Success story:

A large Richmond biscuit company started plugging crackers on WLEE last January.

Results: January sales were 50% better than December. February sales more than double December sales!

The agency account executive writes: "I attribute the major share of this growth to the splendid job that WLEE has done and is doing."

Would you like results like this in Richmond? Call in your Forjoe man and get WLEE on your list today.
And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice... and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios... as they have at noon for more than 26 years... and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr. and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too... for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director,
announces
the appointment of

as national representatives

Effective June 19th, 1950

WWSW, Pittsburgh's only full time independent station, now brings to the Pittsburgh area a proven pattern of outstanding independent programming—with emphasis on music, personalities and complete sports coverage. Backed by the promotion of the Post-Gazette, Pittsburgh's only morning newspaper, the growth of WWSW's audience—even in the past year alone—has been phenomenal. WWSW now delivers the advertiser really substantial audiences at amazingly low cost per thousand. Ask your John Blair man about it. He's ready with all the facts!
Closed Circuit

WITH NO desire to scoop our British contemporaries, CLOSED CIRCUIT ventures that next director general of British Broadcasting Corp. will be Lord Tedder, marshal of the RAF now in United States as head of British mission. Lord Tedder, now on BBC board, returns to England after one-year assignment in U. S. at which time it's expected he will succeed Sir William Haley.

U. S. TREASURY expected to renew White House-inspired proposal to apply 10% radio set tax to TV receivers when excise tax bill reaches Senate. Tax deleted by House committee.

GROVE LABS (4-Way cold tablets), through Harry B. Cohen Agency, N. Y., preparing radio spot campaign using about 100 markets starting in October. Few TV markets may be included. Contracts for 22 weeks.

BEN H. BROWN, special administrator for estate of late Thomas S. Lee, and Ray Wright, counsel for sole heir, B. D. Merrill, conferred with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Piotkin for almost two hours Friday afternoon. Subject: Plans for sale of estate's Don Lee Network (see earlier story page 16).

THOUGH NAB remodeling job has been done quietly but firmly under General Manager William B. Ryan, it's anybody's guess what will happen if personality undercurrents heard at recent board meetings come out into open this week, especially since nearly half of faces around directors table will be new.

KELLOGG Co. through Kenyon & Eckhardt, N. Y., preparing daytime strip five-times weekly, network radio show to appeal to adults and television show for children to start in fall.

FCC quietly ferreting out facts on network relations with FM stations desirous of becoming affiliates.

WHILE FORMAL acceptances for reconvening of NARBA deliberations in Washington are not all in from signatory North American nations, date of Sept. 6 has been set with likelihood that deliberations will get under way at that time. It's expected Comr. Rosel H. Hyde, chairman of Montreal conference delegation and of our delegation to Havana earlier this year, will continue as chairman and, if he's presumed, will preside over NARBA conference in view of status of U. S. as host nation.

ROBERT L. COE, former general manager of WPIX (TV) New York, has been retained as consultant by Schine motion picture and radio interests, which include WPTR Albany.

LAST TIES with radio being snipped by (Continued on page 74)

Upcoming

June 22-23: Kentucky Broadcasters Assn., Hotel Seaboard, Louisville.

(Other Upcomings on page 73)

Bulletins

KROGER Co., Cincinnati, realigning media schedules through Ralph H. Jones Co., that city. Spot announcements may replace Linda's First Love and Editor's Daughter, transcribed strips sponsored selectively.

BAM INCORPORATORS DISCUSS ORGANIZATION INCORPORATORS of Broadcast Audience Measurement, projected industry coverage service created as successor to BMB, drew up organization plans at meeting held Friday at NAB headquarters (see NAB board story page 17).

Other strikes were taken toward setting up corporation, one incorporator said at close of meeting. Names of proposed directors were discussed, along with plan to elect corporation officers. "Everything's going fine," it was added.

Henry P. Johnston, WSGN Birmingham, presided at meeting as chairman of incorporating group. He is working on number of details not completed Friday. Plans for sale of stock in corporation were reviewed.

Under BAM plan its board would consist of 14 broadcast directors; 3 affiliates (large, medium, small); 3 unaffiliates (large, medium, small); 3 TV; 1 FM; 1 each network. In addition advertisers and agencies each would have three directors.

