union—which currently has only a radio relay link (reversible) between New York and Philadelphia—would result in an impaired signal, require duplicate terminal facilities to get the necessary flexibility, and make overall coordination difficult.

He contended that reversible facilities are more costly and provide a less efficient use of frequencies than one-way channels, but said that AT&T would provide reversible channels if situations developed where they were desirable and where the limitation of frequencies was not a controlling factor.

Overall, he said, “I believe that interconnection of Bell System intercity video facilities with those of the Western Union would result in poorer service and in increased costs.” Mr. Cowan asserted.

Returning to the stand for cross-examination on the basis of previous testimony of Col. E. Z. Millar, Western Union’s director of development and research, asserted that WU intercity facilities would be more flexible for broadcasters than previously indicated.

Rate Changes Considered
He said Western Union had considered making changes in its charges for use of the New York-Philadelphia link and that he personally had recommended a shortening of the one-year minimum contract, but that the company had decided to defer changes pending outcome of the current hearing.

Col. Millar emphasized that the charges for the New York-Philadelphia link are based on conditions involving only that particular route and on a per-mile basis, and do not reflect the cost of the facilities that will be made for future links.

G. M. Wright, of the Long Lines Dept., submitted a comparison which indicated that use of the WU New York-Philadelphia link would cost the networks—based on their usage of AT&T facilities over that route—more than 50% more than use of AT&T facilities. Western Union was expected to challenge this comparison strongly.

Smith Presides
The hearing, an aftermath of the proceeding in which FCC ordered AT&T to interconnect its facilities with those of private telecasters, is being conducted by FCC Examiner Elizabeth C. Smith. She succeeded the late Examiner J. Fred Johnson Jr., who presided over earlier portions of the hearing. Witnesses at the earlier sessions included representatives of WOR-TV New York and WOIC (TV) Washington, DuMont, ABC, NBC, and CBS, who generally felt interconnection of AT&T and WU facilities would promote TV growth, with certain exceptions [TELECASTING, May 8].
Alliance Chose TV, Exclusively, And Scored a Grand Slam

By MILES C. MCKEARNLEY

For today, more than 3,500 television screens are carrying two and three film spots a week from 64 stations, demonstrat ing the Alliance Tenna-Rotor. More than 200,000 Tenna-Rotors are now in use. Yet, a year ago, this product was virtually unknown.

Tenna-Rotor advertising to the consumer started with television. There was no supporting campaign in other consumer media. The tremendous increase in sales can be traced almost entirely to the television spot campaign which started in May 1949. Prior to the first one-minute sound films over Cleveland TV stations WBNK and WEWS, and WNBT (TV) in New York, the Alliance plant produced only a nominal number of Tenna-Rotors for jobbers' stocks and dealers' samples.

The product was one which required demonstration. R. F. Doyle, president, and John Bentia, sales manager of Alliance, decided that television should be the number one consumer medium. After a careful analysis of many TV commercials, we selected a producer whose experience in television filming had already been proved. These films were expertly made to present a straight, simple, believable demonstration of the product. And yet they were lively.

As soon as the action demonstration showing the rotor unit on the roof was made, most of the scenes shifted to the living room, to a television set, where another demonstration of the results obtained was staged. The films told "How it works" . . . "How to do it" . . . and "See the results." There were no smart tricks, fantastic claims, or attempts to be clever for the sake of cleverness. There was plenty of action, change of pace, and variation of subject matter.

We preceded or followed major and minor league baseball in many cities during the summer of 1949. Last fall, many of our spots were adjacent to Big Ten and Ivy League football, boxing, wrestling, and special sporting events. In addition, our schedules list many adjacencies to top rated programs both local and network.

Sales showed a sharp upward curve within three weeks from the start. And by mid-July, less than two months from the first telecast, we were on at least a dozen stations, and the sales had easily tripled the previous average weekly volume. By the middle of August we had secured a steady spot schedule on about 30 TV stations in 22 cities. The sales curve was showing a steady and uninterrupted incline.

Before the first year, average weekly sales were running 10 times more than the average unit sale prior to the first telecast. And since the first of the year, the sales curve has climbed higher, levelling off only during the unfavorable weather in March which made outside installations difficult.

We now run a number of films with live dealer tie-ins, and we have added 20-second chain breaks. Actually, it is impossible to fully demonstrate a product in 20-seconds, but we were confronted with a diminishing number of satisfactory one-minute availabilities on certain stations. Twenty-second spots worked out very satisfactorily on stations where we had previously run one-minutes. Besides, these 20-second chain breaks enable us to capture peak audiences.

Without a doubt, television offers the best market-by-market concentration. It is a perfect tie-in with local newspapers. A spot preceding or following a highly rated show gives the purchaser a "free ride" so to speak. And more important, spots make television advertising available to the smaller business, which may not be able to afford a show.

There is no talent charge for spots. And most spot contracts may be cancelled with two weeks' notice. You can withdraw immediately from an area which is unproductive, and concentrate your efforts elsewhere.

Three one-minute spots per week give more frequency—and more commercial time than a 15-minute show, which allot only 2½ minutes for commercial.

But a spot is only as good as its adjacency. Adjacencies must be considered in a qualitative rather than a quantitative light. A commercial spot, to be effective, must be placed at a time which assures a peak audience made up of the persons to whom your product will appeal.

In the face of tremendous com-
petition from large companies, it takes time and perseverance to buy good availability. You must be insistent in your demand for the best—and, since the number of good available channels must act quickly, you must act fast when they appear.

It is here that a TV station sales agency can be of unlimited help. Generally speaking, the agency is able to appraise, quite accurately the needs of its various clients. Most of the better sales agencies do not permit the burden of advertising agency with availabilities which will not fit the clients' needs. This "weeding out" process saves an incalculable amount of time and money for the salesmen involved.

It is interesting to note that, in the summer of '49, with a limited schedule and at a time of year when both radio and television audience has a tendency to dwindle, Alliance Tenna-Rotor made its first appearance on television. It's all the more significant that television stations and network radio sales at the very time of year when the rate of increase in TV sets in every area was at its lowest.

U. S. WEATHERMAN
Planning Video Series

PLANS to take the official U. S. Weatherman into the nation's homes via television are being formulated by the Radio-Television Section of the Weather Bureau in Washington, D. C. James C. Fidler, chief of the Radio-Television Section, told TELECASTING the format for a network weather TV show has been worked out for the network and is now ready for production.

The TV weather report patterned after the radio series which Mr. Fidler now broadcasts five days weekly over the Continental FM Network and WPIK Alexandria, Virginia, has been designed for WASH (FM) Washington. Emphasis is on presenting the weather news in simple, easy-to-understand language. Each show includes a review of the weather situation in all areas which carry the broadcast and a last-minute forecast compiled in the U. S. Weather Bureau less than an hour before the show goes off the air time. Time also is allowed for local cut-ins to give forecasts and commercials.

"This weather show is a natural for TV," Mr. Fidler says. "Everyone is interested in the weather and through the use of maps, on which Mr. Fidler draws in the weather situation, a color test which is added to the telecast. Experience for such TV shows has been gained by the section through regular appearances on the weather test series which have been conducted in Washington. "We have all the facilities of the U. S. Weather Bureau at our disposal, including map making, which Mr. Fidler explains, at least, which cuts production costs."

Looking over a Projected at KRON-TV are four panel members (1 to r): Mr. Sauter, Dr. Simmons, Mr. Blaney and Dr. Frayne.

FILM STANDARDS
Symposium Points Up Video's Needs

WITH television becoming an ever-increasing consumer of film it is desirable that a film standard be adopted for the new medium. This decision has been made by a West Coast TV group, Arthur Blaney, engineer, in San Francisco.

Sponsored by the San Francisco Chapter of the Academy of Television Arts and Sciences and held at the studios of KRON-TV San Francisco, the symposium brought together 48 West Coast producers, engineers, and technicians to discuss the problem.

Dr. Norwood L. Simmons, Eastman Kodak Co., Hollywood, told the group that TV engineers generally are in agreement with the action of one TV network in refusing to accept any film not produced according to current film standards. However, he said, the standard imposes certain problems on film producers and film laboratories.

Contact prints from 16mm negatives and reversal duplicates of 35mm reversal original do not conform to present 16mm standards, he said, leaving only two alternatives for the achievement of the standard: Opting for an intermediate duplicate negative when reversal type film is used for the original.

Switch in Standards

He said there currently is a proposal before the Society of Motion Picture and Television Engineers to change to conform with the 35mm standards but that such action probably will not take place for several years. The 35mm standards specify that the emulsion be toward the lamp in the projector.

R. A. Isenberg, chief engineer of KRON-TV, explained the difficulties of using films developed with different emulsion positions. Present 16mm standards call for emulsion on the side toward the projector lens, he said, yet many producers are turning out short commercial film spots with the emulsion process reversed.

Such film spots are usually spliced to TV recordings and other 16mm film produced according to standard, he said, which puts them out of focus and below optimum sound quality when transmitted.

Dr. Simmons also discussed the difference between density and gamma, explaining that density is controlled by exposure of negative and print, while gamma is principally controlled by degree of development. The accepted normal for TV use today is a print gamma range of 2.3 to 2.7, he said.

In lighting the original scene to be photographed, he said, the range of key light to fill light should be limited to approximately 20 to 1. Optimum, he said, is about 4 to 1. The use of spot lights on an entertainer has been found to be bad practice, he noted.

The principal trouble with films for TV, he said, is in under-exposure of the second generation duplicate. In many instances the films shown in TV may be a fourth generation duplicate of a 35mm original and something is apt to be lost on each duplication.

Conversion of 24 frame per second motion picture film to 30 frame per second television pictures, was discussed by Herbert Sauer, of the RCA Service Co.

Other speakers at the symposium were George Matheson, chairman of the technical committee of the SPATAS; Walter C. Sadler, technical supervisor, KRON-TV; Roland Diedrichson, KPIX (TV) San Francisco technical supervisor; Harry Jacobs, KGO-TV San Francisco station engineer; Dr. J. G. Frayne, engineering manager, Westrex, and director of engineering, RCA Sound Recording Div., Hollywood; Sidney Solo, managing director, Consolidated Film Laboratory, Hollywood; and Harold P. See, director of television, KRON-TV.

MOVIE RECEIPTS
No Relation to TV—Balaban

BERNEY BALABAN, president of Paramount Pictures Corp., last week told an annual stockholders' meeting that there appeared to be no danger to Paramount's growth of television and decreases in movie theatre attendance.

Mr. Balaban, who said television would not diminish the number of clients, "the prophets of doom who have been proved to be false prophets."

At the same meeting Mr. Balaban reported, without amplification, that the company's television station KTLA (TV) Los Angeles is "now in the black."

He also spoke of a possibility that Paramount would liquidate its 26% stock interest in Allen E. DuMont Labs Inc., which he estimated was worth about $15 million at current market prices.

Mr. Balaban said the company should make it advisable to liquidate our interest in DuMont," he said, "we shall probably do so by offering it to our stockholders in exchange for about 85% of our corporation of some basis bearing to the respective market values of each of the stocks."

As to Phonervision, Mr. Balaban said that careful study of that system by Paramount had indicated that its feasibility was questionable. "We believe that this technology and its objectives are inherent in the device," he said.

NBC KINESCOPE
Preview Latest Equipment

ADVERTISERS, agency executives and talent will be given a preview of the latest in NBC kinescope recording at the network's Hollywood studios today (June 12).

New-type equipment, which includes a high-pressure mercury lamp attached to the 16mm film projector and an orthagam amplifier attached to the picture amplifier, will be used.

Tom McPadden, general manager of KNBH (TV), owned and operated by NBC, explained that the mercury lamp permits better exposure for the kinescope. The orthagam amplifier, he declared, is intended to permit compensation for gray range distortions.

He declared that the quality will compare favorably with live shows.

TELECASTING • Page 5

NEW YORK.—CBS-TV Syndicated Film has appointed Radio Sales, Radio & Television Stations Representative, as its national sales representative, effective last Wednesday (June 7). Radio Sales offices in New York, Chicago, Memphis, Detroit, Los Angeles and San Francisco will handle the sales of the CBS films.
ANNOUNCEMENT of proposed wage scales and conditions that the Screen Actors Guild seeks in bargaining with television film producers provoked last week a bitter interchange between SAG and Television Authority, an amalgam of life talent unions.

SAG and TVA are locked in a jurisdictional dispute over representation of performers in television film.

Code calling for basic minimum salaries of $55 per day and $175 per 45-hour week for a single role in a single picture for actors in telescript motion pictures was approved by SAG members at a June 4 meeting in Hollywood.

The code, the guild’s minimum for other motion pictures, with provision that film may be telescript only across the United States in each locality for original payment to actors. Additional payment of the original amount was stipulated for retelecasting of the picture in these areas.

Following the SAG announcement, George Heller, national executive secretary of TVA, issued a prepared statement in New York, charging that SAG’s proposed wage scales for television film performances were only half as much as those sought by TVA.

Mr. Tomson Answers

Two days later Kenneth Thomson, president of the producers’ group and a former SAG member, called a counter-blast. Conditions proposed by TVA would “cut the take-home pay of many more unemployed performers.”

Mr. Heller asserted that “SAG leaders have completely distorted the facts. Under the rates proposed by SAG the minimum for performers for four-hour programs of film television would be $110 for two weeks with 16 hours rehearsal. Under the rates proposed by TVA, the same performer working on the same program would receive $85 for the four-hour program, plus $60 for rehearsal, a total of $145.”

Mr. Thomson, charging that Mr. Heller’s “statements and promises are a distortion of the facts to mislead actors,” asserted:

SAG proposals are patterned after the AFRA method of operation. More than 90% of performances in radio work at the minimum wage are important to the most important part of a contract for actors in motion pictures.

TVA performances working above minimum do not get paid for rehearsals, overtime or for reuse. This is what happens in television motion pictures, regardless of their salary.

In his statement, Mr. Heller said:

“Every important aspect of TVA’s wage demands for television film is substantially higher than SAG’s conditions and wages in the same field. Under the pretext that they are the ones who are asking higher rates, SAG leaders are actually undercutting TVA’s demands by half.”

Said Mr. Thomson in rebuttal: “The history of negotiations with producers for actors in motion pictures shows clearly it is always easier to raise minimums than it is to improve conditions. Screen Actors Guild will use all its resources to protect motion picture actors against working conditions such as proposed by TVA.

As to minimums, Screen Actors Guild already has a minimum of $55 a day established in all its hundreds of contracts with motion picture producers. TVA has nothing established.

The question of jurisdiction over performers in television is probably destined to remain unsettled for some time.

Both TVA and SAG have filed petitions with the National Labor Relations Board seeking assignment as bargaining agents.

FILM PACTS

Petrillo Sign With 4 Firms

FIRST contracts with movie producers making films for television were signed last week by James C. Petrillo, AFM president, the union was informed last week at its annual convention in Boston. Contracts follow terms outlined in the June 5 TELECASTING.

The deals were closed with four independents, he said, listing them as Gene Autry’s Flying A Pictures Inc., producing films in which the western artist is featured; Snader Telecisions Corp., expected to turn out about 40 three-minute band and specialty shorts a month; Hollywood Imperial Pictures Corp., planning half-hour musical films, and packaged programs featuring Horace Heidt, band leader.

Accept Union Terms

Mr. Petrillo said the producers accepted the union’s demand to pay 5% of their gross receipts from sale or rental of films to TV networks and stations. The proceeds will go into a fund similar to the recording industry’s fund, which is used to finance live public concerts in which unemployed musicians are paid union scale.

AFM delegates were told “the big shots haven’t come in.” He added:

“The head of Republic Pictures was in our office last Monday, but we couldn’t reach an agreement. But he’ll be back. Day before Christmas. He’s feeling good. We will have 30 or 40 big contracts within the next 30 days. The big guys say that 5% is confiscatory. In other words, they are agreed on principle but not on percentage. What more do we care about on the hook, ready to sign. Kinescope TV is like the movies 40 years ago, according to Mr. Petrillo. "That's what the public wants," he said. “We are going to see that the public gets what it wants and deserves.”

AFM convention also re-elected Mr. Petrillo for his 11th consecutive term.

BROADCASTING • Page 52
MORE SPOT TIME

Crutchfield Endorses Idea

By CHARLES H. CRUTCHFIELD
VICE PRESIDENT
WBT and WBTV (TV)
CHARLOTTE, N. C.

WE at WBTV (TV) endorse the idea presented in your May 16 issue for increasing the spot time available for sale on the network stations because we believe such a plan also increases the effectiveness of television for all concerned. And by effectiveness we mean the long range benefits for the viewers, the advertisers, the agencies, the networks, and the stations that make up the networks.

After reading your article very carefully, I feel that the basic issue comes down to something like this: Will the plan be of mutual benefit to those networks and to the stations; and if so, can it be presented in such a way that they will accept it?

Personals of the idea that the representative of the network whose reactions you printed in your May 18 issue greatly over-simplifies the problem of the TV station. He says, in effect, that network stations can not increase their TV rates at the present time, both because of high network operating costs and because the sponsor will not accept it. He then turns around and suggests that if the TV station wants to make more money it should arbitrarily double its rate and finishes by saying that, anyway, the station doesn't have to belong to a network if it doesn't want to.

Hits Network Position

These are quite obviously no answers at all, since it is fairly certain that no television station in the country could safely double its rate at the present time and also because the value of a network affiliation cannot be measured just by the rate of a single program. The real issue is that "something's got to give," and the real question is which is in a better position to give—local station or the network?

In our opinion, admittedly somewhat biased, the networks have a lot to gain in going along with the plan under consideration. Since they want to build up complete TV coverage of the country as quickly as possible, and since affiliation of strong, successful TV stations, it should be a matter of vital concern to them that many of the new TV stations outside metropolitan areas are carrying a tremendous investment in equipment, in personnel, and in an ominous monthly operating loss.

The proposed plan would contribute to earlier operation-in-the-black for these stations, thereby permitting the stations to concentrate more time and money on developing local programs and increasing set ownership and viewing audience. Certainly these latter achievements are the life blood of the independent stations of today and tomorrow.

Let us assume for a moment that this argument finds a receptive hearing among the network people. Will the client then accept it?

Well, there seem to be three principal objections from the advertiser's standpoint.

First, time is cut down or his rate is slightly increased, whichever you look at it.

Second, other advertisers get a shot at the audience, which his sponsored entertainment has procured.

Third, it is suggested that the audience may be reduced because of too many advertisements in the period between programs.

As for the first objection, it can be pointed out that one of the largest, if not the largest, AM and TV advertisers in the country, Procter & Gamble, recently bought a half-hour show on ABC, set the

PROPOSAL that TV networks shorten their program periods so affiliates will be able to sell more announce ment spots [TELECASTING, May 15] deserves thoughtful industry study, in the opinion of Charles H. Crutchfield, vice president and general manager of WBT and WBTV (TV) Charlotte, N. C.

Mr. Crutchfield believes networks, stations, advertisers, agencies and viewers would benefit by adoption of such a plan and explains why in this article.

Mr. Crutchfield

defends multiple spots

In regard to the multiplying of spots between programs, many of the very largest network advertisers here in New York have stated that if the networks refuse to advertise their spots, they will spend their advertising dollars for other medium. This would mean tremendous investments in one-minute and chainbreaks between programs.

Furthermore, the argument that these announcements alienate people holds less water in television since the opportunity to animate commercials has been seized upon by many advertisers to make advertising thoroughly entertaining. We, and we believe many other television stations, can document this statement with many letters from viewers.

As for the objection that announcement advertisers should not capitalize on the audiences created by program advertisers, a glance at the statistics of any radio station will prove better than any written argument that trying to stop this practice at this point would be like telling the sun to stop shining.

There may be some objection to the plan on the ground of the economic plight of the independent telecaster. Like the broadcaster, the telecaster in essence has just one value—time. That time is made valuable by virtue of the overall service rendered by the station. The telecaster cannot build the circulation, good will and confidence of his audience without the wherewithal to retain expert personnel and create programs that build loyalty.

If the plan proposed, for reasons unfathomable to us, is deemed not workable, then the answer may reposit in a somewhat more radical deviation from accepted AM standards. The first half-hour segments should be disregarded, in view of TV's greater selling impact. Perhaps the 10-minute segment would sell as much as the 16-minute unit. Perhaps 20 minutes would do more on TV than the 30-minute unit in AM. If those standards were adopted, the independent station would have ample time between network segments to take care of national spot and local business.

In short, we believe that the adoption of this plan, while complicated by the network is in its very essence a progressive plan that would do more than anything we can think of to help the networks build rapidly and soundly a profitable nationwide TV network, that it will avert a crisis for the individual TV stations and that the network and the stations working together can sell it to the advertiser. The eventual result depends entirely on how many people in the industry already have been or can be inclined toward this viewpoint.

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

Blair-TV Inc. was the first exclusive representative of television in 1928. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

Page 53 • BROADCASTING

June 12, 1950

Famous firsts in

TELECASTING • Page 7
You can have live television in

You can’t get it by cable yet—but you can with a good show.

What’s more important than how they see it—“live” or transcribed (TVR)—is what they see. What you’re really after is live audiences.

When you look at single-station markets, where audiences constantly see both live and TVR, you find good TVRs beat anything in sight. Indeed, TVRs often average higher ratings in single-station cities* than the very same shows seen “live” in multi-station, hotly competitive cities.
60 markets!

Right now, of course, an advertiser buying CBS television can reach as much as 78% of the available U.S. television audience "live." But to take full advantage of today's television opportunities, he can't afford to pass up the rest of the market.

Top shows are top shows anywhere. Most of them, in television as in radio, are of course on CBS. So take your show to its total market... but first make sure what you've got is a CBS show.

*A detailed analysis of present-day television opportunities, with facts and figures important to all advertisers, is available through CBS. If you haven't seen it, we'd welcome the opportunity to show it to you.*
AN INCREASE of 17.5% in the number of television advertisers was reported by the network stations of NBC-TV and to April for a total of 3,340 in April, according to the latest Rorabaugh Report on Television Advertising released last week. From April 19 to April 1900 the gain was 172.6%.

Network advertisers increased by 14 for an April total of 94. The number of local advertisers increased by 116 for a total of 9,774.

The 94 network advertisers in April sponsored 86. The network advertiser varied in the number of programs, Rorabaugh reports. CBS-TV and NBC-TV were tied with 46 accounts each. (The sponsor of any given program is considered to be the agency. A firm which sponsors two programs, therefore, is counted as two accounts.) ABC-TV had 18 accounts in April and DuMont Television Network reported seven.

The top network advertiser, in terms of the number of stations used, for any one program was RCA Victor which reportedly sponsored 40 stations in the network. The program was presented for a half hour on Monday and Friday through J. Walter Thompson. In second place Rorabaugh reported Philco Corp. for a total of 57 NBC-TV outlays to present Philco TV Playhouse for an hour Sunday night. Hutchins Adv., New York, placed the business. Frigidaire Div. of General Motors placed third in the top advertisers for number of stations used with its Star Spangled Revue. The show appeared on April 9 only for an hour and a half on 56 NBC-TV stations through Poole, Cone & Belding.

American Tobacco Starts

In number of stations used, Star Spangled Revue also was the largest new network advertiser to appear in the April Rorabaugh report. American Tobacco Co., however, started a regular half-hour show on 52 CBS-TV stations. The show placed This Is My Business on Sunday night through BD&D.

Bulova Watch Co. was shown to be the top national and regional spot user in number of stations.

In April the firm used NBC stations for 73 accounts, on 66 stations, 2 more than second place Allianco Mgf. Co. Brown & Walter Thompson Co. bought spot time on 50 stations while the Kallen Co. was active on 49 outlets.

The leading television station reported by Rorabaugh for April was WJB-TV Buffalo with a total of 171 accounts. WTV-JTV Milwaukee was shown with a total of 163.

Reading the list of stations in point of total spot accounts was WGN-TV Chicago with 57. Rorabaugh showed WAC-TV Boston as second with 53 while WBZ-TW-TV and WABD-TV (TV) New York both had 48 spot accounts in the April test week.

KFI-TV Los Angeles had 87 different local accounts to top the list for that type of business. WICU (TV) Erie, Pa., was second among the reporting stations with 80 local accounts. In third place was KLTV-LS Los Angeles with 76.

In the number of different advertisers using television, Food & Food Product accounts continued to dominate the field (see table) with a total of 670. There were 549 different firms in the network spot and local field advertising Household Furnishings, Equipment and Supplies in April for second place. The Automotive, Automotive Equipment & Accessories classification had 304 different accounts active during the month.

In the network field there were 16 different accounting advertising food products with 20 programs. The Confectionery & Soft Drink classification was second with 11 network advertisers backing 13 programs.

Food & Food Product advertisers also dominated the spot field where 152 different firms were reported during the April test week. Beer & Wine advertisers made heavy use of spot time with 112 accounts reported. The Confectionery & Soft Drink classification was third with 61 spot accounts in April.

Advertisers of Household Furnishings, Equipment & Supplies had 473 accounts active at the local level. There were 402 local advertisers of Food & Food Products while 208 accounts were active locally for Automotive, Automotive Equipment & Accessories firms, Rorabaugh reports.

**Marketscope Surveys TV’s Effect on Movie Going**

MOVIE ATTENDANCE has decreased slightly since the advent of television, according to a major study by the National Association of Theater Owners. A survey released last week by the National Association of Theater Owners (Continued on Telecasting p. 14)
Sunpapers TV station shone brightly this year in the nation’s shiniest TV towns. In video-happy Baltimore, WMAR-TV was the distinction of becoming the first sight station in nation to outrank all AM stations in its market in average evening audience. In the process of rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series in “Atomic Report” and “Slums.” Former show brought in front of the cameras some of the nation’s top atomic authorities to explain to the average viewer the atomic facts of life. That was WMAR tackling a world problem. On the local front, the station resourcefully drew upon facilities and talents of its own newsreel unit for “Slums,” a documentary about Baltimore’s No. 1 local problem. Hard-hitting documentary had several performances on station, and then was given additional circulation by showings at various organizations and civic groups around city. Out of this TV documentary came “The Baltimore Plan” for slum clearance, which has attracted national attention. As WMAR sums it up, the “Slums” picture was the “…vanguard of a reform which began with the city examining its conscience and then going to work to destroy the blight of slums…”

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV
CHANNEL 2
REPRESENTED BY THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
**KPRC SHOW**  
*Greets TV on AM Birthday*

FIRST television show and exhibit in Houston will take place July 3-5 under sponsorship of The Houston Post to mark the paper’s entry into video and the 26th anniversary of its NBC affiliate outlet, KPRC. Feature of the event will be the changing of the TV station’s call letters from KLEE-TV to KPRC-TV. Station was acquired by the Post on May 31.

Two shows nightly and a matinee July 4 will be broadcast and telecast in the Plantation, one of the longest dance pavilions in the southwest, according to the Post. Numerous booths, representing every brand of TV receiver distributed in the area, will display dealer offerings. A number of nationally known entertainers and the city’s top radio and video performers are being contacted to make up the talent roster. The show will be free to the public.

KLEE-TV, which will become KPRC, is Houston’s pioneer television station, formerly owned by W. Albert Lee, Houston hotelman. It started regular telecasts in January 1949. W. P. Hobby, former governor of Texas and Post publisher, is the station’s new owner. Jack Harris is general manager of KPRC-AM-FM-TV. Paul Huhndorff is chief engineer for the TV station.

**FAIRBANKS TV**  
*Claims New 35mm Process*

DESIGNED and engineered for both TV and theatrical filming, a new 35mm multiple camera process has been perfected by Jerry Fairbanks Productions, Hollywood. Similar to Fairbanks’ 16mm Multicam process being used to film Silver Screen Theatre and other television programs, the new 35mm method utilizes compact Mitchell BNC cameras mounted on newly perfected stands that permit dollying in any direction, Mr. Fairbanks said.

A special syncing device, similar to the one patented by Fairbanks for the Multicam, has been developed, making it possible for cameras to be turned on and off numerous times during taking of long sustained scenes.

New 35mm technique permits a picture to be photographed in continuous action, including cuts from one camera to another. Three or more cameras can operate simultaneously, filming different angles of a scene, and getting long, medium and closeup shots at the same time, the firm reports.

**MOHKAW TESTS**  
*Airs Color Spots on WNBW*

COLOR techniques currently are being tested in a series of workshop participations on WNBW (TV) Washington, which airs RCA color tests, by Mohawk Carpet Mills Inc., Amsterdam, N.Y., sponsor of the three-times weekly Mohawk Showroom on NBC-TV. Agency is George R. Nelson Inc., Schenectady.

Company reportedly is interested in pointing up carpet colors for TV use, and has directed that top sponsor and agency personnel, as well as directors and technicians, visit Washington to look on spots, which have been aired on WNBW’s nightly Warner’s Corner, used in the RCA tests. Additionally, sponsor is contemplating periodic origination of its Showroom at WNBW in both black-and-white and color. Main interest is centered on rehearsal for spots, Directors Clark Jones and Doug Rodgers and Technical Director Carl Cabasin already have taken part in color production.

**Nassour Studios**  
*With purchase price of $2 1/4 million, KTTV Inc., Los Angeles, officially took over the Nassour Studios at 5748 Sunset Blvd., Hollywood, Thursday, May 22. The property went out of escrow (TELECASTING, May 22). Besides requirements of KTTV, jointly owned and operated by Los Angeles Times and CBS, the studio lot covering approximately 3 1/2 acres, will also house various independent TV and film producers on a rental basis, according to Harison Dunham, general manager.***

**WESTERN SPORTS**  
*TV Operators Set For Showdown*

WITH SPORTS promoters blaming TV for poor box office attendance and the future of video sports coverage in the area virtually at stake, West Coast television station operators are girding themselves for a showdown.

At stake is live telecasting of pro and college football, as well as baseball. Baseball and wrestling may yet come under such a ban despite the fact that following a several months walkout by wrestlers on television, KECA-TV, KTLA (TV) and KLAC-TV Los Angeles have resumed weekly live telecasting.

Pacific Coast Conference as a group, or member colleges as individuals is expected to follow the Big 10s’ action in banning live telecasting.

**nothing but smiles under our umbrella!**

---

**Key to station’s door is exchanged, symbolizing ownership transfer by (1 to r): Messrs. Harris, Lee, and Mr. and Mrs. Hobby.**

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ICH. COLLEGE
Seeks Entry in TV Proceeding

MICHIGAN State College, East Lansing, last week petitioned FCC for permission to enter the TV reallocation proceeding and to request Channel 12 (204-210 mc) or some other suitable VHF facility for an educational TV outlet.

Stating it is the first agricultural college in the world, Michigan State indicated 87% of the state's population lies within 100 miles of the proposed outlet. $100,000 was appropriated May 1 by the State Board of Agriculture for establishment of TV studio facilities and a wired TV system at the college, it was reported. This would be the basis for the TV station.

Michigan State College since 1922 has operated WKAR there and since 1948, WAKR-FM. The college pointed out that Channel 12 is assigned to Grand Rapids and no application is pending. WJIM-TV Lansing is operating on Channel 6 (62-68 mc) and WLAV-TV Grand Rapids is on Channel 7 (174-180 mc). Student body of college numbers 15,000.

Renews Berle


2ND in the Midwest

6TH in the Nation

... the WLW-TV market deserves

1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

CREATION of global television networks to supplement State Dept.'s shortwave broadcasts in the cold war against Communism was the theme of a comprehensive in-master-plan outlined in the Senate last month by the co-author of the Smith-Mundt Act, which established the Voice of America on a permanent basis.

Sen. Karl E. Mundt (R-S. D.) declared that new, proven electronic techniques had been developed which make possible audio-visual networks in critical areas and urged formation of a "Vision of America" network at "strategic points."

Use of relays would "obliterate the necessity" of coaxial cables and the network could be constructed at "amazingly low costs"—about the cost of one great trans-oceanic liner. It would say networks in "show-how" our "know-how" is able to produce results," he said.

"Each station would act as a link in any chain to permit integrated network operation of all stations throughout the areas to be served. When desired each station could be operated individually to provide a local broadcasting service to its own zone or district," Sen. Mundt stated.

He proposed establishment of a video network in such countries as Japan, Turkey, Indonesia, the Philippines and Germany. He estimated, for example, that a network could be set up in the Philippines for about $3,860,000—to include one master audio-visual transmitting station and radio relay links throughout the islands. Networks in other countries could be created for about $4,600,000 each, he believes.

Sen. Mundt made clear that the proposed network "does not contemplate and does not require" use of individual TV receivers, but rather such community sets "as are now available." Use of a single TV projection channel would result in reduced construction and operation costs, he explained.

Foreign audiences could view TV fare on projection screens similar to those used in American public places by gathering in theatres, schoolhouses and other sites.

Referring to Russian "jam" operations, he asserted that TV techniques would enable America to overcome such a challenge and "limit jamming to within 50 miles of any Russian installation."

"It is impossible for the Russians to jam a television broadcast, whereas they are able to jam shortwave broadcasts at considerably greater distances," he said, explaining that TV projection is relayed from 75 to 150 miles.

The Senator said he is not suggesting an "intercontinental television system," though he felt it would become a "reality," but was concerned solely with a "nationwide operated system." He added:

"These foreign nations cannot yet expect the bounty of American advertising budgets, which would help make the network self-supporting, although it is not unreasonable to hope that such a time will come eventually."

Sen. Mundt said he has discussed his plan for international TV networks with the State Dept., heads of foreign governments, and electronics experts, including Brig. Gen. David Sarnoff, chairman of the board of RCA.

NAME HALPERN
To Head ATS for 2d Term

DAVID HALE HALPERN, vice president in charge of radio and television, Owen & Chappell, New York, has been nominated to serve a second term as vice president of American Television Society.

Other nominees: Warren Caro, executive director, Theatre Guild’s television department, for vice president; Barbara Jones, television supervisor, Grey Advertising Agency, for secretary; and Archibald U. Braumfeld, CPA, for treasurer. Since no other candidates have been nominated for these offices, the election of the official slate is assured.

A contest does arise, however, in the election of directors, as there are eight nominees for the seven directorships: Paul Alley, production supervisor, Wm. J. Gans Co.; Halsey V. Barrett, time salesman, DuMont TV Network; Albert Deane, company publications editor, Paramount International Films; John Fox, president, Special Features Films; Dan McClure, TV production director, N. W. Ayer & Son; Raymond E. Nelson, president, National Television; Richard B. Rawls, regional manager, ABC stations department; Henry White, CBS associate director of programs.

Election of the ATS officers and directors for the coming year will be held at the final meeting of the 1949-50 season, June 22 at 8 p.m. at the Hotel Roosevelt, New York.

'VISION OF AMERICA'
Sen. Mundt Urges U. S. Global TV Networks

News Fairfield Turret-Head
3-Way Transcription Arm
Plays Standard Lattitudes, Microgrooves, and Verticals Without Plug-ins...

WHAT IT IS:
A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm

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

RESULTS:
• Lateral, Vertical, Microgroove in 1 Arm
• Any combination of cartridges in 1 Arm
• Simply turn knob to select cartridge
• Pressure changes automatically
• Optimum performance—separate cartridge for each function
• No arm resonance—new viscous damping
• Fits all transcription turntables.

Write for Illustrated Details
Telestatus (Continued from Telecasting p. 19)
Marketscope Research Co., Newark, N. J.

In the theatres surveyed, 55.3% of the managers reportedly realized an unbladed decrease in attendance since TV started in the area. Another 17% said attendance had fallen drastically; 21.5% said attendance was about the same, and 5.6% said it has increased.

The survey was based on 94 personal interviews with downtown, local and neighborhood theatre managers in Northern New Jersey.

In theatres where attendance had fallen to a marked degree, 31.8% of the managers directly attributed the loss to television. General business conditions were blamed in 23.4% of the cases while 12.8% censured the movie industry, stating in some cases that TV has made the public more film conscious and that present films are not up to the standards set by the industry in the past.

Double features were reported by 55.8% of the theatre managers to be the better drawing attraction, according to Marketscope Research.

In studying the acceptance of the sale of commercial screen time as a means of increasing revenue, Marketscope found only 17.2% of the theatre managers had ever used such an idea in their theatres. It was reported that 82.8% of the group had strong preconceived ideas against such action; 29.6% said they did not want to annoy their patrons; 23.7% knew that there was no acceptance among patrons, and 17.7% stated that it was against business policy.

* * *

New Rate Cards Issued By Four Stations

NEW rate cards have been announced by KSTP-TV Minneapolis, KTLa (TV) Los Angeles, KTTY (TV) Los Angeles and WPTZ (TV) Philadelphia.

At KSTP-TV the one-time, hourly rate in Class A time (5:00-11 p.m., Mon. through Fri.; 1:00-11 p.m., Sat. and Sun.) becomes $600; in Class B time (4:00-6:00 p.m., Mon. through Fri.) $375, and Class C (all other times) $250. New Rate Card No. 5 becomes effective July 1 with current spots protected for six months at the old rate.

Paramount's KTLa rates advanced 25c on June 1 for all time segments over May 1 rate. An hour of Class A time, including live studio facilities, advanced from $600 to $750. Spot announcements are increased from $90 to $125. Previous to the old rate was given for 26 weeks from June 1 to clients then on the station.

Representing an increase of 33 1/3%, the KTTY one-time, hourly rates in Class A time (Class A time through Fri., 7:00-10:30 p.m.; Sat. and Sun., 1:00-10:30 p.m.) goes from $750 to $1,000 July 1. In Class B time (Mon. through Fri., 5:20-6:59 p.m.; Sun through Sat., 10:30-11:30 p.m.) the rate increases from $450 to $600. Class C time, newly established in Rate Card No. 3 and covering all other periods, is $400 for a one-time hour.

WPTZ's Rate Card No. 6, effective June 15, increases participation, announcement, and station break rates but does not change the price structure for program time rates. It does however, eliminate the differential between live-studio and film-program time. The new rate for 1-minute and 20-second spot announcements on the film basis becomes: Class A (7:10-30 p.m., Mon. through Fri.; 1:10-30 p.m., Sat. and Sun.) $150; Class B (6:15-7 p.m., Mon. through Fri.; 1:10-30 p.m., Sat. and Sun.) $112.50; Class C (all other times) $70. For participations of 1 minute or less the Class A rate on a one-time basis will be $160; Class B, $132.50, and Class C, $70. Protection to advertisers signed under old Rate Card No. 5 will be given through Dec. 14, 1950.

* * *

Effects of Income On TV Families

HIGH INCOME TV families want religious programming more than those in lower brackets; both groups use the phonograph less since installation of a video set, and the average low income family gets a set from a small neighborhood store, while those with greater earnings tend to get theirs wholesale or at factory price.

These are among findings of Daves, Koehslein & Kesting, Chicago research firm, which conducted a survey in both groups for John Meek Industries Inc. (TV set manufacturers). The groups, resident in the Chicago area, were classified economically, in the $40 and less per week salary class and above $100, with 75% of the latter earning over $150 a month or more.

Although 5% in the high group wants religious programming (including in 63.8% seeking more educational and cultural shows), less than 1% in the lower group sought religious shows (with 24.1% wanting more education and cultural subjects).

Phonographs are used less by 64.5% in the low income group and 37.5% in the high, with 32.3% and 58.3%, respectively, reporting they play the instrument the same amount of time as before having TV. Four percent in the lower group said they use the phonograph more, with none in the low bracket.

TV sets are bought in small neighborhood stores by 68% of the high group and 58% in the other, with about 23% in the higher bracket buying at factories or wholesale outlets. This contrasts with 11.1% in the lower classification. Downtown stores got business from 5.6% of the low, 14% of the high. The radio and appliance store was most popular with both groups, accounting for 37% in the low and 40.4% in the higher income group.

Relative Impact Of Spots Surveyed

SURVEY covering the impact of television spot commercials in the New York-New Jersey video area for September through December 1949 and released by Advertensearch, New Brunswick, N. J., shows that the Starlac commercial topped the list with an impact of 30.0%.