Organization plans expected to be ready for submission to NAB board during its three-day meeting opening Tuesday in Washington.

Attending Friday session besides Mr. Johnston were J. Harold Ryan, Fort Industry stations; Frank M. King, WMBR Jacksonville, Fla.; Robert T. Mason, WMRN Marion, Ohio; Charles C. Caley, WMBD Peoria, Ill.; Don Petty, NAB general counsel.

AMERICAN OIL SIGNS


FENIGER SUCCcedes LYNCH

JEROME FENIGER, now with Biow Co., New York, will join Cunningham & Walsh, succeeding Tom Lynch, who is with Young & Rubican (see story page 20).

Business Briefly


IRONITE VIDEO • Ironite Corp.; for elec- tric mangle irons, buys 7:30-8 p.m. Monday period on ABC-TV, program to be announced Agency, Brooke, Smith, French & Dorrance Detroit.

TRAVEL ACCOUNT • Crone-Frederick Travel Service, New York, appoints Lawrene Boles Hick Inc., New York, to handle its spot radio campaign.

MILES RESUMES • Miles Labs, Elkhart Ind., renewing Quiz Kids Sept. 10, Sun., 3:30-4 p.m. on NBC. Agency, Wade Adv. Agency Chicago.

B-M VIDEO • Bristol-Myers Co., New York placing spot announcements in 8:15 and 8:30 p.m. station breaks on Arthur Godfrey's Wednesday night TV show on CBS-TV. Agency, Doherty, Clifford & Shenfield, New York.

SEEDS APPOINTED • Newly Weds Baking Co., Chicago (ice cream cake), names Russel M. Seeds Co., Chicago, to handle advertising. TV to be used. Fred W. Swanson is account executive.

BROWN RENEWAL • Brown Shoe Co. St. Louis, renewing Smiling Ed McConnell Show Aug. 12, Sat., 11:30-12 noon on NBC. Agency, Leo Burnett Co., Chicago.

FALL PROSPECT • General Mills, through BBDO New York, plans network television in autumn for institutional advertising.

BURLINGTON PROJECT • Burlington Brewing Co., Burlington, Wis. (Van Merritt beer) contemplating summer TV test in Milwaukee, using one-minute film spots. Agency, Goodkind, Joice & Morgan, Chicago.

ABC SIGNS McNEILL TO 20 YEAR CONTRACT

DON McNeill, Breakfast Club master o ceremonies for past 17 years, has signed 20- year contract to continue program with ABC. It was announced today by Mark Woods, vice chairman of network. Contract is effective Jan. 1, 1951. It is believed to be longest continuing radio agreement ever signed with a radio personality.

Mr. Woods also announced Mr. McNeill has signed exclusive TV contract with ABC to become effective this fall. Details not revealed, but Mr. Woods intimated Mr. McNeill would be featured in nighttime production which would utilize present members of Breakfast Club cast on once a week basis. He added present Breakfast Club sponsors will have first options on commercial TV rights to show. These are Swift & Co., Philco Corp. and General Mills.
"The Great Majority of Passengers Enjoy Transit Radio"

—The St. Louis Post-Dispatch

Transit Radio Poll

Public taste is often nebulous. This can no longer be said, however, as to public taste in transit radio. A poll conducted for the Post-Dispatch among 28,000 bus and streetcar passengers by the Bureau of Business and Economic Research, School of Commerce and Finance, of St. Louis University indicates beyond doubt that the great majority of passengers enjoy transit radio. The vote is 74.9 per cent in favor of transit radio, 15 per cent against and 10.1 per cent who have no opinion.

The poll reveals some interesting results. Young people are overwhelmingly for music on the streetcars. Nearly 93 per cent of them favor it. . . .

At this point the ayes seem to have it.

Editorial from the St. Louis Post-Dispatch, June 1, 1950

It is highly significant that this survey was paid for by the St. Louis Post-Dispatch . . . a newspaper that has opposed Transit Radio in St. Louis. It is equally significant that the survey was conducted by the Bureau of Business and Economic Research, School of Commerce and Finance of St. Louis University employing sound research techniques.