Information is based on 5,600 interviews conducted in the area during the last four months of 1949 and is cumulative over the period. The chart shown in the table below is the ratio of impressions (number of persons who were able to satisfy themselves about the content and composition and picture and wording of a spot during the four month period) to viewers (the number of people who reported seeing the spot during the period).

Advertensearch claims that the "impact percentage" is actually an evaluation of how good a job each spot commercial is doing in delivering and impressing the message of the product advertised. Since each impact percentage is based on the memory of viewers for individual spots, these impact percentages lend themselves to comparative analysis of the worth of various commercials.

The five highest ranking spots as reported by Advertensearch with their "impact percentage" are as follows:

<table>
<thead>
<tr>
<th>Spot</th>
<th>Impact Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strobal</td>
<td>39.0%</td>
</tr>
<tr>
<td>Habib</td>
<td>31.3%</td>
</tr>
<tr>
<td>Review</td>
<td>30.9%</td>
</tr>
<tr>
<td>TV Guide</td>
<td>30.9%</td>
</tr>
<tr>
<td>Cameo Curtains</td>
<td>37.3%</td>
</tr>
</tbody>
</table>

* * *

Berle Leads N. Y. Hooperatings

TOP television program as shown in the New York Hooperatings Pockeptpiece for April-May period released last week by C. E. Hooper Inc. was Texaco Star Theatre.

The first three most acclaimed network television programs by rank order for the period were reported as follows:

1. Texaco Star Theatre
2. Studio One
3. Saturday Night Review
4. Hooperatings
5. Radio Playhouse
6. The Goldbergs
7. Fireside Theatre
8. Silver Theatre
9. Studio One
10. Kraft TV Theatre

* * *

Peard Reviews Baltimore TV-Radio Set Figures

FOLLOWING recent reports that television in Baltimore is getting a larger share of sets in use than radio during the evening hours [TELECASTING, May 1, March 6], 15.6% of the homes in the market, WJZ, adjacent to the market, WBAL-AM-TV Baltimore, has sent a memo to the stations' sales staff and the offices of Edward Petry Co., station's representative, on "Radio and Tele-

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Page 14 • TELECASTING

June 12, 1950
TV Networks to Meet Soon On AT&T Facilities

Reps of the four TV networks—which are currently networked—will be meeting with the TV management societies to set up a meeting date for the fall.

Three TV networks—ABC, CBS, NBC—have placed firm orders for use of the new facilities, which will add a southern and a midwestern loop to the present intercity TV network connections. The fourth network—DuMont—also will put in its order for these extensions shortly.

According to the latest Bell System time-table for TV facilities, September will find two new southbound coaxial cable circuits between Washington and Richmond added to the single southbound circuit now in service between those cities. Concurrently, two southbound coaxial circuits will be put into use between Richmond and Charlotte, via Greensboro, and one southbound coaxial circuit extending from Charlotte to Jacksonville, Atlanta and Birmingham.

The following month will see the inauguration of a two relay circuits running westward from Chicago to Des Moines, via Davenport-Rock Island, with a westbound relay circuit connecting Des Moines and Omaha, a northbound relay circuit between Des Moines and Ames, and two northbound coaxial circuits from Des Moines to Minneapolis-St. Paul also going into service that month. A coaxial cable circuit running southward from Omaha to Kansas City is also scheduled to be ready for TV use in October.

Since these new intercity TV connecting facilities are unable to provide fulltime service to each of the four TV networks, a time-sharing arrangement is necessary, similar to that which was adopted prior to January 1949 when AT&T first hooked together the regional TV networks of the East Coast and Midwest into a single system covering the northeast-northeastcentral part of the country. New York-Chicago facilities, already able to meet all normal requirements of the four TV networks, will be augmented late this summer when the new relay system will add facilities to Des Moines, Denver, two eastbound and two westbound, to the East Coast-Midwest program transmission facilities.

NAB Film Survey

SURVEY of television films has been started by G. Emerson Markham, NAB TV Dept. director, in cooperation with the Research Dept. Questionnaires have been sent all operating TV stations asking data on sources of supply, costs and quality of film.

While replies of individual stations will be confidential, NAB plans to make the over-all results available to cooperating stations.

Film Report

BRACKEN PRODUCTIONS Inc., Hollywood film firm formed by Eddie Bracken, radio and film comedian, has acquired radio and TV rights to "Dixie Doodle" newspaper comic strip. It will be filmed as half-hour series for release to TV in fall. . . . Video Varieties for New York shows "The Night." The new series of TV commercials for Borden Co., and General Foods Corp. Firm also preparing two series for Whelan Drugstores.

TEEBEE Films Corp., New York City, Calif., planning production of series of 13 half-hour television films entitled Made in U. S. A. Production expected to start in July. Series will depict lives of minority groups in United States and will be filmed in locales where minority is well represented.

Films will be available for sponsorship by an individual or company. Series will either be as quarter-hour segments, or 13 half-hours.

Margit Nilsen, creator of fashion dolls and manikins, has contracted with TELEncoops Inc., 15 W. 47th St., New York, to design and produce lifelike puppets for television series on etiquettes and manners, for Emily Post Show. First of five-minute TV shows now in production will be ready for previewing early in June.

Tri Pictures, Culver City, Calif., is new firm producing television film shows. Principals are Jack Hively, former motion picture director; Alex Gruenberg, director-writer; and Carl Wester, radio packager. Address is 882 W. Washington Blvd.; telephone Texas 0-2761. Firm currently filming series of 26 half-hour series TV shows for national sponsorship. Three already have been completed.

Apex Film Corp., Los Angeles, has been signed by General Mills to produce 26 more Los Angeles TV films. Production on new series will be started within two weeks, upon completion of first 52 segments. Jerome Levine Jr., freelance photographer, named vice president in charge of production for TV/Film, New York.

Series of 26 feature motion picture films have been acquired by Don Lee Television from Tobey Anguish Productions, Los Angeles (film distributor). All rights were made since 1941 and will be telecast once weekly on KTSU (TV) Hollywood, starting in mid-summer. KTVV (TV) same city has purchased first TV rights to two feature films from Sack Amusement Co., New York, for its new weekly Request Theatre program. Films are "The Thirty Nineteen Steps" and "Scream in the Night."

WPIX (TV) New York, in month of May, signed 120 contracts with sponsors for new announcements and promotions. Summaries and full sponsorships, May business was more than double that of March and April, station reports.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCB®

McNARY & WRATHALL
RADIO ENGINEERS
905 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCB®

A D. RING & CO.
26 Years' Experience in Radio Engineering
Munsey Bldg. Republic 2347
Washington 4, D. C.
Member AFCCB®

Craven, Lehnes & Culver
Munsey Building District 8215
Washington 4, D. C.
Member AFCCB®

RAYMOND M. WILMOTTE
1469 Church St., N. W. DE 1222
Washington 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

MUNSEY BUILDING
8215
WASHINGTON 4, D. C.
Member AFCCB®

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1738 Wood St. 4730 W. Ruffner
Member AFCCB®

Craven, Lehnes & Culver
Munsey Building District 8215
Washington 4, D. C.
Member AFCCB®

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCB®

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2361
Member AFCCB®

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCB®

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
519 Bond Bldg. Republic 2151
WASHINGTON, D. C.
Member AFCCB®

Philip Merryman & Associates
- 114 State Street
- Bridgeport 3, Conn.
- Bridgeport 5-4144
RADIO CONSULTANTS

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, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 3851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCB®
CKCW FESTIVAL
Hits High Note in 1950

THE annual Moncton Musical Festival, sponsored by CKCW Moncton, N. B., hit a high note this year with a greater number of contestants competing and a larger audience attending than ever before in the event's history, the station reports.

According to CKCW, which first revived the festival in 1947 after a five year lapse, the number of entries increased from 1,500 individuals in that year to 4,000 in 1950. In the same manner, competitions this year required four adjudicators as compared to 1947's one adjudicator. Only one hall and four days of competition were required three years ago, but this festival called for two halls and a full week of morning, afternoon and evening sessions.

CKCW sponsors and underwrites the festival, guaranteeing to pay all accounts not covered by entry fees or door admissions. Yearly competitions are organized and operated by Hubert Button and Alf Parkes of the station's staff. Through CKCW arrangements, competitors became eligible for 28 scholarships awarded by business firms, service organizations and individuals. Special awards were offered this year by Frederick Harris Music Co., Oakville, Ontario, for best performance of the works of Canadian composers.

4-H COVERAGE
Reveal Radio-TV Plans

PLANS for radio and television coverage of the National 4-H Club meeting in Washington June 14-21, slated to follow two-day sessions (June 12-13) of the National Assn. of Radio Farm Directors [Broadcasting, May 29], have been revealed by the Agriculture Dept.'s information office.

Network radio coverage will include a pickup on NBC's National Farm & Home Hour, a special program from the Smithsonian Institution on ABC's American Farmer, interviews on CBS news programs, and the Purdue U. glee club on MBS. A radio-TV committee is planning a television service with sound motion pictures of individual state delegations for use by KFDFs who represent TV outlets, as well as a number of local television programs.

SEC ORDERS
Grant Listing Privileges

SECURITIES and Exchange Commission has issued orders granting applications of two stock exchanges for unlisted trading privileges involving specified securities of Admiral Corp., radio-TV manufacturer, and United Paramount Theatres Inc.

Privileges were extended to the Philadelphia-Baltimore Stock Exchange listing Admiral Corp. common stock of $1 par value and to the San Francisco Exchange listing United Paramount certificates of interest in shares of common stock at $1 par value. Securities already are registered and listed on the New York Stock Exchange.

Simultaneously, SEC announced that Allied Electric Products Inc., Irvington, N. Y., manufacturer of cathode ray tubes and other equipment, has filed a statement seeking registration of 150,000 units of $6 par convertible preferred and $1 par common shares, as well as 20,000 common shares at $1 par value.

Company plans to use proceeds to pay accounts payable for machinery, equipment, construction costs and raw materials, and to purchase new equipment and furnish additional working capital.

AFRA CONTRACTS
San Diego Stations Sign

CONTRACTS covering blanket increase for 26 staff announcers at KFPS KCBQ KFMB and KGB, all San Diego, have been signed by American Federation of Radio Artists and the four network stations. Union also announced approximately $10 weekly raise for five combination announcer-technicians at KFXT San Bernardino, Calif., in an agreement reached by AFRA, IBEW and the station calling for $70 per week retroactive to April 1.

San Diego contracts, which were effective June 1, call for a weekly salary of $65 for the first two months; $68.50 for the next six months; $72 for the next 12 months; $75 after 20 months. Former wage scale ranged from $61 for the first six months to $72 after 18 months. Union plans to open negotiations with KSDO San Diego for similar wage scales.

CERTIFICATE of appreciation for continued programming of U.S. Army and Air Force production, Voices of the Army, awarded KXOK St. Louis.

From where I sit by Joe Marsh

Why "Moose" Changed His Mind

Last week, parents were calling Moose Jackson on the phone—and kids were hooting at him in the streets. All because Moose fenced in his field near the depot, where the kids like to go and play ball.

Moose got sore the way folks acted—and he refused to budge. Then Doc Sherman, who likes to play centerfield himself sometimes, decided to "use a little psychology."

Over a friendly glass of beer at Andy's Garden Tavern, Doc says, "Sorry this came up, Moose. We were thinking of asking you to umpire the big game—what with your professional experience and all." (Moose used to play a little semi-pro ball.)

That did it! Next day Moose put up a stile over his fence. In return, the kids promised not to cause any damage. From where I sit, when you try to understand the other fellow's point of view—like his personal preference for beer or coffee—and then take into consideration the will of the majority, why, things go better all around.

Joe Marsh

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field. Roy Bacus, commercial manager of WBAP Fort Worth, declared: "Now is the time for concise, factual and continuous advertising in our trade press to augment what our national representatives are doing for us."

A "good promotion man backed up with facts based on research" is KMBC Kansas City's answer to promotion problems, said Arthur B. Church, president of the station.

"We spend 6% of our total budget for promotion, selecting a theme and carrying it out with original, bold, smash copy over a long period," Mr. Church said. "We use large space in a small number of publications—usually concentrating on the two leading journals in the broadcasting field. We don't use dribbles in a large number of papers."

"Fresh Copy" Needed

W. B. McGill, advertising manager of Westinghouse Stations, disagreed with long-term "theme advertising" as practiced by KMBC, asserting that "fresh copy" is needed from time to time.

KXYZ Houston was cited for doing an outstanding sales job in a competitive market. Deprived of chain store grocery accounts by competitors, the station concentrated on independent grocers with such success that chain organizations took notice and counted KXYZ in.

"How contacting jobbers paid off on WOWO Ft. Wayne was told by John Cory of F & P's Chicago staff, who asserted that "the men in the field are having more and more influence in national spot advertising." Regular visits to jobbers have increased WOWO's national spot volume to the highest level in its history, he said.

TV Spot Estimator

F & P introduced a TV spot estimator which shows at a glance (1) class of time, (2) time in minutes, (3) cost of F & P stations, (4) cost of 10 top markets, (5) cost of top 20 markets, (6) cost of top 30 markets, (7) cost of all markets. By turning a dial, the next larger time period and relative costs appear. Twelve different combinations are shown.

One of the most educational sessions at the clinic from the viewpoint of station personnel was the detailed explanation by Russel Woodward of F & P's New York office, and other staffmen, of the mechanics, forms and procedures that refer to placement and servicing of a national spot schedule. This "traffic sales system" session was designed to help the representative improve the forms so necessary in its business, and to speed up their handling. A "give-and-take" affair, it brought criticisms of the system from the stations, and in turn F & P found that some stations were not cooperating.

A packet of forms, which, Mr. Woodward said, required 18 years to develop before they were acceptable to agencies and buyers, was handed out to each station man. Included were the station traffic system, station availability, F & P availability, confirmation of broadcast order, confirmation of schedule change, teletype and telephone procedure, sales managers' visits to F & P offices and monitoring forms.

"We are still on the road to doing things better," said President Peters. "As a result of this clinic, there will be many improvements for us to carry out. I feel that if we can improve our availability information alone, business will improve 5%."

Mr. Peters urged the station men to "set out to raid the competition." He suggested "keeping house a little better—in effect, clipping lineage like the newspapers do."

It was the consensus of the group that cash discounts are undesirable. The day of double-spotting is here, it was acknowledged. Per inquiry business was brought up, but quickly sidetracked.

VOCM St. John's, Newfoundland, has ordered 1 kw RCA transmitter, expects to go on air with increased power in August. VOCM is now on 1000 kc with 250 w, will move to 990 kc, 1 kw with new transmitter.

ATTENDING F&P's CLINIC

Allen, Jack, WTVJ Miami: Anderson, WBRW-AV-TV, St. Petersburg; Bigge, Arthur w., F & P, Chicago; Barnes, Tom, WDAY Fargo; Barnett, Charles, WMBD Peoria; Baiardo, J. E., KMBC Kansas City; Benoit, W. E. and F. J., KB: Bennett, Sam, KMBC-KFPM Kansas City; Bishop, Edward E., w/ W. Norris, KBBM, Swartz, F & P, New York; Bloomquist, Cari, WGIS Duluth-Superior; Bogg, Norman, WDZA New York; Bonham, James, KSD-TV St. Louis; Bowman, A. Leo, F & P, San Francisco; Brooke, John W., F & P, New York; Bryan, W. W., F & P, Detroit; Burke, Harry, KFAB Omaha; Calhoun, Charles C., WMID Poipu, Campbell, Howen, WRS, Carpenter, O. L., WPFT Raleigh, N. C., Chapman, Ros, WISH Indianapolis; Church, Arthur B. and Arthur B., Jr., KMBC-KFPM Kansas City, Cohen, Nat, WGR Buffalo; Conley, J. B., WRS, Cory, John, F & P, Chicago; Davidson, Wm., F & P, New York; Duffield, R. G. WOWO Ft. Wayne; Duncan, Waller, WITX (TV) New York; Edgar, Edward E., WGR Buffalo; Elkington, F. G., Leo Burnett Co., Extern, T. C., KVOD Denver; Erickson, John, F & P, Chicago; Evans, Joe, F & P, Ft. Worth; Evans, Ralph, WOC Davenport; Evans, Walter, WBS.


50,000-watt WBT is the biggest single

—Because WBT reaches the most people (a total of 577,880 radio families every week!)
Under Fire on Hill; Probe Asked

Rep. Shaffer told the House that the committee had gotten so far "out of hand" as to warrant its abolition, and charged its members are "hell-bent on getting just one side of the lobbying story and are using their offices to drag in the mud anyone who has the courage to oppose the Truman-Pendergast regime."

A similar charge had been leveled earlier by Rep. E. E. Cox (D-Ga.), who attacked the "outrageous and scandalous assumption of power" by the group in requesting detailed information from RCA, General Electric and Westinghouse Electric, etc. He threatened to sponsor a resolution to outlaw the group if Chairman Buchanan did not rescind the request. Rep. Buchanan refused.

Meanwhile, in a resolution introduced last Tuesday, Rep. Hoffman called on the committee to provide information dealing with its employees, direction of its activities, and the source of income of those who are carrying on this very searching investigation." It was referred to the House Rules Committee.

The Buchanan committee has not yet touched on the radio industry, save only through RCA, but its chairman has promised to call NAB President Justin Miller, "probably near the end of the session," to testify. Rep. Buchanan has indicated he wants to hear the industry's stand.

COMR. STERLING Senate Hearing Wednesday

CONSIDERATION of Comr. George Sterling's renomination for a full seven-year term with FCC beginning July 1 will be explored in open hearing by the Senate Interstate & Foreign Commerce Committee Thursday.

Authorities indicated Thursday that the individuals or groups had filed to appear in opposition to Comr. Sterling's renomination. It is expected, however, that committee members may wish to question him on legislation matters as his views on the McFarland FCC reorganization bill, status of TV allocations and disposition of the clear-channel case [Close Circuit, June 5].

Sen. Charles Tobey (R-N. H.) and Commerce Chairman Ed C. Johnson (D-Col.) presumably will be chief interrogators along with Sen. Ernest W. McFarland (D-Ariz.), whose bill (S 1973) is languishing before the House Interstate Commerce group.

Commerce approval of Comr. Sterling, and of Martin Hutchinson, nominated to Federal Trade Commission would be tantamount to Senate confirmation.

Mr. Hutchinson's nomination will be considered on Wednesday.

Westinghouse Meet

WESTINGHOUSE Stations held their annual meeting of station managers and headquarters personnel last week at the Edgewater Beach Hotel, Chicago, with Walter Evans, president, in charge. General administration problems, sales, programming and promotion were discussed. Officials appraised what the organization is doing and reported "everything in good shape but competition tough." Eighteen officials were present, including Walter E. Benoit, vice president, and J. D. Conley, general manager. While in Chicago, the group participated in the Free & Peters National Spot Sales Clinic.

Any Way You Look At It . . .

KRNT is the LEADER in Des Moines,

the center of things in Iowa

Any Way You Look At It . . .

KRNT is the LEADER in Des Moines,
GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW Andrew MULTI-V FM ANTENNA

<table>
<thead>
<tr>
<th>TYPE</th>
<th>NO. OF BAYS</th>
<th>POWER GAIN</th>
<th>PRICE</th>
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<tr>
<td>1302</td>
<td>2</td>
<td>1.6</td>
<td>320</td>
</tr>
</tbody>
</table>

This table shows you why the new Andrew Multi-V is your best FM antenna buy! NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ Twice as much power gain per dollar as any other FM transmitting antenna!
★ Top performance, yet half the cost of competitive antennas.
★ Side mounting construction permits installation on towers too light to support heavier antennas.
★ Circular radiation pattern.
★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.

Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.
NAB ON NARBA

NAB participation in international radio conferences must be limited to mandate of its board of directors, representing many types of competitive licensees, NAB President Justin Miller declared Thursday in a letter to Rosel Hyde, FCC member and chairman of the U.S. NARBA delegation.

The letter was in reply to a communication dated June 1 in which Commissioner Hyde spoke at length and with emphasis on tactics of NAB and Judge Miller during recent. North American negotiations [BROADCASTING, June 5] Commissioner Hyde had asserted Judge Miller's charge of coercion during the negotiations as presented in a letter to Francis Colt de Wolf, Chief, Telecommunications Policy Staff, Dept. of State.

Commissioner Hyde had written that NAB's participation in conferences will be of limited value unless delegates are allowed to make unrestricted decisions.

Judge Miller wrote that NAB's representatives could only take a neutral position in connection with changes "degrading or deviant from the status quo of March 28, 1949" since some of these changes might draw NAB membership objections even though other members might benefit.

He added that he felt NAB's representatives have been giving valuable service at recent conferences "and even at the Havana meeting." In addition they have kept NAB members informed of progress of negotiations, he continued. "I understand you expressly advocated this procedure in Montreal and agreed to its continuance during the Havana meeting when NAB's representative sought your approval of releases," he said.

Diplomatic Aspects

Second, Judge Miller wrote, he did not in any way minimize the importance of Commissioner Hyde's role at conferences, referring to the letter to Mr. de Wolf in which Mr. Hyde had been mentioned in his FCC capacity rather than as chairman of the U.S. delegations at Montreal and Havana.

After discussing at length the diplomatic aspects of the negotiations Judge Miller commented on the observation by Commissioner Hyde about the fact that he did not represent NAB in the negotiations, explaining he, too, would have been limited by NAB's policy just as was the case with Neal McNaughten, NAB engineering director who served as delegation member for the association. He cited Mr. McNaughten's extensive experience in international negotiations and said his withdrawal from the Havana negotiations was not intended to embarrass the delegation chairman.

"You may have noted that the reporter for BROADCASTING magazine considered your letter to me a 'sharply rebuking' Judge Miller wrote. "I regard it as nothing more than a friendly exchange of ideas between two legally trained men, in an attempt to secure a better understanding of a rather difficult situation."

Judge Miller concluded, "I see no logic in your suggestion that it is necessary for NAB, as an association, to participate in treaty proposals in order to secure advantageous, final adjustments; especially if it is understood from the beginning that the association's representatives are limited in the extent of their participation."

"NAB's individual members and representatives of all networks can participate on an arms-length basis in such negotiations and join in agreements. Certainly those delegations who are interested because of their official positions—and this was the sense in which I referred to you as representing FCC—can participate both in negotiations and discuss matters, and in any case, when the chips are down, they are the ones who agree upon proposals, and present them for ratification."

WCTT CHANGE

FCC Would Grant Increase

INITIAL decision to grant WCTT Corbin, Ky., change in facilities from 250 w fulltime on 1400 kc to 1 kw fulltime on 860 kc, directional, was issued last week by FCC Hearing Examiner Max N. Litvin. The Corbin Times-Tribune Inc. is licensee.

Finding that no interference would result to any existing station, the examiner noted that WCTT would serve additional areas and population not now receiving any primary service. The station's extraction of 0.001 m/v signal would reach 214,000 persons during, an increase of 425%, of which 31,746 persons now receive no primary signal from any station. Nighttime the station's interference free contour would reach 16,000 persons, a gain of 77.7%. The towns of London, Williamsburg and Barbourville, where WCTT now has remote studios, would be in WCTT's daytime primary area.

The examiner found that the proposed operation would violate FCC's engineering standards in two respects but considered these minor in view of the primary service extensions. Claim by WPTF Raleigh, N. C., that it would receive "objectionable" daytime skywave interference was dismissed as immaterial under existing standards. WCTT was represented by Russell Rowell, Paul F. Spearman and John Spearman of the Washington law firm of Spearman & Roberson.

Joseph V. Barile

JOSEPH V. BARILE, 33, chief of the classification branch of the FCC Personnel Division, died June 2 at Emergency Hospital, Washington. He had been ill for about two weeks. Mr. Barile joined FCC in December 1945 as assistant chief of the classification branch and was promoted to chief in May 1948. Prior to joining the Commission he was classification and wage analyst with the Chief Signal Officer and before that with Doherty, Clifford & Shenfeld both in Washington. Mr. Barile attended West Virginia Business College from 1936-38. He is survived by his mother and several brothers and sisters.
WHDH Covers a Big Mass Market in Boston, Mass.

When the switch was thrown for the new 50,000 watt WHDH transmitter in February, 1949, the finest high-fidelity coverage was brought to New England through one of the largest and most complete transmitter plants in the country.

Three Truscon Steel Radio Towers are an important part of this outstanding station, reaching millions of New Englanders daily. Two of the Truscon guyed towers, with heights of 565 feet and 605 feet above ground, are for AM only. The third tower is 645 feet high, with the upper portion designed so that it can be removed in the future, if required, and replaced with an FM or TV antenna.

What are your particular new or modernizing tower problems? Truscon can draw upon its background of world-wide experience to engineer, erect or modernize the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
Ads, Women, Box Tops
(Continued from page 19)

women as it does to reach the women exclusively in the daytime. And at night, on most of the big-time radio shows, the opportunity to talk to the entire family comes only once a week.

But in the daytime, by concentrating on women with such programs as newscasts, participating shows and soap operas, we are able to reach them five times a week with commercials on each show which mean that we can give them 10 selling commercials a week as against two selling commercials on a nighttime program—and at a lower cost.

It is true, as proven by Hooper-stations, that we do not have an large an audience for any one program. But we would rather take a much smaller audience and do a strong selling job than to take a large audience at a much higher cost and do what, in our opinion, would be a mediocre sales job.

Determining Factors
We judge low-cost responsive circulation by all the theoretical measurements. And then we add another valuable measuring rod—one which few agencies have at their disposal. Since we have been in business we have received over 41 million box tops and cents, so we judge media by the actual cost per inquiry. And we hold that there is no question that the one which produces inquiries at lowest cost is a low-cost advertising medium.

No. 4—We believe in concentration—in other words, paying the price of admission to a market. It is much like going to see a show on Broadway in New York. If box office prices is $6.00 and you are willing to spend only $1.80, then you cannot expect to get a front orchestra seat. You must be satisfied to sit in the gallery. Sometimes, based on present prices to "South Pacific" in New York, you may find standing room only.

Stilted Approaches
Many campaigns are sold to manufacturers with dull coverage maps, maps which show a complete coverage of the United States, but not enough circulation in any one market to really do a job. In other words, a coverage map may look good in an agency chart presentation, but actually the amount of money and effort spent in any one market may be likened to driving a tenpenny nail with a tacker hammer.

Advertising, to be successful, must buy back sales. And the best way to buy back sales is to give people a good product, a good story about that product, and then intensive enough effort through concentration and repetition of the message to actually buy back sales in the market where the campaign is operative.

No. 5—The last of crocodiles is probably the most important of all and is the one that is based on the application of the first four. This is the use of "forcing methods" which accelerate the sale of a product after it has been previously explained to housewives with reason-why copy—through usual advertising methods.

By "forcing methods" I mean premiums, deals, schemes and contests which, after a woman has been told about a good product, and told enough times through concentration and repetition, persuade her to go to her grocer or druggist and make the first purchase.

It is commenced by saying that our kind of successful advertising today is directed toward inducing use of a product, and here's where the use of a product comes in. We at the Duane Jones Co. spend long hours thinking up ways and means to get women to go in and try a product—after they have heard the story about it—for the first, second or third time.

I am talking about women mainly because primarily they are the major buyers of grocery and drug products. The major percentage of sales of most grocery and drug items are made to housewives. Therefore, most of our campaigns are directed toward them.

One example of these forcing methods that induce women to use a different brand of a product is the Blarney Stone Charm Bracelet. With one premium, over 408,000 housewives sent in a quarter with a label of the product advertised. I sent a man to Blarney Castle, Ireland, to get this Blarney stone, had it chipped up and made a part of a bracelet. My client was able to send them out to housewives for 22¢ each, which made it as we say "self-liquidating."

The Ladies Responded
The result of this offer was that over 408,000 ladies bought the product and sent in and got the bracelets—making the cost per inquiry approximately 8¢, a very low cost.

But we wanted to know how many established customers sent in for the offer and how many new customers we had secured. So a check was made among 5,000 recipients and we found that approximately half of the women who sent in for this charm bracelet were already established customers, and that the other half were new customers. Inasmuch as the offer was "self-liquidating," it cost us nothing to give our old customers a souvenir—in fact, it was good public relations—and we were happy to be able to show a, new attitude to old customers. But the half of the recipients who were new customers, we figured, cost us 16¢ each.

Three months later we went to these new customers and asked them what brand of this product they were using. And 50% of these new customers said they were now using the product.

In other words, through this promotion it cost us 32¢ to get a steady customer who, with this particular product, uses one case a year. The profit on a case of this product at that time was something like 86¢. Through this promotion we spent 32¢ to get 86¢ back. So we were not selling advertising on faith or the vague idea that it creates consumer acceptance, good will, and keeps the advertiser's name before the public, but instead on the basis of arithmetic—actual mathematical results that were highly profitable.

14 Years' Experience
In the 14 years we have advertised this product they have averaged four such promotions a year with similar results, and their sales have increased from 600,000 cases a year to last year's total of over 5 million. And the convincing thing through the years has been that the present case sales today are exactly commensurate with the plans include extension of service to ranch and farm areas. At the same time, it has been announced that Wick Heath, general manager of KMMJ, has been named vice president of KMMJ Inc., and Bill Martin named vice president in charge of sales for the firm. Rex Lathen is regional sales manager for both KMMJ and KXXX. Sales office for the stations is at Grand Island.

Other new stockholders in addition to Mr. Searle include H. A. Searle Jr., Omaha, vice president; J. Herbert Hollister, Boulder, Col., treasurer, and Helen Searle Blanchard, Council Bluffs, Iowa, secretary. U. ( Gus) Lynch will head the stations' engineering department. Mr. Searle and Jim Parks also direct the National Home Institute in Hollywood.

KMMJ Buys KXXX
Searle Is Named President
PURCHASE of KXXX Colby, Kan., by KMMJ Inc., Grand Island, Neb., has been completed.

Don Searle, president, KMMJ Inc., is the new president of Western Plains Broadcasting Co., which formerly operated KXXX. Retiring president, Mr. Pratt and August W. Lauterbach is retiring director.

With the purchase consummated, Mr. Searle announced that KXXX will operate in conjunction with KMMJ as "Ranch and Farm Radio." Expansion

Transacting purchase are (1 to r) Mr. Lauterbach, holding stock; Mr. Pratt, accepting check, and Mr. Searle, making presentation.
number of such promotions we have used. Therefore, "forcing methods" are a vital factor in the success of package product campaigns.

How do we know what kind of premiums or deals or schemes women will go for? We have a staff of six women who spend their entire time scouring the market for suitable premiums that have a great appeal to the housewives. For example, in one instance we read in the New York Times of how the grateful people of England gave our own Gen. Eisenhower a gold sword emblazoned with rubies, with an appreciation of what he had done for the British people. We made a replica of Gen. Eisenhower's sword as a lapel pin. This was offered to women on daytime radio and had we been able to get enough of them made by our supplier at the time, we would have received over 1,250,000 quarters in the mail in 10 days. Actually, we could get only 400,000 sword pins so we were unfortunately forced to " jerk" the offer off the air after four days. But had we been able to get enough Eisenhower sword pins, the returns from this offer would have set an all-time high in radio offer history.

Eisenhower Swords

Later on we offered crossed sword earrings designed after the Eisenhower sword, and some 850,000 quarters came through the mail. In this case we were fortunate enough to get an adequate supply.

Another example is in our offering a plastic orchid lapel pin. Women since their childhood have always wanted their beaux to give them an orchid. So we offered to give them this orchid lapel pin for 25¢ with a box top of the product and it pulled over 3,100,000 returns. This means that 1,100,000 packages of the product were sampled—possibly 550,000 were new customers and 270,000 became steady users of the product. These steady users are good for a case a year of this product and the manufacturer increased his sales, from this one promotion, by 276,000 cases.

The secret behind these radio promotions is that they should not only be glamorous or romantic, but they should be items to which the housewife had already been pre-educated. Every woman since her school days has heard of Blarney Castle and has heard of people travelling to Ireland just to kiss the Blarney stone. Here, for 25¢ she is offered an opportunity to kiss a fragment of this famous stone (or have her boy friend kiss it) simply using the client's product once.

Also, there are many other yardsticks for measuring good radio premiums such as these. They should not compete in price with 5- and 10¢ store items—department store items, etc. Also they should be easy to mail—pass all federal regulations, etc.

Other Offers

In addition to these radio offers I mentioned, we make many premium offers in newspapers and magazines—also on can hands around the products. These are called "eye-minded" items in contrast to "ear-minded" items over the radio. "Eye-minded" items such as new type can opener or gadget of some kind for the kitchen that we can illustrate in space do not necessarily need to have a glamorous appeal such as an "ear-minded" item broadcast over the radio requires.

All of this boils down to the fundamental principle of staying out in front in advertising, just as automobile manufacturers, architects and builders of any description must stay out in front in their respective professions.

Now you may think I have given a formula that can be easily adapted. But the primary secret of the entire formula is the proper appraisal and coordination of all the factors I have explained. This is where an advertising agency comes in, and it is the result of years of experience in the business.

I am reminded of Kipling's description of the old Cape Horn sea trader who became a multi-millionaire and finally retired. His friends asked him how he did it and he quoted the Scripture text: "Just keep your light a-shining a little ahead of the next." Then he added: "They copied all they could follow, but they couldn't copy my mind—so I left them sweating and stealing a year and a half behind!"

GROCER MEETS RADIO

Taliaferro Presents NRGA With Success Story

GRAPHIC illustration of how local radio advertising can reap awards for the grocer was presented last week to some 10,000 retailers attending the June 4-9 National Retail Grocers Assn.'s annual convention held in Chicago.

A radio success story of Portsmouth, Va., Food Stores' campaign was explained to the grocers by S. L. Taliaferro, the group's advertising director.

After a 13-week "experiment," Mr. Taliaferro said, "we decided to make radio advertising a permanent part of the PFS budget." The campaign by PFS, independent cooperative made up of 80 stores, he said, followed the plans prepared by James W. Campbell, local sales manager of WLOW Norfolk, Va.

Presentation by PFS centered upon a daily half hour audience participation show, The Mystery Sound (11:11-11:30 p.m.), offering about $100 worth of prizes each day and an occasional jackpot of $250-300. Show was backed by newspaper advertising, bus cards and color posters in member stores.

According to Mr. Taliaferro, public response was "so gratifying" that in less than six weeks after the program's start, the stores added another daily half hour (2:30-3 p.m.) program.

He Sinks Into an Easy Chair

While Furniture Sales Climb

Sitting down on the job isn't his way of building sales for a sponsor. But a man has to relax sometime—and it's a lot easier when you know you've done a good job. Take the case of the Greenville Furniture Co., in Greenville, Texas. In a letter to KGVL, Mr. J. L. Spradling says:

"We opened our doors about the time you went on the air and almost immediately began sponsorship of Fulton Lewis, Jr., and have had him ever since. We feel that he has had a lot to do with the success of our store. We have recommended him to many of our friends in the furniture business in other cities. Many of them have reported there wasn't a chance to get him, as there was a waiting list."

The Fulton Lewis, Jr., program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
WMIE TRANSFER

ARTHUR B. McBRIDE, principal in the proposed licensee of WMIE Miami, Fla., and Cleveland millionaire, convinced that he first time, told FCC Hearing Examiner Leo Renick last week he never knew Al Capone nor did he ever attempt to intercede with ex-Gov. James M. Cox in behalf of the racketeer.

Gov. Cox in April testified Mr. McBride had approached him in Miami in 1930 when the Cox-owned Miami Daily News was conducting its anti-Capone campaign [Broadcasting, April 17]. Mr. McBride attributed Gov. Cox's charge to his "old age" or bitterness over WMIE's competition to WIOD Miami, a Cox interest. Other Cox stations are WSB Atlanta and WHIO Dayton.

At another point Mr. McBride asserted Gov. Cox had confused him with Ed Strong of Cleveland. Mr. McBrider owned by Mr. Cox in 1935 on a train to Miami when the latter had told Mr. McBride that Burr Gongwer, late Democratic chief in Cleveland, wrote him a letter introducing Mr. Strong who allegedly had called on Gov. Cox regarding Al Capone in the late 20s or early 30s. Mr. McBride and his business associate, Daniel Sherby, are owners of Sun Coast Broadcasting Co., which is seeking FCC consent to assume direct control and operation of WMIE from Lincoln Operating Co., a theatre management firm and trustee of the station. FCC's investigation of the McBride-Sherby interests has been underway for more than a year (Broadcasting, July 4, 1949). WMIE is assigned 10 kw day, 5 kw night, 1140 kc.

Business Records Cited

Paul M. Segal, WMIE counsel, presented business records of the Cleveland News for 1930 which were introduced in the case. Mr. McBride, in his duties as circulation manager for the News at that time, could not have made a trip to Florida, these records were described by Edward J. Thomick, assistant treasurer of the News.

Joseph Laumer, Mr. McBride's assistant at the News, testified he drove with Mr. McBride on the latter's first trip to Florida in 1934. Mr. Laumer now is a supervisor for the Yellow Cab Co. in Cleveland, a McBride-Sherby interest.

Details of Mr. McBride's past interest in Continental Press Service, national racing news service now owned by his son, Edward J. Mc-

McBride Denies Cox Charge

HILL DISCS

Modified Bill Okayed By Senate

MODIFIED bill incorporating major changes in operation of the Congressional Joint Recording Facility Committee slipped quietly through the Senate last Tuesday despite efforts to reconsider the controversial legislation to court ruling if not defined. Many radio stations currently are using members' discs locally as "public interest" features and in the nature of "reports" to constituents. The facility now is operated by the government at taxpayers' expense, though previously it was run privately by Mr. Coar.

Democratic move to change proposal (H J Res 332), which passed the House last August, before the Senate was pushed by Sen. Scott Lucas (D-T.,) Senate Democratic majority leader, just before adjournment of 1935 a.m. Wednesday. Sen. Karl E. Mundt (R-S.) told the Senate that the Rules & Administration Committee held hearings on the matter "and went into it very thoroughly." He said it would merely provide a "better system of booking and keeping house-keeping."

Ferguson's Stand

Sen. Homer Ferguson (R-Mich.), leading the fight to reconsider the measure Wednesday, said he was not on the floor "early this morning" and asserted "the matter is one which I am sure deserves more attention than it has received by the Senate."

Sen. Lucas advised the Senate that when it passed the joint resolution "early this morning" it did so "without hesitation." Sen. Mundt. Sen. Ferguson's motion to request return of the bill from the House was defeated.

in 1937 to the John S. Knight interests, which now publish the Miami Herald, and folded in December, 1957.

McBride testified that when he met Gov. Cox a second time at a golf match in Miami in 1938 Gov. Cox commented Mr. McBride's friend Angenberg "didn't do so good" because he had lost $600,000 in the Tribune operation. Mr. McBride charged Cox, Cox then said to him, "I'll send that . . . to the people yet."

A host of character witnesses from Cleveland were produced by WMIE to prove its honesty and public spirit. These included: James Democratic Cleveland City Council; Ray T. Miller, Cleveland News owner and part owner of WERE Cleveland; A. L. Demoff, WIND board member, chairman of the Cuyahoga County Republican Committee of Cleveland Home Building Co.; John E. Burns, president of the Cleveland Federation of Labor, (AFL); Thomas Coughlin, president, Bank of Ohio; Dave B. Jones, steel industrialist and part owner of the Cleveland Indians; Adolph Abes; McBride for Alfred J. Murov, and a number of civic, business and religious leaders.

L. Ad Club Elects

HAAN J. TYLER, manager of KFI-TV Los Angeles, has been elected president of the American Ad Club succeeding Richard C. Russell. Russell Z. Eller, advertising manager of California Fruit Growers Exchange (Sunkist), was made first vice president. Another new director is Pim Huyse, chairman of the executive committee; Art B. Hinokiet, former president of the Los Angeles Advertising Club, is now chief advertising manager, Carnation Co., and George Clark, advertising manager, Farmers & Merchants National Bank.