75% OF THE RIDERS APPROVED, 10% HAD NO OPINION, and 15% OPPOSED RADIOS ON BUSES AND STREETCARS—THUS CONFIRMING THE STARTLING FIGURE OF 85% UNOPPOSED AS SHOWN IN SURVEYS IN TRANSIT RADIO CITIES COAST TO COAST

During the survey conducted the week of May 1-6, 23,587 interviews were made at streetcar and bus transfer points throughout the City of St. Louis.

This is conclusive proof of Transit Radio’s popularity with transit riders. Advertisers, too, have found Transit Radio Fast, Effective and Economical. Call a Transit Radio Representative today for complete details.
Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money!

Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26,


J. E. Campeau, President

Page 6 • June 19, 1950
It was a tough fight, but WKRC now leads in Cincinnati listenership in total time-rated periods. (Hooper Station Audience Index, March-April, 1950)

ADDED TO THIS

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

* Listeners
* Viewers
* Riders
* Readers

More Than 2 Million Impressions Daily!

Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times-Star
Represented By

The Katz Agency—WKRC (AM and TV)
Transit Radio Inc.—WCTS-FM

June 19, 1950 * Page 7
Ruth Crane’s
MODERN WOMAN PROGRAM
reaches more women
than any other woman’s
participation program
in the Nation’s Capital*

... and these women are the
“purchasing agents” for the
families in the rich metropolitan
area where per family incomes
are far above the national
average!

Represented Nationally by ABC Spot Sales

*American Research Bureau, April 16—May 5, 1950

ON THE
WASHINGTON SCENE

FRED W. SWANSON to Russel M. Seeds Co., Chicago, as vice presi-
dent and account executive. Was in same capacity at Goodkind,
Joice & Morgan, Chicago.

JOHN MARISCH, business department Kudner Agency, N. Y., since
August, takes over duties of MARY KING, timebuyer, resigned.

LES MOSELY, co-manager Biow Co., S. F. office, to Foote, Cone & Beld-
ing, S. F., as account supervisor.

JERRY SCHUEPBACH, vice president Jim Baker & Assoc., Milwaukee,
to Garfield & Guild, S. F., as account executive.

PRESIDENT (Bucky) METCALF, independent radio-television producer,
to radio-TV staff West-Marquis Inc., L. A.

JOHN I. SHIELDS, McCann-Erickson, N. Y., to Wertheim Adv. Assoc.,
N. Y., as account executive.

LOCKWOOD-SHACKELFORD CO., L. A., acquires ROBERT W. BOONE
ADV, L. A. Mr. Boone to L-S as account executive in L. A. office.

VICK KNIGHT purchases stock of HENRY RUSSELL in Knight & Rus-

ON ALL ACCOUNTS

ONLY the dwindling unwashed
in the land can have failed to
hear that “Tide’s in.” But
presumably there are a greater
number who are unaware that one
of the principals in the detergent’s
highly successful strike at pay dirt
is Alan Sidham, young, energetic
account supervisor for Tide, and
recently appointed vice president at
Benton & Bowles, New York.

With the agency since 1945, Alan
began his association with the prod-
uct in 1946 as an as-
sistant account ex-
cutive.

Immediately prior
to joining Benton & Bowles, Alan’s con-
cern with Tide was
of a more literal na-
ture as he piloted a
P-38 in more than
100 missions for the
Army Air Force.

Born in Kalamazoo, Mich., July 14,
1917, he attended Kalamazoo College.
His first contact with advertising came
in his senior year when he enrolled for an
extra course in the subject under Mr.
Staake of the Kala-
masoo agency, Staake & Schoo-
maker.

Upon graduation in 1937 Alan’s
instructor became his employer. In-
terested only in the experience,
Alan asked and received nothing
in salary, and he observes now, “I was
worth it.”

After six months he went over
to the Kalamazoo News where he
sold advertising and wrote feature
articles—for which he was paid.

In 1938 he went to New York
to work in the mail room of Winter-
ights & Cairns, later to move to the
copy department.

One year later when the agency
divided into two separate firms,
Alan emerged as account executive,
copywriter and media man for
Robert Winternitz Advertising.

It was from that
post that he joined the
Army Air Force
in 1942 as an avia-
tion cadet.

In the early days of Alan’s tenure with
Tide, the detergent was exploited on
spots and programs through the country,
but for the past two years the product
has sponsored Red
Skelton, Sunday,
8:30-9 p.m. on CBS.
Currently Tide also
is using a TV spot
schedule.

The Sidnams have
been married for two
years—she is the former Shirley
Meeker. They live in a Manhattan
apartment house.

Alan disclaims any interest in
hobbies. He is a member of The
Little Waccabuck Country Club.
sell Inc., L. A. Name to be changer to Vick Knight Inc. New firm moves to 404 N. La Cienega Blvd.

WILLIAM T. TODD, copy director Geyer, Newell & Ganger, and before that vice president in charge of copy Lennen & Mitchell, N. Y., appointed copy director Monroe F. Drehmer Inc., N. Y.

JULES SHERMAN, Deutsch & Shea, N. Y., to Emil Mogul Co., N. Y., as assistant production manager.

CONRAD W. MIKORENDA to television department William Warren, Jackson & Delaney, N. Y., as commercial copywriter.

SHAW & SCHREIBER Inc., Phila., moves to 1420 Walnut St.


LARRY LEVINE, assistant production manager Reiss Adv., N. Y., to Shappe-Wilkes, N. Y., in similar capacity.

THE ETTINGER Co., formerly Margaret Ettinger & Co., moves to 40 E. 54 St., N. Y. Telephone: Murray Hill 8-6442.

DALE ROBBINS, copy chief Bermingham, Castlman & Pierce, N. Y., to copy staff Benton & Bowles, N. Y.

VICTOR A. BENNETT Co., N. Y., moves to 11th floor, 511 Fifth Ave. Telephone: Murray Hill 7-2189.


DAVID BOFFERY, copywriter Geyer, Newell & Ganger, N. Y., since November 1947, appointed copy group director.

FRAZIER E. NOUANNAN, publicity department head Henri, Hurst & McDonald, Chicago, to public relations at J. Walter Thompson Co., Chicago.

KATHARINE de REEDER, public relations, merchandising, publicity consultant, to John Falkner Arndt Advertising Agency, Phila., as director public relations, publicity.


EDGAR M. HUYMANS, vice president - manager Mexico City office Ruthrauff & Ryan, elected president Mexican Assn. of Adv. Agencies. BESSIE GALBRATH, regional director Foote, Cone & Belding, elected director. Alternate directors include PAUL B. SCOTT, vice president-general manager Grant Adv.; ARTHUR L. Hallet, vice president-general manager D'Arcy.

PERHAM C. NAHL, associate director of research Needham, Louis & Brorby Inc., elected president Chicago chapter, American Marketing Assn.


JANET LOEB WOLFF, copy staff Compton Adv., N. Y., given Tober-Coburn Alumni Assn. highest award for "outstanding achievement" in advertising and fashion.

TED BLISS, producer ABC Sherlock Holmes for Young & Rubicam Hollywood, returns to work after three months illness.

BETTY McCARTHY, timebuyer Ted Bates Inc., N. Y., is mother of boy, Peter Michael, born June 5. Husband JACK McCARTHY is ABC sportscaster.

JAMES M. CECIL, president Cecil & Presbrey, N. Y., elected board president Institute of Psychotherapy, non-profit social service organization.

DORIS HERR, Young & Rubicam, Hollywood, and JACK DELANEY, Warner Bros., married June 3.

BROADCASTING  *  Telecasting

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**AVAILABLE**

the top Hooper-rated 9:00 A.M. spot in Rochester, N. Y.

"David E. Kessler
AND THE NEWS"

In ROCHESTER, N. Y., the 9 to 9:15 a.m. period weekdays is Kessler-time. The top spot (Hooper-wise) is David E. Kessler's—and he's had that top spot for a long time now.

Veteran of more than 25 years in Rochester journalism and radio, Kessler is known to practically everybody in the area. He's director of the WHAM News Bureau and also has a once-a-week, night-time spot on television.

In over seven years on WHAM, Kessler retained the same national sponsor for 6½ years; a second for one year. In each case, the sponsor canceled out reluctantly only because of basic changes in policy affecting the client's entire radio budget.

Want to sell Rochester and WHAM's prosperous 15-county primary market? DAVID E. KESSLER AND THE NEWS can do it for you—NOW!

Your nearest HOLLINGBERY representative has the full story.
Look’t What We Won!

Proudly, WTTS accepts the Sigma Delta Chi award for distinguished service in American Radio Journalism.