Upcoming

June 25-July 1: WKY-TV, Oklahoma City Television Clinic, U. of Oklahoma.
June 28-30: Assn. of Independent Merchants Stations Convention, Miami, Fla.
June 30-July 2: Catholic Broadcasters Assn., Hotel St. Louis, St. Louis.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters. Jasper Park Lodge, Banff, Alberta.
ELECTION BILL
To Establish Radio-TV Expenses

ELECTION expenditures incurred by House members for use of radio, television and other advertising facilities would be subject to close scrutiny of a special five-man House committee under a proposal dropped in the Congressional hopper last Thursday.

The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), would authorize the group to probe the "extent and nature" of expenditures of all House members during 1950's political campaign and report to the chamber not later than Jan. 3, 1951.

Additionally, amounts spent by individuals, groups, committees, corporations and labor unions in support of any candidate would be subject to investigation. Committee would be vested with the power of subpoena and be authorized to hold hearings.

Purpose of the resolution, referred to the House Rules Committee, is to seek remedial legislation which would tighten up federal or state statutes governing qualifications of members elected to the House.

Text of the section on advertising calls for a probe of:

The amounts subscribed, contributed, or expended, and the value of services rendered, and facilities made available (including personal services, use of advertising space, radio and television time, office space, moving picture films, and automotive and other transportation facilities) by any individual . . . group, committee . . . corporation, or labor union, to or on behalf of each such candidate in connection with any such campaign or for the purpose of influencing the votes cast . . . at any convention or election held in 1950 to which a candidate for the House . . . is to be nominated or elected.

Pulse Expands

PULSE INC. coverage will enter three new markets during July and June and concurrently will increase its New York coverage, according to Dr. Sydney Beilow, president. The new markets to be covered are: Richmond, Va.; St. Louis and Columbus, Ohio. Increased coverage in the New York area will cover 12 rather than 10 counties heretofore reported on.

PRIMARIES

Gurney Loses Senate Seat

SEN. CHAN GURNARY (R-S. D.), who along with his family helped establish WNAX Yankton, S. D., in 1926, last week was unseated in the state's Republican primaries.

Third-ranking Republican member of the Senate, Sen. Gurney conceded defeat to Rep. Francis Case, himself a veteran of 14 years in Congress and former newspaper editor and publisher. Sen. Gurney formerly was manager of WNAX before he withdrew from the radio field in 1933. Elected to Congress in November 1938, he was trying for his third six-year term.

Phillips Successful

In other results of primaries, Rep. John Phillips (R-Calif.), former owner of KPAS Banning, Calif., secured both the Republican and Democratic nominations last week under the state's system of cross-filing. He is assured of running next January.

Rep. H. R. Gross (R-Iowa), whose radio background included service with WLW Cincinnati, WHO Des Moines, KXEL Waterloo and WISH Indianapolis, was unopposed for Republican renomination last week. Rep. Harris Ellsworth (R-Ore.), who holds 125 out of 500 shares of stock in KRNR Roseburg, Ore., was unopposed last month.

AUDIENCE CHANGES

Hooper Compares Ratings

AS "a practical demonstration of the dollars and cents differences involved in current changes in broadcast audience behavior" in cities with TV stations and those without them, C. E. Hooper Inc. last week released comparisons of the 1948 and 1950 audiences of two top-ranking programs in five cities of each type.

Network Hoprating of Lux Radio Theatre was 29.5 in February 1948 and 23.6 in 1950; the Hoprating of the Jack Benny program changed from 26.3 to 25.2 in the same time, Hooper said. But, the report pointed out, this 36-city average fails to reveal the wide market-to-market variations between TV and non-TV cities.

"It fails to tell the advertiser that unprecedented changes have
A RECOMMENDATION that the proposed "disaster communications service" make provision for rebroadcast of police, fire and other emergency communications was advanced last week by Seymour N. Siegel, director of radio communications for New York City, operator of WNYC New York.

Mr. Siegel pointed out that WNYC owns or stations in that area for a long time have cooperated with the New York police and fire departments during emergencies—fires, subway and airplane accidents, etc.—by carrying on-the-scene broadcasts which keep the public informed and at the same time help minimize public fears.

The recommendation was advanced during a general public conference last Monday and Tuesday at FCC on plans to establish a disaster communications service composed of "amateurs and other non-government and government groups operating fixed, land and mobile stations, and consisting of a single integrated service for the handling of emergency communications in times of disaster." The 1750-1800 kc band has been designated for this service.

Emergencies Cited

FCC cited the utility it would be used in event of "floods, earthquakes, hurricanes, explosions and consequences of armed attacks," etc. Proposal for the service stems from the Commission's overall reallocation proceeding of 1945. Last week's meeting, opened by FCC Comr. E. M. Webster, seeks to implement the proposal.

The two day meeting was conducted by George K. Rollins, chief of the Radio Operator and Amateur Division of FCC's Office of Chief Engineer. His assistants were George MacClain, chief of Marine, Operator and Amateur Branch, Safety and Special Services Division of FCC's Office of General Counsel, and Robert W. Percy, engineer in Mr. Rollins' division.

In addition to Mr. Siegel, broadcasters were represented at the meeting by Neal McNaughten, director of NAB's Engineering Dept. Spokesmen for all branches of the armed forces, the Coast Guard, Civil Aeronautics Administration, American Radio Relay League, American Red Cross and numerous other Federal, state, municipal and non-governmental agencies participated.

The National Security Resources Board told the meeting it did not approve or disapprove of the proposals under consideration but hoped that no final action would be taken until NSRB might formulate its policy which might affect the ultimate decision. It was indicated this policy is to be reported by September.

Since many organizations already have network facilities which handle emergency communications of various types, several spokesmen urged the proposed service be used primarily for linkages between these established networks. Careful control of licensing also was suggested.

Since FCC proposes that anyone holding a license for any radio service automatically would be eligible to operate equipment in the new service, fear was expressed that a "tower of Babel" might result from everyone "trying to get in the act" during a crisis. Details of FCC's proposal were given by the Commission in a notice issued March 23.

DISASTER RADIO

FCC Proposal Aired

NEWS FOR TRANSIT RADIO

KXOK's Barrington Gives Tips on Planning

By BRUCE BARRINGTON

NEWSPAPER

KXOK-AM-FM ST. LOUIS

THE ENTRY of Transit Radio into the field of communications has created a number of situations not encountered in standard radio broadcasting.

At KXOK we, in effect, operate two newsrooms. One group of writers prepares the FM copy and simultaneously transmits the copy to the operators who draw on the same news sources, both wire and local, and interchange duty on both groups for assignments. One of these groups may be seen assigned to the newspaper.

Because the average streetcar and bus ride in St. Louis is about 30 minutes, news is presented on the hour and the half-hour with a summary of the news in the morning, when a 20 minute schedule is followed from 7 a.m. to 9 a.m.

Each newscast runs about two minutes and is divided into items for weather and temperature report, News item length is held to a minimum, including only the detail required for clarity, usually five or six lines. An average of five items appear on each FM newscast.

Since it is known that there is a considerable FM audience in homes, it is apparent that frequent use of dialogue, especially monotonous to this segment of the listeners. Therefore, an arbitrary practice has been established that no story be repeated within a four hour period unless fresh developments warrant it.

Experience has indicated that bus and streetcar passengers are especially responsive to musical and human interest stories. Quite a bit of this material is included in the FM news broadcasts.

KXOK-FM devotes four periods in the broadcast day, which is from 7 a.m. to 9 p.m., to "featurettes." In these capsule features, a current news story is expanded with background material. For example, the coal strike feature included the details of how a Yankee trader, known for his luck, made a handsome profit by literally carrying coal to New England, Canada.

Bus riders are told of reasons for delay in service or rerouting of the affected bus lines.

Stories involving bus or streetcar accidents would be given in exact taste and are eliminated unless their importance demands inclusion.

In the same convention, the KXOK newspaper has a policy of not referring to racial antecedents, and this becomes especially necessary in broadcasting to public vehicles where members of all races and creeds are intermingled.

There is another important function which the news service of the convention is prepared to fill. At any moment, there are thousands of people on the move who, in cases of disaster need to be reached hurriedly. This news medium is tailor-made for that purpose.

AWB MEET

'Feminine Touch' Theme

THE COMMERCIAL side of broadcasting dominated a workshop-convention held June 1-3 by American Women Broadcasters at the Hotel Cleveland, Cleveland, with some 200 delegates in attendance.

With the theme "Radio's Feminine Touch," the convention covered the entire range of women broadcasters' work, including children's programs, feminine broadcasts, public relations and selling, and features of a talk by Esther Van Wagener Tufty, Washington correspondent, who emphasized the need for more news on women's programs. She explained how news could be presented to capture the interest of feminine listeners. Television entered the agenda with a demonstration of stroboscopic lighting at the General Electric laboratories in Cleveland.

Forum on foods was held with the cooperation of the Grocery Manufacturers of America. It included an address by Dr. Arthur E. Davis, food expert, who discussed the food field and took delegates behind the scenes in production, packaging and marketing of foods.

A sales session which went into many phases of commercial programs aimed at the feminine listener was directed by Mrg. Zahr, assistant director of Broadcast Advertising Bureau.

Ralph G. Hardy, NAB director of government relations, addressed the annual luncheon of AWB. Dorothy Lewis, coordinator of U. S. station relations for the United Nations, complimented women broadcasters for their cooperation in bringing UN news to the public.

Plans for the 1951 AWB convention were discussed at a Sunday meeting of AWB district chairmen and the executive committee. BAB and Director Maurice B. Mitchell were commended for the BAB salute to women broadcasters which takes the form of a sales manual titled "Radio's Feminine Touch." The manual was distributed to over 1,000 agencies and advertisers.
Texas, California

Are Top of List

TEXAS and California range far ahead of other states in total number of broadcast station authorizations, with 222 and 219, respectively, as of June 7, according to a tabulation released by FCC Friday.

They also lead the AM list with 183 and 143, respectively. In addition, Texas has 53 FM (29 commercial and 4 educational) and TV stations, while California has 65 FM (58 commercial and 7 educational) and 11 TV.

The AM-FM-TV total for the U.S. and possessions placed at 3,206-2,295 AM, 740 commercial FM, 82 educational FM, and 109 TV.

Pennsylvania's AM total (111) is third highest and its 67 FM outlets lead the states in that category, followed by 65 in California, 62 in New York, and 51 each in Illinois and Ohio.

In television, New York leads with 13 stations, Ohio is next with 12, and California is third with 11.

Total authorizations range from nine each in Delaware and Vermont up to Texas' 222. Vermont's nine are all AM; Delaware's consists of 8 AM, 3 commercial FM, and one TV.

Although without FM and TV outlets, Alaska has 10 AM stations, Hawaii 12, Puerto Rico 25, and the Virgin Islands 3.

Some 36 cities had 10 or more broadcast stations, as follows:

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INTERFERENCE

Radiation Data Reported

FURTHER indication FCC may be required to overhaul its thinking and policy on incidental radiation last Tuesday with the meeting of the joint Industry-FCC Committee on Carrier Current Measurements. This is one of several working groups in FCC's broad study of interference caused by various types of radiation (TELECASTING, March 1, '50).

Seven reports of field intensity measurements of line radiating devices and systems, the first studies of their kind, were presented at the meeting, conducted by Jules Decyk, an engineer in FCC's Technical Research Division. Observers noted that readings of radiated signals were found to be high enough in some instances to potentially cause interference to aeronautical and military services at distances up to 20 miles. Heretofore it was assumed radiation was confined to a few hundred feet and has been so limited by Part 15 of FCC's rules.

No conclusions or interpretations were made by the committee at the meeting since its charge only was to evaluate data which previously had not been obtained. FCC made detailed aerosol measurements for the first time in one case through the use of a C-47 plane loaned by the Air Force, it was reported. The Commission gathered field intensity data on the carrier current installation on the Tennessee Valley Authority's 184 kv power distribution lines near Chattanooga. Similarly, Bell Telephone Labs made an aerial and ground study of a carrier current telephone system near Celina, Tex., which constituted a second report.

Other reports included a ground study by TVA relating to carrier current measurements mentioned above; Edison Institute power line carrier field intensity observations in Pennsylvania and Maryland; a consideration of the effect of interfering signals on carrier current telephone systems; aircraft communications such as the aviation traffic service, conducted by Special Committee SI of the Radio Technical Commission for Aeronautics; and the study by the Federal Communications Administration on port on carrier current radiations from lines, and a study by the Asso. of American Railroads on carrier current inductive train communications of the Pennsylvania Railroad in Ohio.

MUSIC TASTES

Shown in Oklahoma Survey

EARLY morning listeners in central Oklahoma prefer popular and "old time" music, according to results of a survey completed by U. of Oklahoma students at the request of KOMA Oklahoma City. Study was based on a 1,000 sample and conducted by mail under the direction of Dr. Sherman P. Lawton, the university's radio coordinator.

Asked to indicate type of music they preferred 6:30 to 7 a.m. and frequency of listening, 54.2% of the families reported they "usually" listen while 7.7% indicated they "never" in early morning broadcast. Study shows general agreement between urban dwellers and farmers, with primary differences noted on light classical and religious music, preferred by farmers, and military band fare, which rated third with rural listeners.

LOCAL Seattle disc jockeys get a first-hand look at what's behind the voice they hear on Capitol Records. When Kay Starr, featured singer on Capitol issues, paid a visit to that city she was given a reception at the Washington State Press Club. Well wishers are (l to r): Harry Jordan, KING; Bill Griffiths, KOL; Miss Stern; Wally Nelskog, KIRO, and Scott Easton, KOMO.

RADIO JOURNALISM

Council Warns Teachers of 'Charlatanry'

TEACHERS of radio journalism courses have been warned by the Council on Radio Journalism against "education charlatanry" in certain college and university courses—particularly those which have "mushroomed" since the war.

According to Prof. Floyd Baskette, U. of Colorado college of journalism and CRJ chairman, the council has noted the watering-down of sound education-for-radio procedures for the last two years.

"Because of the obvious desire of many colleges to get on the radio bandwagon, even though they're totally unqualified to teach in the field, the problem has become a serious one," he said. "A recent job survey by CRJ in eight states underscores the problem. The number of placements in the next few months is likely to be smaller than at any time since the war."

Need 'Quality'

"With this added problem," Prof. Baskette continued, "CRJ thinks it wise to try to dissuade from any attempts at education for radio such institutions as can't do a thoroughly conscientious, professional job... the need [today] is for high quality, not quantity."

The council is a body of broadcasters and radio news teachers, with five members elected by the NAB and five by the Assn. of Accredited Schools and Depts. of Journalism. Common shortcomings found by CRJ in "accreditation examinations" of radio-journalism teaching in the last three years are inadequate radio experience, lack of studio, recording and other laboratory and technical facilities.

1930 - 1950

20th Anniversary Year

46.0

"HOOPER"**

*(average 5 periods winter, 1950)

proves the best buy

in

DANVILLE, VA.

is

WBTM

Rep: HOLLINGBERY

5kw (d) A B C 1kw (n)

June 12, 1950 • Page 75
Help Wanted

Commercial manager needed for 1600 watt Mutual affiliate. Excellent opportunity is here if you can make it. Direct all your personal data and picture. Box 423F, BROADCASTING.

Urgent need for commercial manager in the commercial dept. of KSU 1400-1000 wday, Glendale. Texas. High pressure men with dollar signs for eye balls need not apply. Personal interviews requested.

Situations Wanted

Manager

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Situations Wanted (Cont'd)

**Engineer**—first transmitter-control-remote-tape-recorders. Married, available immediately. Earl Davis. Tell City, Indiana.

Young man living in out of town station. Has first class ticket, also TV background. Located in San Francisco, 5173 Fielding Road, Bronx, N. Y.

Engineer, 18 years experience, various transmitter areas. Construction and supervisory experience. Skilled in operation of equipment and directional systems. Excellent workmanship. Resides in the vicinity of Rockville, F.W.-P. General Delivery, Rockville, Indiana.

Situations Wanted

Managerial

Position in field of publishing, particularly with production department, in small to large size. College graduate with highest references. Write Box 465F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available for man interested acquiring controlling interest in well established station, with abundance of good will in community. Address your letter to Box Office 488, Inglewood, California.

250 watt fulltime network station (AM and FM) in southeastern city over 100,000 population. Excellent opportunity, particularly for man adept in sales goals. Box 465F, BROADCASTING.


Equipment, etc.

Two Scott dynamic noise suppressors, type 910-D. Condition like new. Gray spot. Original owner. Each $35.00. Box 465F, BROADCASTING.

Audio equipment—Surplus to our needs; some unpacked, but none used. Following RCA year: two 445X minis, $93 each; three 90A floor stands, $50 each; one 71D-1, one directional mike, $110. Three MT-11096 hooks, $6 each; two 50E dines noise equalizers, $40 each; four MT-4025A HP compensators, $25 each; following WE equipment: One 2D2 portable nemo mike, (AC & battery power supply), $45.00; one 639 cardioid mike, $110.00; one 453A saltwater mike, $47.00; excellent quarantine preamplifier, $250. On 20-B-3 power supply (for 2BA1), $125.00. Sells for $50.00. Each mini, $5.00. WE mike fittings included. Or make bid, FOB, KIDC, Sausalito, Calif.

FM transmitter, 1 kw GE BT-7-B, rare tubes crystal. Like new. Cost $289.75. Best offer over $250.00. WFR 5-A frequency monitor, $290. Also 140 ft. 17" Andrew transmission line, accessories, 8 bat GE circular antenna, $175.00. Make offer, WENY, Elmira, N. Y.

For sale or trade: Panacoustics 2 studio console—$350.00. DuMont 27 oscilloscope—$75.00. Thomson 16 foot solid support tower—$200.00. RCA ET 4250 transmitter 250 watts—$475.00. Brush 2D1 tape recorder—$75.00. QR-122 distorsion meter and GM-1250. $250. QR 731A modulation monitor—$100.00. GR 1A console complete—$1000.00. Contact Chief Engineer, WPTF, Fort Lauders, Florida.


Magnecorder P7-WA complete, RCA 318-51 speaker and cabinet; all used less than 10 hours. D. L. Ackworth, WRSW, Warsaw, Indiana.

Have several used gunwincher towers will sell erected. Tower Company. Box 1185, St. Louis, Mo.

Situations Wanted (Cont'd)

**Equipment, etc.**

Limiting ampl., frequency and modulation monitors, cable rack, RCA universal pickups, mikes and remote, monitor amp, 350 kw new inch 5060 coax cable, 1 piece pre-amplifiers, remote mikes, amplifiers, patch panel plugs. United Broadcasting Co., 301 E. Erie St., Chicago.

**WRITE OR WIRE COLLECT**

**COLUMBIA INSTITUTE**

9th and Chestnut Streets

Philadelphia 7, Pa.

**FOR SALE:**

**COMPLETE FREQUENCY MODULATION STATION**

10 KW Federal transmitter—95.1 frequency 8 Bay Federal square loop antenna 452 foot self-supporting Idco tower (International Derrick Equipment Co.) 3-1/4 coaxial transmission line Complete control room equipment, including GE oscilloscope, Forthchild transcription table. Lutrak, vertical pickups. GE modulation meter and frequency deviation meter Complete set of spare parts and tubes for transmitter and control room equipment.

All of the equipment is in first class condition. Used only 2½ years.

If you are looking for a station of this kind, this is it. Nothing else to buy. Everything is here.

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

FREDERICK A. BERTRAM

Director of Business and Finance

SAINT LOUIS UNIVERSITY

St. Louis Missouri

**ABILITY AVAILABLE**

We have well trained personnel who have had actual experience in metropolitan stations as announcers, news, commercial writers, disc jockeys, producers and script writers. Give us your requirements and we will send resumes, photos and disc.

**RADIO-VISION**

School Charged by FTC

FEDERAL TRADE COMMISSION has ordered Universal Radio-Vision Training Corp., Hollywood, to "cease and desist" from misrepresentation in the sale of correspondence courses in radio and television.

Under terms of the FTC order the firm and its officers are quit to claim that their course is sufficient to prepare and train men and women as technicians in the electronics industry.
High Readership:

EDITORS, BROADCASTING: . . . Thank you very much for the prominence you gave the announcement [Broadcasting, May 22]. . . . Judging by the letters I am receiving, there’s not a radio-TV person in the country who didn’t see it. BROADCASTING’s readership must be very high.