The national award was won with Indiana University's SCHOOL OF THE SKY NEWS PROGRAM—"IT’S YOUR WORLD." The prize winning show is carried live on WTTS and later rebroadcast over 17 other stations in Indiana, Illinois and Kentucky.

In making the award, Sigma Delta Chi said: "The judges commend the series of educational programs slanted to students of the grammar-school level, for its public service, originality and the value to an estimated listening audience of over 200,000 listeners."

THE SARKES TARZIAN STATIONS

WTTS WTTV

BLOOMINGTON INDIANA

Represented Nationally by
WILLIAM G. RAMBEAU CO.
New York, Chicago, Los Angeles, San Francisco

Represented Nationally by
BARNARD and THOMPSON, INC.
299 Madison Avenue
New York City

new business

RE-CLEAN Corp., N. Y. (cleaning fluids), preparing extensive radio-television campaign using network and independent stations. Stations or time not designated. Agency: Cayton Inc., N. Y.

EMBREE MFG. CO., Elizabeth, N. J., test spot campaign for Lif (furniture and floor polisher) in Milwaukee and Georgia. If successful, will expand. Agency: Metropolitan Adv. Co., N. Y.

SEARS, ROEBUCK & Co., Chicago, (National Retail Div.), to release 18 one-minute live-action film commercials to its stores throughout country next fall for local sponsorship. Series, produced by Atlast Films, Oak Park, Ill., features appliance lines.

WAVERLY FABRICS preparing participation radio for September, 15 markets, eight weeks. Agency: Lawrence B. Hicks, N. Y.

SHIFMAN BROS., Newark (Sanotuft bedding), names Max Walter Adv., South Orange, N. J., to direct radio-TV spot campaign.

CASE-SWAYNE Co., Santa Ana, Calif. (canned fruits, vegetables), appoints Mogge-Privett, L. A. Radio-television to be used.

MARLIN FIREARMS Co., N. Y., appoints Duane Jones Co., N. Y., to direct firearms division advertising. Agency has served Marlin Razor Blade account since June 1949.

WILLIAM WARREN, JACKSON & DELANEY, N. Y., preparing radio spot campaigns for three new clients: Great Killa (Staten Island) Board of Commerce, Great Killa Boatmen's Ass'n, and Foot-Fill Co., Norwalk, Conn.


FRED W. AMEND Co., Danville, Ill. (Chuckles candy), names Henri, Hurst & McDonald, Chicago, to direct account, effective July 1. Television planned.


Network Accounts . . .

SUN OIL Co., N. Y., to sponsor fall schedule professional football on ABC-TV beginning Saturday, Sept. 16. Includes 15 national football games; 15-week series Pro Highlights, film series of outstanding plays each week's league games. To be carried in non-league cities outside territory of member clubs and in certain league cities when home club is on road. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

TRIMOUNT CLOTHING Co., N. Y. (men's clothing), Aug. 26 renewes for 52 weeks 8:15-8:30 p.m. portion Stop The Music (ABC, Sun., 8-9 p.m.). Agency: William H. Weintraub & Co., N. Y.

BROWN SHOE Co., St. Louis (Buster Brown Shoes), Aug. 12 for 52 weeks renewes Smilin' Ed McConnell, NBC, Sat. 10:30-11 a.m. CDT. Agency: Leo Burnett, Chicago.

MILES LABS., Elkhart, Ind. (Tabcin, Alka Seltzer, One-A-Day Vitamins, Bactin, Sept. 10 for 52 weeks renewes Quiz Kids, NBC, Sun., 2:30-3 p.m. CDT. Agency: Wade Adv., Chicago.

Adpeople . . .

DONALD B. SEEM, assistant advertising manager Electric Auto-Lite Co., Toledo (Suspense, CBS-AM-TV), appointed advertising manager.

HOWARD M. CHAPIN, advertising director General Foods Corp., named by Advertising Council as coordinator of its campaign on government reorganization, to serve as executive liaison between council, its agency, J. Walter Thompson Co., and Citizens Committee for Hoover Report.

FRED ROPER, Standard Oil Co. (Calif.), re-elected president Northern California chapter; National Industrial Advertisers Assn.
TRAFFIC-SALES

The "XL" Stations

write for Free summary of 16 A R B I tests

To: The XL Stations—Box 1956-Butte, Montana

The XL Stations

KXL - KXLE - KXLY - KXLF - KXLJ - KXLQ - KXLK - KXLL

Portland Ellensburg Spokane Butte Helena Bozeman Great Falls Missoula

* Advertising Research Bureau, Inc.

BROADCASTING * Telecasting
Radio has stepped in to play a leading role in the Youngstown, Ohio, Junior Chamber of Commerce year-round civic program. It's doing so every Saturday at 6:45 p.m. when Mr. Jaycee Reports throws the public spotlight on civic issues.

Modeled after the traditional "letter to the editor column," the WKBW Youngstown broadcast goes a bit further than the newspaper treatment. All questions or complaints—which take in the range of local issues such as parking, recreational, and city governmental problems—are answered.

Chief workers on the project are the membership which makes up the local Chamber. One person is assigned to report on each complaint. He is given up to two weeks for his interviews of leading city officials or business leaders responsible for the particular department that is involved.

Issues are clarified by Mr. Jaycee (Gray McKenrick of the local chamber) who asks questions of four reporters appearing on the program each week. In addition to the public service provided, the Chamber feels the show has acquainted citizens with the Chamber itself and has built leadership among young members by compelling them to get out and meet local business men and city officials.

Another opportunity afforded the organization is the use of the program to help promote various drives such as the Mile of Dimes, city's annual spring clean-up campaign, and other events sponsored by the chamber.

Most forceful testimonial is the request by three Junior Chambers of Commerce groups of neighboring towns for full particulars in order that they might institute a similar program of their own next fall. For its part in developing interest in the program by holding a contest among high school and junior-high school groups on civic improvement, the Chamber and the program were commended by Mayor Charles P. Henderson who has appeared on the program twice. Other local leaders also have been guests.

While some of the topics have been debated before, WKBN and the Jaycees feel that the novel program provides a fresh approach based on a solid, objective presentation.

Waiting for "on the air" cue are "Mr. Jaycee" and high school prize winner, Nancy Ann Kozly.

* * *

strictly business

with essential sales tools. Last week, for example, he was putting the finishing touches on a 17-page (single-spaced) detailed analysis of WWSW Pittsburgh, which will be represented by Blair beginning today. He got his material on the Pittsburgh station first-hand as part of a team of Blair men that recently studied every phase of the operation. Copies of the WWSW report will go to the representative firm's salesmen everywhere.

Mr. Barnett keeps busy enough studying competitive factors in various markets, setting up conferences for station managers who visit the home office in Chicago, watching the normal flow of information from stations (like schedules, etc.), and putting out a daily Blair Bulletin to stations.

For nearly five years, Wells Barnett has backed up the company's salesmen from Chicago headquarters, but Aug. 1 he moves to New York.

(Continued on page 68)
wins prizes*
and holds audience loyalty!

The only prize WFBR set out to win was a prize audience, whose loyalty pays off in handsome Hoopers, and, by the same token, in direct and tangible results for WFBR advertisers!

WFBR newspaper advertising is the most consistent of any Baltimore station—12 months a year—with no time out. WFBR carcards are consistent, too—12 months a year. And WFBR "extra push" advertising—the special promotions and gimmicks—also goes 12 months a year. All this effort adds up to one big fact: the nearest thing to perpetual promotion is WFBR's advertising plan!

* BILLBOARD prize winner again!

WFBR takes first prize in regional channel network affiliate group for outstanding audience promotion in 1949!
Every week, on the average, Uncle Sam delivers 3,800 pieces of audience mail to KYW’s door! Maybe this isn’t a world record, but it’s proof of consistent letter-writing interest on the part of 1,500,000 radio families throughout KYW-land... which extends far beyond Philadelphia, and even beyond the limits of the nation’s third market!

Just one example: a leading insurance company pulled more than 1,000 requests for a booklet during a single week on KYW’s early-morning Musical Clock! For results like this, start promoting now on Philadelphia’s 50,000-watt voice of NBC. See KYW or Free & Peters.

* Based on 65,300 pieces of mail tabulated during first four months of 1950.
ENGINEER and talent unions last week struck CBS and WMGM New York, and further labor turmoil in radio and television seemed probable.