Mary Dunlavny
Timberview
New York

[EDITOR’S NOTE: Miss Dunlavny is referring to the story which announced her appointment as head of Cohen’s buying department.]

Mitch Shares Honor

EDITORS, BROADCASTING: I am sure you realize how pleased we are at BAB have been at the many fine things you said about us in the last two issues of BROADCASTING.

As a matter of fact, since you gave such emphasis to my own part in the development of BAB, I feel impelled to point to the obvious fact that BAB would never have come this far if it had not been for the services of some very wonderful people on its staff and out in the broadcasting field. The contributions of BAB staff members like Charlie Batson, Meg Zahr, Bob McGrady and Lee Hart, should not be forgotten, nor should the unseen but highly useful efforts of BAB Staffers Virginia Roviles, Shirley Miropl, Marie Nolte, Dolores Sussman, and Rhoda Schott. These are the people who really get the work done.

If this attempt to build a central source of inspiration and information in the field of radio advertising has been a success, it is also due to the guidance and support it has had from broadcasters who have generously given any payment outside of the satisfaction they undoubtedly have gained as BAB took form. Most of these people have been referred to me by members of the committees with which we worked and they are certainly worthy of mention:


To all of these the people in the industry owes a real vote of thanks. They saw the need and they found the solution. They had the enthusiasm and the drive that was necessary to make an idea a reality.

Maurice B. Mitchell
Director
Broadcast Advertising Bureau
New York

‘One We Value Most’

EDITORS, BROADCASTING: We subscribe to several trade journals but BROADCASTING is, by far, the one we value most.

Len Hall
Hall Productions

‘Take the Heat Off’

EDITORS, BROADCASTING: I was very much interested in the article on page 10 of Tele-

Son for Harris

MRS. JACK R. HARRIS, wife of the general manager of KPRC Houston, and her parents are doing well at Hermann Hospital, Hous-

Page 78 • June 12, 1950
ED. R. CAPRAL, formerly of WCON
Atlanta, Ga., appointed program director of WATL-AM-FM same city.

PHIL McLEAN, formerly sports editor and announcer for WLJB Detroit, joins WEJE Cleveland.

ROGER CARROLL, formerly KGER Long Beach, Calif., staff announcer, and JIM BERRY, formerly on teaching staff of Hal Sielker School of Radio, Los Angeles, join ABC Hollywood announcing staff. Joining same staff June 18 is LLOYD HOWARD, formerly of KGW Portland, Ore.; June 26, PAUL STEWART, formerly with KEWB Hollywood, and JOHN HARRAN, formerly at KGO San Francisco.

GEORGE SNYDER, student of business administration and retailing at U. of Buffalo, joins WINS New York to do research work for summer.

CHARLES (Bud) DAILEY, formerly with WLEX Lexington, Ky., joins announcing staff of W slap same city.

BILL HALE, formerly staff announcer at WTRC Tuscaloosa, Ala., and sports commentator-announcer at WBRG-AM-TV Birmingham, Ala., joins WSB Atlanta, Ga., as announcer and music librarian.

GEORGE BRYANT, announcer and disc jockey for WCON Atlanta, now joins WEJE Cleveland as announcer.

He also had served with WTIP Charleston, W. Va.

RICHARD LINKRUM succeeds DIGITAL LINKY in producing-announcing section of CBS-TV's Alan Young Show, Thursday, 9:30-11:30 p.m. Mr. Linkrum has directed Alan Young's shows for Arthur Page, Lucky Lup and Fogey Emerson Show. Mr. Levy will devote his production and directing efforts to CBS-TV Ed Wynne Show.

NORMAN RAGSDALE, chief announcer of WCNC Elizabeth City, N.C., resigns. Edward Braun, program director of WCNC, also resigns. Future plans have not been announced.

BABS NYAN, formerly vocalist with Fred Waring and Ray Noble, is starred on her own disc show over WFLI Philadelphia, Mon.-Fri., 11:30 p.m. Show also appears weekly on WFLI-TV Wednesday, 7:30 p.m.

ED NIX, assistant program director of WKAN-WKIL (FM) Kankakee, Ill., resigns to move to Fresno, Calif.

JOHN BEEBE and TED PARDER join WKAN-WKIL as summer replacements.

ANNE NELSON, formerly of CBS Hollywood program department, and WILLIAM ROSENTHAL, Chicago and Los Angeles lawyer, named to newly created CBS posts of assistants for business administration, effective immediately. They will assist Kenneth L. Youd, director of CBS Hollywood program business administration, and Martin Lesher, assistant director of department, in business relating to CBS Hollywood-originating radio and television programs.

NORMAN EVANS, recently named chief announcer at WFMD Frederick, Md., appointed program director of station.

BJORN JOHNSON, formerly associated with stations in Calgary, Edmonton, Trail Victoria and Vancouver, joins announcing staff of CKNW Westminster, B. C.

DICK SCHULTZ, graduate of Pasadena Institute for Radio, Pasadena, Calif., joins announcing staff of KGBC Galveston.

CHESTER RANDOLPH joins WLS Chicago as assistant farm director. He formerly was farm service director at KGLO Mason City, Iowa.

BILL DUANE joins the announcing staff at WLS Chicago. He worked previously at WBEM Chicago.

HARRY G. STEWART, formerly writer-salesman with Paul Fennell Co. (commercial film producer), joins CBS Hollywood editing staff. He replaces LEWIS and GEORGE PEDICINI, transferred to Columbia Pacific Net- working staff.

HARRY INGRAM, writer-producer, named director of Mutual-Don Lee's The Shadow.

WADE LANE starts new half-hour Chat 'Aahil' program on KFOX Long Beach, Calif., featuring his philosophical comment and hymn singing.

VERNE HILL, staff member of CHUM Toronto, Ont., for three years, resigns to go to California. His place on Chum Valley show, daily 12:35-1 p.m., is taken by JOSH KING.

DICK RICHMOND, formerly of WMYR New Orleans, joins staff of KGBS Harlingen, Texas.

RALPH DeSALL, formerly with KGO San Francisco and writer-director with Benton & Bowles, Hollywood, rejoins KGO as writer-producer.

BIL CARLSON, announcer for WTMJ-AM-TV Milwaukee, appointed

staff director for WTMJ-TV. He has been announcer for WTMJ for three years.

JOHN B. EGAN, formerly with WATL-AM-TV Philadelphia, and before that with WHTF Hartford, and WBRY Waterbury, Conn., joins WTOP Washington as summer replacement announcer.

GEORGE COLLIER, previously with KXAF and KWBC Ft. Worth, Tex., joins staff of KXOL same city.

JIMMY LOWE, of KXOL, resigns to join Decca Records.

JACK CURTIS, former announcer for WBS New York, joins WQXR New York in same capacity.

RON DEXTER, NBC Hollywood production director, named composer-director on new NBC Penny Singleton Show.

MARY NAUGHTON, formerly with Best & Co., New York joins script and continuity department of WRL radio network, N. Y.

VIRGIL REIMER, formerly NBC Hollywood sound effects technician, becomes associate production director for network. Also promoted is RICHARD MCDONOUGH, from NBC page staff to associate director in television department.

EDWARD A. CONDIT Jr., general sales representative of WMTR Morristown, N. J., joins WABC (TV) New York, as staff announcer.

JACK TAYLOR, formerly of KMBC Kansas City, Mo., joins WCPY Chicago announcing staff as replace ment of RICHARD HARRIS, now doing freelance TV work in Chicago. ART HELLERY, who worked at WMIL Milwaukee, also joins WCPY as 18-year summer announcer.

STANLEY BURNS, formerly with WTTI Miami, joins announcing staff of WHIL Hemstead, N. Y.

GEORGE K. RAUBANDBUSCH, founder and conductor of Harrisburg Sym phony Orchestra for 20 years, joins WHGB Harrisburg, Pa., as manager.

JOHN LINDSTROM, formerly of KROW Oakland, and FRED STUH MAN, formerly of WOR New York, join announcing staff of KGO San Francisco. They replace FRED JORGENSEN, who transfers to KGO-TV San Francisco, and JOHN HARLAN, transferred to KECA-TV Hollywood.

SAL LOU GERSON, radio actress, signed for role in forthcoming Ed Gardner motion picture production, "Man With My Face."

MARY WEBBER, continuity writer, KPOJ Portland, Ore., named winner of local Roland C. Ayres annual speech contest, receiving $100 towards expenses to attend AAW convention in Los Angeles, June 25-29.

HARRY CAMPBELL, farm director of WTMJ-AM-TV Milwaukee, is father of a Girl, born May 31.

JERRY STRONG, morning man on WIXN, m. c. of TV Shopper's Review on WBNW (TV) and The Jerry Strong Show on WRC, all Washington stations, and Lucy Majure have announced their marriage.

JOHN P. STARR, formerly associated with WGM Gulf South, Miss., has been graduated from Perkinsion Jr. College, Pulaski, Tenn. Agreement with the Federal Trade Commission to discontinue claims that its sapphire tipped phonograph needles will "last 10,000 records," is not stated number of plays." In addition, future claims must be accompanied by a statement that the needles may "chip, break or wear, causing sound distortion and resulting in improper fidelity," the commission added.

Mr. Ken Griffith
McCann-Erickson, Inc.
New York City
Dear Kenny:
Folks may beassin' (he's in some spots we 'kens', country, but jest wait 'til you hear 'bout Charles, West Virginia.

Everyone's seen how the column was sometimes stopped to put a word in for some territory that was losing, and all the news from out West was all the news that many people need, and the Federal Trade Commission is just too smart when they look into it possibilities afforded by a type of agreement, they say, that's a number number one station in West Virginia's summer schedule.

FIRST OF A BUNCH THINGS IT'S REASONABLE that they'll do a job for you in a place where money's been spent!

Yrs.,
Charleston, W. Va.

Columbia Agrees

COLUMBIA RECORDS Inc., Bridgeport, Conn., has signed a five-year agreement with the Federal Trade Commission to dis continue claims that its sapphire tipped phonograph needles will "last 10,000 records," is not stated number of plays." In addition, future claims must be accompanied by a statement that the needles may "chip, break or wear, causing sound distortion and resulting in improper fidelity," the commission added.

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JUNE 2 TO JUNE 3

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

Ore.: WPFA Chester, Pa.; WJMX Florence, S. C.

License Renewal
Request for license renewal AM station: WJLD Bexley, Ohio; KRLN Canon City, Col.; W JAR Savannah, Ga.; KSYL Alexandria, La.; KWVL Lake Charles, La.; W LEM Lake Charles, La.; WMAM Mansfield, Ohio; WJZ Clarksville, Tenn.; WBUR Cooksville, Tenn.; KXIN Pecos, Tex.; W INC Winchester, Va.; WSAU Wausau, Wis.

Modification of CP
WTVL frequency - service allocation; insofar as concerns the Kernersville, N.C., area.

License Renewal
Request for license renewal AM station: WDVL Waterville, Me.; WBGY Bangor, Me.; Grant AM station to Kennebec Valley Co., subject to express condition that it is without prejudice to any action the Commission may take with respect to pending applications for renewal of licenses of broadcast stations licensed to Columbia Broadcasting System, Inc.; WGBY and WAGM, Columbia Broadcasting System, Inc., area New York.

Extended following remote pickup licenses on temp. basis to Sept. 1, 1951, area San Francisco; WGBY and WAGM, Columbia Broadcasting System, Inc., area New York.

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Announcing—
the RCA-5826

...a major advance in studio-type image orthicons

A notable product of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA’s continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there’s an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section F37P, Harrison, New Jersey.

The world’s most modern tube plant...

RCA, LANCASTER, PA.

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.
FRANKENSTEIN's monster was a central figure in contest recently run on WGBF Evansville, Ind. Promoted by Bish Thompson, m.c. of the show, the contest entailed entrants writing their names and addresses on postcard and sending them in. Men and women were eligible, Contestant who guessed correctly, won custodianship of monster for two hours at a time, with "Assembly of Horrors" stage show which was being held in Evansville that week.

Corporate Promotion NEARLY SOO transportees attended luncheon program in Ft. Wayne, Ind., sponsored by WGL, WANE, WJBC and WBOV, all Ft. Wayne. Highlight of affair was 45-minute presentation of film slides and commentaries on "Radio—the basic advertising medium." Booklets outlining strong points of film and program were distributed, and favorable comments by businessmen were received by Mrs. Kh ___

'Meet' Card WHITE card, carrying line-up of shows presented in Meet the U.S.A. series over WMAL-TV Washington (Broadcasting, May 9), currently being distributed by American U. that city. Included on card are list of guest artists, high schools and organizations participating and production supervisors. Cards have been sent to schools and libraries.

Music Contest CONTEST sponsored by WPJB (FM) Providence, R. I., and Rhode Island Federation of Music Clubs culminated in program on WPJB. Winning performers were all given scholarships. Music schools and summer camps. Purpose of contest was encouragement of musical studies by young people.

Courtney Delivers RADIO advertising slogan, "Del Courtney Delivers..." is used as lead on direct mail promotion piece sent to trade by KPIX (TV) San Francisco to sell Mr. Courtney's three-hour daily afternoon participation disc jockey show on KPIX. Sub copy adds, "...and there's MORE to tell about Del..." The "more" is contained in composite of three radio critics' reviews about Courtney show carried by San Mateo Times, San Francisco Chronicle and Weekly Variety.

Plugging Summer Listening PUBLICITY and promotional campaign on summer radio listening launched by WLAB Lawrence, Mass. Cards have been installed in all buses of Northeastern Transportation Co., operating in two states. Cards call attention to WLAB's increased listener pull according to BMS surveys of 1946 and 1949. Pictures of top personalities and programs are featured on three-color designs.

Baseball Contest JUNE-long contest being run over WERE Cleveland. Listeners are invited to send in names of 25 American League players they think will be chosen for All-Star game on July 11. List coming closest to official roster will bring writer two box seats at All-Star game in Chicago, plus flying and hotel accommodations. Winner-up will receive pair of box seats for Indians game. Earliest post mark winning is to be publicized by WERE.

Double Celebration SEVEN bands, four Gospel singing groups, five single acts besides speakers and clergy performed before spectators at outdoor dedication ceremonies for new WMZY New Orleans studios. Event also marked changing over of program and announcing staff to all Negro.

Comic Book Promotion WTOP Washington reports it's now on covers of 6,500 comic books sold in the Washington area. Special stickers bearing legend "Listen to My Friend Irma, Mondays 10 p.m., WTOP, 1500 on your dial," have been attached to covers of all "My Friend Irma" comic books circulated in metropolitan area. Special permission was obtained from Publishers, Broadcast Features Inc., WTOP reports. The 8-page book is based on "The Famous CBS Radio Laff-Riot!"

Personnel RALPH BACKLUND, formerly with CBS-owned WCCO Minneapolis-St. Paul, transfers to public affairs department of CBS in New York.

CLEMENT G. SCERBAC appointed to newly created position of advertising manager of WMAT and WNBK (TV) Cleveland, Ohio. He was formerly news writer for WMAT.

EUGENE MOSS, former assistant to sales promotion director of KMBC Kansas City, joins WOR New York as coproducer and production assistant to Joseph Creamer, director of advertising and promotion department.

RICHARD EISINGER, assistant manager of NBC Hollywood press department, appointed manager of KNBH (TV) Hollywood advertising and promotion. ROBERT C. PELORAM, formerly of television publicity staff, named manager of KNBH press department.

ELEANOR GLOGAU, formerly with MBS, joining DuMont Televison Network's publicity department.

Vir Den Marks 20 Years RAY VIR DEN, president of Len- nen & Mitchell, marked his 20th year of service, and as the copywriter and account executive with the agency, retired after 19 years, at the annual reception and banquet of the Detroit Year Club, held in New York last week. Mr. Bugg was the first to retire under the pension plan pioneered in the advertising industry by L&M.
On All Accounts

(Continued from page 38)

first vacation in five years. Although a bachelor, Ralph says he keeps an open mind on the marriage subject.

Ralph belongs to the Masonic Order, The Grotto, Cleveland Advertising Club and the Oakwood Country Club. His civic activities include being assistant public relations director of Bellefaire Children’s Home, advisory to National Conference of Christians and Jews, and Community Fund Red Feather Man, which includes a speaking engagement over the radio once a month.

Of radio and television advertising Ralph says: "Selling via radio or TV is like walking in long dark hall. Suddenly a door opens and someone yells, 'BOO.' The result, even though perhaps a trifle violent, is instant reaction. The commercial must be powerful enough to attract attention, powerful enough to stimulate action; powerful enough to forbid boredom."

GE Expansion

OVER $7 million will be spent in 1950 by General Electric Co. to increase production of radio-TV receivers, cabinets, TV picture and other receiving tubers and other GE plants in Syracuse, Utica and Buffalo, N. Y., Wabash and Tell City, Ind., and Owenboro, Ky. Most of the money will be expended for new and specialized machinery and for enlargement of manufacturing areas, according to Dr. W. R. G. Baker, GE vice president and general manager of the electronics department, who made the announcement.

LEE ESTATE

Don Lee's Adopted Daughters File Claim

TWO adopted daughters of the late Don Lee have laid claim to the $10 million estate left by his son, Thomas S. Lee.

Mrs. Elizabeth Boyd Lee Fry, 34, and Mrs. Christine Boyd Lee Rieber, 39, filed suit in Los Angeles Superior Court on June 5 to enforce a "solemn contract" they contend Don Lee made when he and his wife adopted them. Formerly, Robert Lee, adopted them in 1929.

Complaint was prepared by Attorneys Jerry Giesler and Harry C. Mabry, who were accompanied to court by the filing by Mrs. Fry, who resides in West Los Angeles. Mrs. Rieber lives in Metuchen, N. J., and was not present.

Both women are daughters of the late Mr. and Mrs. Florence Boyd, who died Nov. 15, 1918. She was a sister of the second Mrs. Lee.

At time of adoption, the sisters contend, Don Lee promised their natural father, Robert Boyd, who since has died, that the girls would share in his estate equally with Mr. Lee's own son by his first wife, the late Mrs. Etta Lee.

Mrs. Fry and Mrs. Rieber charge this agreement was broken when Don Lee made a will cutting them off with $1 each, and left his estate to his son, Thomas. This followed a bitter divorce battle with his second wife in 1924.

Seek Damages

Besides two-thirds of the estate to enforce this agreement, the sisters also ask for the Thomas Lee third share as punitive damages for alleged fraud in the latter's will seeking to deprive them of any share.

Will of Thomas Lee, written in 1934, before courts declared him incompetent, left his entire estate to R. D. Merrill of Seattle, an uncle by marriage. Mrs. Nora S. Patee, aunt and only living blood relative of Thomas Lee, also has filed claim to the estate.

Besides Mr. Merrill and Mrs. Patee, named in the suit is her husband, L. G. Patee, who witnessed her nephew's will, and Public Administrator Ben H. Brown, appointed special administrator in charge of the estate.

NETWORK BOXSCORE

<table>
<thead>
<tr>
<th>Number of commercials on the four nationwide networks April 30</th>
<th>Number of commercials starting on networks during May</th>
<th>Number of commercials dropped from networks during May</th>
<th>Number of commercials on four nationwide networks May 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>548</td>
<td>11</td>
<td>14</td>
<td>555</td>
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May Additions

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sterling Drug Co.</td>
<td>My True Story</td>
<td>ABC</td>
<td>Mon., Wed., Fri.</td>
<td>Dance-Flint, Sample</td>
</tr>
<tr>
<td>The Toni Co.</td>
<td>Chance of a Life</td>
<td>ABC</td>
<td>Mon., Wed., Fri.</td>
<td>Feeto, Cone &amp; Belding</td>
</tr>
<tr>
<td>The Toni Co.</td>
<td>Quick as a Flash</td>
<td>ABC</td>
<td>Mon.-Fri.</td>
<td>Feeto, Cone &amp; Belding</td>
</tr>
<tr>
<td>The Toni Co.</td>
<td>Modern Romances</td>
<td>ABC</td>
<td>Mon., Wed., Fri.</td>
<td>Feeto, Cone &amp; Belding</td>
</tr>
</tbody>
</table>

K. J. Reynolds Co. Basketball Summary

| Mon.-Sat., 5 p.m. following "The Boy's Toy" | Wm. Erly Co. |

Golf Oil Co.

<table>
<thead>
<tr>
<th>Lanny Ross Show</th>
<th>ABC</th>
<th>Mon.-Fri., 12:15-12:30 p.m.</th>
<th>Young &amp; Rubicin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phillips Morris Co.</td>
<td>This Is Your Life</td>
<td>CBS</td>
<td>Tues., 9:30-10</td>
</tr>
<tr>
<td>George A. Hormel Music with Hormel</td>
<td>ABC</td>
<td>Sun., 2:30-3:00 p.m.</td>
<td>BBDV</td>
</tr>
<tr>
<td>General Mills Night Beat</td>
<td>NBC</td>
<td>Mon., 10-10:30</td>
<td></td>
</tr>
<tr>
<td>General Mills Dangerous Assignment</td>
<td>NBC</td>
<td>Wed., 10:30-11</td>
<td>Knox Reeves Co.</td>
</tr>
<tr>
<td>General Mills Penny Singleton Story</td>
<td>NBC</td>
<td>Tues., 9:30-10</td>
<td>Knox Reeves Co.</td>
</tr>
</tbody>
</table>

May Deletions

<table>
<thead>
<tr>
<th>Block Drug Co.</th>
<th>Burns &amp; Allen</th>
<th>CBS</th>
<th>Wed., 10-10:30</th>
<th>Cecil &amp; Pressley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wm. H. Wise Co.</td>
<td>Get More Out of Life</td>
<td>CBS</td>
<td>Sun., 12:15-12:30</td>
<td>Thwing &amp; Altman</td>
</tr>
<tr>
<td>Pillsbury Mills</td>
<td>Honey Party</td>
<td>ABC</td>
<td>Mon., 3:30-3:35</td>
<td>Lee Burnett</td>
</tr>
<tr>
<td>Brown Shoe Co.</td>
<td>Smiling Ed McConnell</td>
<td>NBC</td>
<td>Sat., 12:30-12 Noon</td>
<td>Lee Burnett</td>
</tr>
<tr>
<td>Morel Meat</td>
<td>Lionel</td>
<td>WABC</td>
<td>Wed., 10:35-11:00</td>
<td></td>
</tr>
<tr>
<td>Morris Morris Co.</td>
<td>This Is Your Life</td>
<td>CBS</td>
<td>Wed., 10-11</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>Doubleday &amp; Co.</td>
<td>Edwin C. Hill</td>
<td>NBC</td>
<td>Sat., 4-4:15 p.m.</td>
<td>Huber Hope &amp; Son</td>
</tr>
<tr>
<td>Doubleday &amp; Co.</td>
<td>Facts Unlimited</td>
<td>NBC</td>
<td>Sat., 4:15-5:30</td>
<td>Huber Hope &amp; Son</td>
</tr>
<tr>
<td>Bruner Ritter Inc.</td>
<td>Chance of a Lifetime</td>
<td>ABC</td>
<td>Tues., 10-10:30</td>
<td>Raymond Spagno</td>
</tr>
<tr>
<td>Carter Prod.</td>
<td>Jimmie Fidler Show</td>
<td>ABC</td>
<td>Mon., 10-10:30</td>
<td>SSSSB</td>
</tr>
<tr>
<td>Gilllette Safety Razor Co.</td>
<td>Friday Night Fights</td>
<td>ABC</td>
<td>Fri., 10 p.m. to 12</td>
<td>Maxon Inc.</td>
</tr>
<tr>
<td>Miller Soap Co.</td>
<td>Lawrence Walk</td>
<td>ABC</td>
<td>Wed., 7-7:30</td>
<td>Marthinson &amp; Assocs.</td>
</tr>
<tr>
<td>Wm. H. Wise Co.</td>
<td>Get More Out of Life</td>
<td>ABC</td>
<td>Tues., 10-10:30</td>
<td>Thwing &amp; Altman</td>
</tr>
<tr>
<td>Brown Moore Paint</td>
<td>Betty Moore Show</td>
<td>NBC</td>
<td>Sat., 12-1-12</td>
<td>St. Georges &amp; Keyes</td>
</tr>
</tbody>
</table>

May One-Timers

| Perfect Circle | Indianapolis Speedway Race | NBC | Tues., May 30, 8 hrs. | Henry Hurst & McDonald |

NAB MAILING

Gives Recording Proposals

PROPOSED additional recording standards including new NAB lateral frequency record and new reference tape, planned for near-future production, have been mailed to industry engineers by Neal McNaughten, NAB engineer-director (Broadcasting, May 22).

Mr. McNaughten is chairman of the NAB Recording & Reproducing Standards Committee, which has been developing the standards for nine years. Mail referendum is being conducted on the additional standards, since the committee will not meet again until 1951. Chairman of the committee's executive group is Robert M. Morris, ABC.

The reference tape will be available only from the NAB under whose supervision it will be recorded, inspected, numbered and registered. New standards will be submitted to the NAB board at its June 20-22 meeting in Washington.

Asks Loyalty Oath

LOYALTY affidavits will be required of every officer and employee in the executive, legislative or judicial branches of the U. S. government under a bill (HR 6880) sponsored in Congress by Rep. W. F. Norrell (D-Ark.), member of the House Appropriations Committee.

The legislation, which would cover all independent agencies, would authorize withholding of salaries to personnel unless they have executed such an affidavit. Any officer or employee who "knowingly" joins or supports the Communist Party after having signed the pledge would be subject to a $10,000 fine or five years' imprisonment. Measure, introduced May 31, was referred to the House Judiciary Committee.

CFYF Yellowknife, Northwest Territories, 160 w station on 1460 kc, is now on air as Canada's most northerly broadcasting station. Operated non-commercially by Dept. of National Defense, Ottawa, station is turned over for community broadcasting on voluntary basis to housewives and other citizens of northern gold mining town.

Clear Channel Home of the National Barn Dance

June 12, 1950 • Page 83
FM'S FIGHT

UPS AND DOWNS of FM broadcasting continued last week with announcement of WEHEN-FM Buffalo that it would stay on the air. On the other hand, WEBR-FM Buffalo was reported by the Buffalo Evening News, operating WEHEN-FM, to have surrendered its license "without so much as an obituary notice." WKY-FM Oklahoma City, operated by Oklahoma Publishing Co., also has been silenced.

The News announced WEHEN-FM, "the pioneer FM station in this area, contemplates continuance of FM broadcasting. The regular schedule will be carried during the summer. When the FM School of the Air is resumed in the fall the programs again will be heard over WEHEN-FM." The News continued:

"Roy Albertson's WBXY-FM (Buffalo) has no intention of dropping the static-free medium and finds the broadcasting of baseball games, picked up via the FM network, a good source of revenue. Mr. Albertson points out that his investment of $65,000 in an FM transmitter would indicate that he has faith in its eventual success."

"Egbert D. Corson, president of WUSJ-FM Lockport, is convinced that, even though his FM operation faces a slump this summer, it will pick up in the future to prove its right to recognition. WUSJ-FM carries local baseball and the FM School of the Air."

Hull Optimistic

"Earl C. Bull, vice president of WHLD-FM (Nimrod, Ill.), sees nothing but a rosy future when the novelty of television has faded. His station is currently carrying the Rural Radio Network from 4:30 a.m. to 7 p.m. daily and big-league baseball as late as 11 p.m. He plans to extend the regular broadcasting hours beyond 9 p.m. in the near future."

"The general feeling in the industry is that the advent of television took the spotlight from FM but that FM will outwork 8:30 a.m. to 7 p.m."

"The fact remains that reception in FM is completely free of interference, even in the most difficult locations."

In signing off WKY-FM, President E. K. Gaylord called attention to public apathy in purchase of FM sets, adding: "It is our studied opinion that FM broadcasting can no longer be justified and that it shows little promise of improvement. Most radio set buyers in Oklahoma have continued to prefer the regular AM receivers. . . . The ever increasing interest in television has completely overwhelmed the lagging interest in FM sets. . . . We will continue to devote our energy and financial resources to making the best possible AM broadcasting and television programming available to Oklahomans over WKY and WKY-TV."

WKY noted that "approximately 30 of the biggest stations have ceased FM broadcasting since the beginning of the first year," plus 210 holders of CPs who have turned them back to the FCC.

LUCAS' REPORTS

Carried by 37 Stations

THIRTY-SEVEN stations are carrying transcribed weekly radio reports to Illinois. Scott Lucas (D-Ul), Senate Democratic Majority Leader, announced that broadcasts are aired at various periods throughout each week by these stations:

WOKZ Alton, WMBO WBNR Aurora, WBVB Belvidere, WERG Cairo, WBVS Canton, WCIL Carbondale, WROY Carroll, WCAV Charleston, WCMT Corbin, WIBB Chicago, WJFC Cicero, WDAN Danville, WSOG Decatur, WIRC Defiance, WJIB El Paso, WST Louis, WCRA Effingham, WNMP WEAW (FM) Evanston, WJSB Freeport, WSBW Harrisburg, WJFP Herrin, WPGW Marion, WLIB Matteson, WQQA Moline, WVMC Mount Carmel, WMIX Mount Vernon, WSIB Pekin, WIBI Peoria, WTAD WGMQ Quincy, WING Urbana, WCVS WTXA Springfield, KMKX St. Louis.

REMOTE for $59.00

Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use. A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, III., U.S.A.
LUND MESSAGE
Radio Projects Firm's Name

CRITERION in radio advertising by funeral home operators is "to make your name thought of first," Eric Lund, WLVA Lynchburg, Va., told the Virginia Assn. of Funeral Directors at its Richmond convention June 9.

Purchase of a funeral, Mr. Lund pointed out, is an "impulse purchase" and in making such a decision, people usually stay on familiar ground. "They buy what they know, what they have heard about, what they think of first."

In time of emotional stress, he said, there is an even greater tendency to find comfort in, and cling to, the familiar. And radio's never-ending access, Mr. Lund said, "has been that of etching an impression on the minds of people...one of radio's strongest points is its ability to project a name or an idea."

Because radio is a personal means of communication, the medium is particularly effective for the funeral home operator. By establishing identity, creating a feeling of sincerity and "making yourself liked" and be "thought of first" when the need arises, the funeral home operator can use radio effectively, Mr. Lund said.

While no particular type of program is necessary for the operator to convey his message, the community service program offers the most possibilities. Such programs as lost and found, calendar of coming events, church programs, good music, etc., are best suited, he suggested.

By projecting the character of his business as "you yourself do," the funeral parlor operator can use radio so as to reflect credit on his profession, Mr. Lund concluded.

Michigan Football

RADIO rights to U. of Michigan football games next fall have been sold by WWJ Detroit to Speedway Petroleum Corp. that city. Sale involves all nine of U. of Michigan's games plus one between Michigan State and Oregon State. Schedule runs from Sept. 23 through Nov. 25.

Lund Message

Programs

NORMANDY, France and Shenan-
daho, Iowa, were very close on
sixth anniversary of D-Day, June 6. On that day KMA Shenandoah and Radio Diffusion Francaise, French Broadcasting System's representative in North America, exchanged pro-
grams. Show sent to KMA was pro-
duced in Normandy Beachhead towns, and by interview, people of France sent their appreciation to Midwest vet-

erons. Program sent to Normandy was 15 minutes of special interview with Jay Martin who landed in France on D-Day, his father, and Mrs. Edith Hansen, whose son is now convalescing from D-Day in veteran's hospital. Interviews were trans-
lated by Frenchmen now residing in
Shenandoah.

TV Horse Show

HOLDING forth in driveway adjacent to studios of KMTV (TV) Omaha, Neb., Hugh Bailey of Names You Know in Sports program recently conducted horse show. Interviewed covered rid-
ing as a hobby, with horse being used for demonstration purposes. Program was inspired by fact that horse show was being held following weekend for benefit of Children's Memorial Hospital.

Masterful Music

SERVING classical music in "courses" like a well-balanced meal is Ralph Black, manager of Chattanooga Philharmonic Assn., on WVUN (FM) that city. Mr. Black conducts Music of the Masters Sunday, 9 p.m., as part of station's public service programming. Commentary is in easy, informal style, and listeners are invited to send in requests.

Full Day

NECESSITY of being in four places almost simultaneously faced WWJ-TV Detroit recently. Four remotes were scheduled to be covered by station's one remote truck in one day, but sta-
tion managed to fit them all in. At 10 a.m. first event was picked up in front of City Hall. At same time, truck borrowed from Detroit News TRUCK (TR) was on its way to Self-
ridge Field with studio camera equip-
ment to teletab open house from 2-4 p.m. with 10-minute break, during which truck raced to river to cover tugboat race. At 9:30 p.m. remote truck and exhausted technicians teleco-
raised 45 minutes of motorcycle races from Motor City Speedway.

Saturday Night Stars

NEW show on WMCA New York fea-
tures interviews with star performers at theaters, nightclubs and show-
places around New York. Called Your
Night Out, show is produced by Bob L. Roberts Productions. New York talent scheduled to be interviewed include Vic Damone, Jan August and others.

Reunion Highlights

REUNION in St. Louis of 35th Divi-
sion, including appearance of its most famous member, President Truman, was given thorough radio and TV cov-

erage. KXOK St. Louis, whose Harry K. Hebro was in charge of broadcast-
facilities for reunion, reports that 16 microphones were installed near speakers' stand, providing accommoda-
tions for major networks, six local stations and television. KSD-TV St.
Louis telecast parade through city streets followed by two-hour ceremony on riverfront, which was highlighted by President's address dedicating Jef-

ferson National Expansion Memorial.

Final paragraph and address were fed by KSD-TV to CBS-TV.

Field Tournament

FIVE complete hours of high school track and field tournament at state tracks at commercials air on WDAR and VSDB Sterling, Ill. Station carried preliminaries for two and one-half hours and three hours of finals on succeed-
ing day. Three-man crew, composed of John Rohwer, program director; Bob Edell, news editor, and Ed Fisher, chief engineer, covered event for sta-
tion.

Outstanding Sportscasters

TAKing advantage of Gillette sales meeting at which Bill Corwin, Clem McCarthy, Mel Allen, Don Dunphy and Jim Britt were present, WTHE Ports-
smouth, N.H., swooped in to cover the Bob Hope show. A recording on Bob Hope show was done with Dick soap

LANG-WORTH
Sell AUTOMOBILES!

LANG-WORTH

AUTOMOBILES!

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Respects
(Continued from page 40)
before the mikes of various Los Angeles stations.
First real exposure to the medium occurred in 1956 when a friend invited Mr. Bull to participate in an impromptu, ad lib program on a San Diego station. He liked it and returned to San Diego several times for similar programs.

Realizing the potentialities of radio, Frank Bull joined Pickwick Broadcasting Co. as sportscaster and manager of KNBC (now KBCA) Los Angeles in January 1928. In those days, Mr. Bull says, he did everything but sweep out the studios. Managerial duties were very wide-spread. He also sold station time, filled in for announcers and other talent that failed to show on time, and in addition conducted a couple of disc programs of his own.

Saves the Sale
He recalls selling an ad agency a series of football broadcasts, and then discovering there was no announcer to handle the play-by-play comment. The sponsor was angry and threatened to cancel. An avid football follower, Mr. Bull took over the job. That saved the day and was the start of his broadcasting career.

That was Mr. Bull's entry to sportscasting, and over a 20 year period ending in 1948, when he "retired" he handled the mike for every kind of sport, establishing himself as one of the deans of Southern California sportscasters. He still continues to do some sportscasting, but on a limited basis.

The ambitious Mr. Bull wanted his own radio station and in 1929 bought a partnership in what is now KDB Santa Barbara. With a station operating at a loss, he put it up for sale a year later. Today the outlet is owned and operated by Don Lee Broadcasting System.

Meanwhile, Freitag Inc., which operated KMTR Hollywood, KMPC Beverly Hills and KMIC Inglewood under a leasing arrangement, in- tended to join that organization as vice president. It was in mid-1930 that Mr. Bull became manager of KMTR, with duties also including sportscasting and billing stations for all three stations.

When the Freitag lease expired in 1936, Mr. Bull and several other salesmen found themselves without jobs. They could have remained on the stations' payroll, but on a salary basis rather than the commissions they had previously enjoyed.

A business of their own seemed a better idea. Thus was formed Allied Advertising Agencies in early 1937. Besides the Bull partners were Dick Smith, W. J. Gardner, Russell Rust and Walter McCreery. Because of excessive corporation taxes, that association dissolved more than a year later.

Messrs. Smith and Bull withdrew to form their own agency under the name of Smith & Bull Adv. Mr. McCreery joined them in February 1945 when his name was added as partner.

560 to Radio, Video
This partnership was dissolved in October 1949 when Mr. McCreery withdrew to form his own agency, Smith & Bull Adv., composed with headquarters at 6042 Sunset Blvd., Hollywood. With more than two score accounts to its credit, the firm today has an annual bill- ing of approximately $1/4 million, with some 50% of clients' money spent on radio and television.

Mr. Bull is interested in the potentialities of TV, Mr. Bull has made several visits to New York and other major markets to study the medium. In addition, agency personnel "went on location" with studio staff per- sonnel to TV stations so that they too can receive first hand knowledge of the medium. As a result, Mr. Bull declares, the agency is being geared to intelligently handle TV for clients on a moment's notice.

An enthusiastic golfer, Frank Bull considers it his major recreation and hobby. Also an ardent Dixieland jazz record collector, he has one of the finest collections in the country. With Gene Norman, Hollywood disc m.c., he annually stages a "Dixieland Jubilee," bringing noted jazz bands from all parts of the country to Los Angeles for the event. The 1950 date is Oct. 6 at Shrine Auditorium.

Mr. Bull admits being a joiner. In addition to being a jock, he has membership in the Variety Club, Authors Club, Wilshire Country Club, Beverly Club, Los Angeles Ad and Press Clubs. He also is a member of the Writers Assn. of America and is on executive board of the Southern California Committee for the Olympic Games.

There is an imposing record of government service during both World War I and World War II to which Mr. Bull points with justifiable pride. He also has been picked many times as an outstanding sportscaster and football announcer in various polls and surveys made during the 16 years he was on the sports staff of the Tidewater-Associated Oil Co.

Mr. Bull maintains a bachelor apartment in the hills overlooking Hollywood. His immediate family consists of two daughters, Mrs. George Lynch and Sally Bull in the CBS Hollywood network program department.

KDMs El Dorado
Cotton Belt's Third Outlet
KDMs El Dorado, Ark., has taken the air as a 1000 w daytimer on 1290 kc. It is the third station owned and operated by Cotton Belt Broadcasting Co., operating KTFS Texarkana, Tex., and WGVN Greenville, Miss.

Manager of KDMs is Leo Howard, former commercial manager of WKY Oklahoma City. Other officers include Jack Baruth, formerly of WGVN, programs man- ager, and Robert Cleary, formerly of KTFS, chief engineer. David M. Segal, owner of the stations, said the trio will be sold as a package with the title, Cotton Belt Group. KDMs is a Liberty Network affiliate, with studios atop the Randolph Hotel. It took the air May 6.

KBND Increases Power
KBND Bend, Ore., operated by Central Oregon Broadcasting Co., increased power officially from 250 w to 1 kw unlimited time and changed frequency from 1270 kc. to 1290 kc. on May 29, Frank H. Logan, president and general manager, has announced. Preparatory to this changeover, KBND constructed a new transmitter building at the north city limits. Thirty-minute dedicatory program was broadcast with Oregon broadcasters and civic leaders taking part.

Available!
The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode. This 9:15 a.m., week-day feature has been on the air for almost 15 years. The program is deftly hand- led by Nancy Goode, homemaker and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week.

Fleischmann's Yeast and K. C. Power & Light are current spon- sors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!
FCC Actions

(Continued from page 80)

trans. location, 1 kw-D 500 w-N DA-N.

KW 80 Waco, Calif.—Granted license renewal to 50 kw-N.

KGOS Terrell, Tex.—Granted license for new AM station and specialty studio location: 1760 kc 230 w-unl.

KBPW Portland, Ore.—Granted request to retain all geographic features of station for 15 months, beginning June 1 and ending in no event later than September 30, in order to observe school vacation period only.

RKNY Kingston, N. Y.—Granted construction permit for new AM station to change corporate name to Kingston Broadcasting System.

WPAT Paterson, N. J.—Granted license change to 500 kw-N, during hours of night increase in power, install DA-DN, install new trans; 830 kc 9 kw-DA.

WKRM Cleveland, Tenn.—Granted CP to install new trans.

KUIN Pecos, Tex.—Granted CP to install new trans.

KLCI Monroe, La.—Granted CP to change station location.

KWTO Springfield, Mo.— Granted mod. CP to use aux. trans., trans. as an alternate nighttime frequency, for night use and for aux. purposes for daytime.

KELK Ephratah, Wash.—Granted mod. CP to change type of trans.

WCLI Corning, N. Y.—Granted mod. CP to change type of trans.

KJBC Midland, Tex.—Granted CP to change trans. without force.

KXMA Zuma, Calif.—Granted mod. CP for extension of completion date to 12-31-56.


Following granted applications for construction permits of licenses of remote pickups on regular basis: KA-3397; KA-3398, AM-3399; KA-3400, KMYR Best, Co., Denver, Colo.; KA-3401, WHAS, Inc., Area Louisville, Ky.

Following granted applications for renewal of construction permits of remote pickups on regular basis subject to change in frequency with respect to initial applications: proceedings in Docket 6581; KA-3418- 3419, Don Lee Best, Corp., Los Angeles, Calif.; KA-3430, 3431, 3432, 3433, 3434, area San Francisco; KA-3510, WKBR Inc., area Oil City, Pa.

Following granted applications for renewals of licenses remote pickups on regular basis subject to change in frequency with respect to initial renewal applications: proceedings in Docket 6571, et al.; operation on these frequencies is subject to conditions that may vary from one renewal applications to stations operating in accordance with existing license renewals (Section 2.103 and 2.135 of Commission Rules) and in no event operations on these frequencies be continued after July 1. The authority contained herein shall be without force and effect after July 1 shall be modified pursuant to filing of application therefore, to conform with the frequency assignments provided by Section 4.462 of Commission Rules. Don Lee Best, Corp., area Los Angeles; KA-3523, 3524, 3525, San Francisco, Calif.; KA-4631, 4632, Appalachian Best, Corp., area Bristol, Va.

May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

<table>
<thead>
<tr>
<th>Total authorized</th>
<th>2,125</th>
<th>768</th>
<th>1,363</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total on the air</td>
<td>1,526</td>
<td>696</td>
<td>830</td>
</tr>
<tr>
<td>Construction permits</td>
<td>175</td>
<td>126</td>
<td>49</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>978</td>
<td>120</td>
<td>820</td>
</tr>
<tr>
<td>Pending for new station in May</td>
<td>239</td>
<td>15</td>
<td>50</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>285</td>
<td>28</td>
<td>16</td>
</tr>
<tr>
<td>Detetion of issued licenses in May</td>
<td>75</td>
<td>9</td>
<td>66</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>2</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

LICENSE FEES

Action This Session Unlikely

SENTIMENT for assessment of license fees on broadcast station applications, shared alike by FCC and broadcasting sections of NAB and other major broadcast concerned, appears to have subsided in the wake of other pressing business and may die away before Congress will meet again.

Authorities of two committees to which separate proposals for such legislation have been assigned concede that if revenue measures are considered at all, lengthy hearings probably would be in order. They point out, however, that this time is rapidly running out and feel there's little likelihood of action in this Congress.

The move to impose fees on license applications is based on a bill (HR 7711) by Rep. Cecil R. King, (D-Calif.), which would direct a Treasury Dept. study on methods of collecting fees and charges not now assessed, and on an FCC report to Sen. John M. O'Connell (D-Ark.) indicating it would be receptive to levying congressional quarters, to its special services [BROADCASTING, March 20].

The King measure has been referred to the House Ways & Means Committee, which now is awaiting receipt of recommendations of the Treasury Dept. and Budget Bureau on the feasibility of such legislation.

Open Air Law Office

EUGENE L. BURKE, broadcast attorney with FCC until April and since then in private practice in the Washington law firm of Hayes & Hayes, last week announced establishment of his own law office at 821 15th St., N.W., Washington 5, D.C. Telephone is Sterling 3717. He will engage in radio and general practice. Mr. Burke joined FCC's accounting division in 1935 and later was transferred to the common carrier legal staff and subsequently to the broadcast legal staff of the Commission. In 1944-45 he was a Navy communications officer.

Headaches Face Board

(Continued from page 18)

in my May by Mr. Ryan. Last week the title of the position was changed to Director of Station Relations. Mr. Huffing has taken a preliminary excursion into the field to contact a number of stations in the South Atlantic area to plans to remain in Washington a while to become thoroughly acquainted with NAB activities and to plan his membership contacts.

New directors who sit as full- fledged board members for the first time since last winter's elections are William B. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSBJ New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFRC Cheyenne, Wyo., District 14; A. D. Willard, Jr., WQAC Augusta, Ga., and John Esau, KUTL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC Washington, FM stations. They will attend an indoctrination meeting June 19.

The board is to elect a director-at-large for large stations to succeed Mr. Ryan, who resigned as a director last April when he was elected NAB general manager. The Fellows vacancy is to be filled at the same time.

IT'S

WOAI

IN THE SOUTHWEST

• 318,700 families listen to WOAI daytime three or more times per week (BMR).

• WOAI leads in hours of audience morning, afternoon and night (Boston).

• WOAI has the top 22 daytime weekend programs in San Antonio (Rooper).

• For availability on the Southwest's best buy—call our representative (Petry).

NRC-TQN

Represented Nationally by EDWARD PETRY & CO., INC.

New York • Chicago • Los Angeles

St. Louis • Dallas • San Francisco

Detroit • Atlanta

June 12, 1950 • Page 87
New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 8

Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total on Air Licensed</th>
<th>Con'd Applications In</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,137</td>
<td>2,113</td>
</tr>
<tr>
<td>FM Stations</td>
<td>700</td>
<td>496</td>
</tr>
<tr>
<td>TV Stations</td>
<td>195</td>
<td>69</td>
</tr>
</tbody>
</table>

* Two on the air.

** Continued from page 87 **

Deletions

ONE FM authorization reported deleted

FCC Actions

(Continued from page 87)

Applications, Cont.:

AM—900 kc

West Texas Broadcasting Co., Plainview, Tex.—AM 1900 kc 500 w D AMENDED to require 900 kc and change station location to Floyds, Tex.

SSA—1400 kc

WFCB Dunkirk N., SSA AM station to operate on 1400 kc 500 w uni. during period for not exceed six mos. or until decision is reached.

Modification of License

WLNY Lynn, Mass.—Licensee of AM station 650 kc 1700 w to increase power to 500 w D 1 to 1 1/2 kw D 1300 kc.

License Renewal

Request for license renewal AM station WYLI, Buffalo, N. Y.; KWIN Ashland, Ore.; KSPG, 1400 kc 500 w, Clarksburg, W. Va.; WGOY Portsmouth, Va.; KDY Cody, Wyo.; WCMP, 1450 kc 500 w, Rockford, Ill.; WPBO, 1250 kc 500 w, Westfield, Mass.; KKWD, 1280 kc 500 w, Albia, Iowa; and KWAP Allentown, Pa.—Mod. CP new FM station for extension of completion date.

FCC Renewal

KSFE Renewal—FCC Questions Transfer

INVESTIGATION to determine whether or not an unauthorized transfer of control of KSFE needs, Calif., has occurred was requested. The proceeding is on a week-to-week basis for its hearing ordered to begin Aug. 14 on the station's renewal of license application. KSFE is assigned 250 w fulltime on 1340 kc.

Docket Actions...

INITIAL DECISION

WCTT Corbin, Ky.—Examiner Finney N. L. Libby announced Initial Decision to grant applications of Corbin Times Tribune Inc., to change from 1400 kc 250 w D 1200 kc 500 w, AM station to 1500 kc 500 w fulltime.

OPINIONS AND ORDERS

Montgomery, Ala.; Montague, Mount Vernon, Ohio and Beer and Coal, Ashland, Ky.—Application of Roy A. Woolee for renewal and order denied petition of Mount Vernon Station, Inc., of its license, was awaiting reconsideration and hearing on re-opening of proceeding. Examiner's action denying re-opening of Commission's decision of Feb. 1., which denied application for new station, Olmsted Falls, Ohio, and granted application of Beer and Coal for new station at Ashland, Ohio. Order June 2.

WJFK, Knoxville, Tenn.—By memorandum opinion and order denied petition of WJFK-FM for renewal of its license. Examiner's action directed to resubmit a memorandum opinion and order denying re-opening of proceeding. Application by the station for reconsideration, rehearing or re-opening of the proceeding was denied. Commission's decision denying application for new FM CP and AM license. Granted authority to continue operation for thirty days from date of release of this memorandum opinion and order to wind up affairs and cease operation. Order June 2.

KTHR Houston, Tex. and KSEO Durant, Okla.—Announced memorandum opinion and order and order grant of Application of KSBK Inc. for special antennas, directional, limited, direction and night and change of antenna in a proceeding of March 28, 1949. See story this issue. Decision June 6.
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Prepared by KMPC, the 20-page booklet outlines the case history of the proceeding and describes the station’s viewpoint. Featured is a statement by Hugh Fulton, station’s chief counselor at the Los Angeles hearings, on the credibility of witnesses.

Theme of the brochure is that the FCC proceeding may be the first step toward eventually eliminating freedom of speech from both radio and press. To substantiate this claim, news clippings introduced as evidence as well as newspaper and magazine editorials which defend the stations are reprinted. Excerpt from the Congressional Record and letters written by civic, industry and church groups are included.

FCC Studies Boosters

TEMPORARY extension of licenses for 30 days has been granted by the FCC to six Detroit and KMPC Los Angeles, Rep. Tauirello, who served

ne of the testimonies of Clete Roberts as “the Commission’s star witness” in hearings on the

n the hearing on the

by

Reg. Mr. Young to a speech last

by

Anthony F. Tauirello (D-N.Y.), who served

for

FCC for accepting the testimonies of

Commission to hold up the proceeding for nine days at the request of FCC counsel when it wouldn’t grant him an additional 24 hours to acquaint himself with the case when he was first retained by Mr. Richards.

He said the postponement had “lost to us” the testimony of Father

John J. Cavanaugh, president of Notre Dame U., who had been slated to testify last week on behalf of Mr. Richards. He released a telegram from Father Cavanaugh which said other commitments, including a visit to Europe, would make him unavailable for some time.

Meanwhile, at a pre-hearing conference held last Tuesday, it was agreed that some 7,000 news scripts broadcast by KMPC since Sept. 28, 1947, would be microfilmed for use by FCC in presentation of its case.

The Commission made the move and also charged that KMPC scripts apparently had been gone through since Sept. 28, 1947, since sections of them were also used for scripts of WGAR and WJR.

Examiner Cunningham said he hoped to complete the entire Richards hearings—the KMPC phase as well as those at WJR and WGAR, if necessary—without a recess. Joseph W. Burns, associate counsel for Mr. Richards, protested that the arrangement under Examiner Johnson had contemptuous recesses between phases.

ROYALTIES

THE RIGHT of a patent licensor to collect royalties under a contract with a patent licensee, whether the patents are used or not, was upheld by the Supreme Court last week.

By a 6-2 vote, the Court affirmed a lower court’s decision upholding Hazeltine Research Inc.’s suit to collect royalties from Automatic Radio Mfg. Co., of Boston, which had a non-exclusive patent license agreement with Hazeltine covering some 570 broadcasting patents and applications.

The Court majority said, in part: . . . The mere accumulation of patents, no matter how many, is not in and of itself illegal. . . . Petitioner [Automatic] cannot complain because it must pay royalties whether it uses Hazeltine patents or not.

What it acquired by the agreement into which it entered was the privilege to use any or all of the patents and developments as it desired to use them. If it chooses to use none of them, it has nevertheless contracted to pay for the privilege of using existing patents plus any developments resulting from Hazeltine’s continuous research.

We hold that in licensing the use of patents to one engaged in a related enterprise, it is not per se a misuse of patents to measure the consideration by a percentage of the licenee’s sales.

1942 Agreement

The Hazeltine-Automatic agreement was reached in 1942, for a term of 10 years. Automatic acquired permission to use, in the manufacture of its “home” products, any or all patents which Hazeltine held or to which it might acquire rights. In return, Automatic was to pay royalties based upon a percentage of the selling price of complete broadcasting receivers, the sum in no event to be less than $10,000 a year.

The Court’s decision was written by Justice Sherman Minton. Justices William O. Douglas and Hugo Black dissented in an opinion written by Justice Douglas. Justice R. H. Jackson did not participate.

MAJOR LEAGUE

BASEBALL

Rings the Bell for LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio.

June 12, 1950 • Page 89
'VOICE' HEARINGS PLANNED
Hearings will be held by special Senate Foreign Relations subcommittee on resolution (S Res. 250). by Sen. William Benton (D-Conn.) to expand voice of America and other State Dept. information services, it was indicated Friday. Committee Chairman Tom Connally (D-Tex.) named Sen. Elbert D. Thomas (D-Utah) as chairman, and also appointed Sens. Brien McMahon (D-Conn.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N.J.) and Henry Cabot Lodge Jr. (R-Mass.). Sen. Benton is sponsor of move to set up radio networks abroad.

COHEN RESIGNS FROM FCC
RESIGNATION of Harold J. Cohen as chief of FCC's new Common Carrier Bureau to Join New York law firm of Root, Ballantine, Harlan, Bushby & Palmer was announced by FCC Friday, effective today (Monday). Jack Werner, assistant chief of bureau, who joined FCC as attorney in 1946, was designated acting chief. Common Carrier Bureau was first of four functional units to be established by FCC in its final realignment [Broadcasting, March 13].

CBS TALKS CONTINUE
NEGOTIATIONS for new contract for CBS technical employees in New York to replace contract expired May 28 were continuing Friday, with working conditions a main point of contention although still slight discrepancy between union's money demands and network's offerd increase. With no present contract in effect, IBEW can call men out any time without notice. While new contract is for New York only, it will probably set pattern for IBEW contracts at other CBS operating points.

UHF BAND Sought FOR TV
USE OF 470-600 me by UHF television will serve greater public interest than limited use by various mobile and common carrier services, FCC was told Friday by Dr. Thomas T. Goldsmith, Allen B. DuMont Labs directed, at hearing on proposal to allocate that part of spectrum to mobile group (see early story page 49). Even full use of VHF and UHF channels will still leave scarcity situation in Midwest and East hearing (early story page 49). This portion of TV proceeding expected to be completed this Wednesday with testimony by F. J. Bingley, Philco Corp. chief TV engineer, and Frank Marx, ABC vice president in charge of engineering, latter appearing in behalf of Television Broadcasters Assn. Question undecided as to further evidence by broadcasters next fall after color decision and UHF data reports.

NEW YORK FORD MOVIES
NEW YORK Ford Dealers, through J. Walter Thompson Co., to sponsor 2 hours to present Ford Movie Night, effective June 28, on WOR TV New York. Program will feature J. Arthur Rank movie plus western, comedy short and sports newscast.

JOINS NEW YORK BOARD
GENEROSO POPE Jr., vice president of WHOM New York, last Friday was sworn in as member of New York board of higher education, by Mayor William O'Dwyer. It is rumored Mayor O'Dwyer will resign from main Telecasting board to head Generoso Pope Foundation, created by late Generoso Pope, at salary said to be $100,000 annually.

At Deadline...

AT&T MAY REQUEST SUBPENAS IN TV HEARING
AT&T SPOKESMEN said Friday they will seek subpenas if necessary to secure re-appearance of telecasters who testified in FCC hearing a few weeks ago in general favor of requiring AT&T to interconnect its network TV facilities with those of Western Union. Disclosure was made during further sessions of interconnection hearing this week (see early page 49). Telecasters who testified at previous sessions were representatives of WOR-TV New York and WOIC (TV) Washington, ABC, CBS, NBC and DuMont network [Television, May 6].

William G. Thompson, assistant vice president of AT&T, meanwhile testified that requiring AT&T interconnection with WU would increase cost of service without meeting any demand for service which is not already being met. He said by end of 1950 AT&T will have invested almost $70 million in efforts to provide national network service for TV.

BEST FOODS (Nu e o oleomargarine) through Benton & Bowles, New York, planning spot announcement campaign July 10 on about 150 stations.

DAVID CARPENTER, first and last general manager of WCON Atlanta which ceased operation May 31 following merger of Atlanta newspapers, has joined Music Corp. of America as director of MGM Radio Attractions, marketed by RCA as seal distributor. MGR programs are packaged through WMG New York under executive direction of Pete Cohen. Former, former national sales manager of WCON, will function in similar capacity under Mr. Carpenter at MCA.

MAIN POINT to be resolved in move for separation of Broadcast Advertising Bureau from NAB and other membership in NAB shall remain preclusive for membership in BABA. If BABA should cut loose entirely, as independent organization, it's pointed out, some small stations probably could not afford membership in both, halting expansion of the groups, according to its proponents, is followed by newspapers under ANPA and its Bureau of Advertising.

SLATED to leave NAB after 12 years of service is Arthur C. Stringer, director of annual equipment and service exposition at industry convention, auditor station management studies and spark behind commercial development of station news services.

FEELING persists that NAB should shift scene of convention, for one year at least. Because of recent Chicago rubarb there's mounting sentiment in favor of New York as well as Washington.

IN WORKS at Federal Trade Commission are stipulation agreements in government's cases against five antihistamine firms charged with "deceptive" ads. Hearings on Bristol Myers Co. and Anahist Co. complaints "postponed probably pending imminent FTC announcement on settlement."

FCC PLANNING top-level study of possibility of assuming jurisdiction over FM and TV receiver design because of interference from spurious emissions [Television, June 5]. Better clear warning of Chairman Treadwell at RMA convention (story page 20), it's understood Law Bureau now is investigating—for report to Commission—legal basis for such action. If Commission takes jurisdiction, precedent of no FCC authority over receivers would be broken.

SERIOUS IMPLICATIONS of FM-TV interference with other sets and with aviation radio range system (see above) are foreseen in connection with whole TV allocation problem. For example, it's pointed out, whole question of color compatibility could be knocked into cocked hat if alterations in IF circuitry were ordered for six million sets now in use as well as those on production lines. In that event, arguments compatible for one color, compatible also could be ordained, assuming FCC finally did adopt non-compatible standards.

GIESY JOINS RCA VICTOR
DON GIESY has closed his New York publicity firm to join publicity department of RCA Victor in Camden, effective June 14.
Total Weekly Family Audience

**DAYTIME**

WTAG with 136,570 delivers 113% more families than the closest second station

6 or 7 DAYS Families

WTAG with 102,230 delivers 213% more families than the closest second station

See Raymer for all details

WTAG

WORCESTER

Industrial Capital of New England
Developments by RCA scientists have made television part of family life in homes of all incomes.

How research fits television into more purses

Remember when television was "just around the corner," and guesses at receiver cost ranged to thousands of dollars? Came reality, and pessimists were wrong. Home television sets were reasonable in cost, and have grown more so year by year.

A major factor has been research, as conducted at RCA Laboratories. For example: In 1949, RCA scientists perfected the now familiar glass-and-metal picture tube—so adaptable to mass production that savings of 30% in tube cost were made. Again, these scientists and development engineers learned how to replace complex parts with less costly, and more efficient materials. A third contribution was the use of versatile multiple-purpose tubes—so that one could do the work of several!

Most important, these savings have been quickly passed on to you, the consumer. RCA Laboratories is known as a great center of radio, television, and electronic research. It is indeed an institution which fits RCA products into more purses!

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N.Y.

New RCA Victor 16-inch home television receiver, a leader in the 1950 line.