A two-and-a-half-day strike by 425 CBS technicians, members of the International Brotherhood of Electrical Workers (AFIL), was ended when both sides agreed to reopen negotiations under the supervision of a federal mediator.

A strike of the American Federation of Radio Artists against WMGM was resolved within 12 hours when the station agreed to reinstate eight announcers who had been dismissed.

Meanwhile, a National Labor Relations Board examiner held the first joint conference between the warring Television Authority and Screen Actors Guild, without apparently making any headway toward a settlement of the bitter jurisdictional dispute in which they are embroiled.

The NLRB conference, described as an informal and preliminary discussion, was held in the board examiner, Sidney Levy, and representatives of TVA and both the Screen Actors and Screen Extras Guilds but also officials of television networks.

Although no official report on the proceeding was available, it was learned that neither TVA nor IBEW gave any indications of yielding in their claims to representation of talent in television.

Seek NLRB Ruling

Both have filed petitions with the NLRB—TVA in New York and SAG in Hollywood—seeking designation as bargaining unit for television. TVA seeks representation for all technical employees for the first time in television. SAG seeks only to bargain for talent in the productions of motion pictures made for TV.

It was freely speculated by authorities, at the conclusion of last Thursday's NLRB meeting, that the TVA-SAG issue would go to an NLRB hearing, a procedure that would take some time.

But whatever the outcome of the jurisdictional dispute, telecasters were confronted with prospects of heavy demands from talent unions. Both TVA and SAG have announced demands for wage and working conditions they will seek.

The strike against CBS last week of 385 IBEW members in New York and 90 of them in Hollywood flared Monday evening after an impasse had been reached in negotiations for renewal of a contract that expired May 28.

The negotiations pertained only to the New York Local 1212 of the IBEW, but the 80 IBEW members in Hollywood walked out in sympathy. Their own contractual arrangements with the network were not involved.

The strike was called despite the fact—that both parties admitted—that basic agreement on wage increases had been reached. CBS had offered wage scales of $159 a week for five-year men, an increase of $6.50 over rates in the former contract, and the union had accepted the new scales, it was said.

Basis of Controversy

The wages dispute was working conditions. Among the provisions sought by the union but not granted by CBS was additional vacation time, specific period for meal time and rearranged schedules of days off per week.

The strike, which started at 6 p.m. Monday, caused cancellation of nine CBS television shows, five of them commercial. Other television programs and all regularly scheduled radio shows, except some late evening dance band pickups, were broadcast with CBS executive and supervisory personnel acting as technicians.

The TV programs which could not be aired were: Monday—Kirby Stone Quintet, a sustainer, 7-7:15 p.m.; Paul Arnold Show, 7-15:7:30 p.m.; The Goldberg's, sponsored by General Foods, 9:30-10 p.m., and Studio One, sponsored by Westinghouse, 10-11 p.m.

Tuesday Shows Stopped

Tuesday:Suspense, sponsored by Electric Auto-Lite, 9:30-10 p.m. and the wrestling bouts, cooperatively sponsored.

Wednesday: Stage 13, a sustainer, 9:30-10 p.m. and a special UN program, 10-10:30 p.m.

Although its performance was scheduled for Friday, 9-10 p.m., a day after the strike was ended, the Ford Theatre was cancelled on order of Kenyon & Eckhardt, Ford agency, because there had not been time for adequate rehearsals while the strike was in progress. A complicating factor in the IBEW strike was the refusal of some 100 stage hands, members of the International Alliance of Theatrical Stage Employees, to cross the IBEW picket lines in New York.

The absence of both scene handlers and engineers made production of such elaborate presentations as Studio One, The Goldbergs, Suspense, Stage 13 and Ford Theatre impossible.

A few performers also were reported to have refused to violate the IBEW picket lines. The actions of the IATSE and the scattering of actors in resisting the engineers picketing were ineffective.

Announcement that the IBEW had agreed to return to work was made by J. K. Mandelbaum, U. S. Concillations Commissioner in New York, at 7 p.m. Wednesday after CBS and the IBEW had agreed to resume discussions today (Monday).

Agreement Terms

Under the strike-ending agreement, CBS guaranteed to re-employ all IBEW members on its rolls before the strike, the IBEW agreed to return to work Thursday morning.

A specification of the agreement (Continued on page 39)

**PRESS DUOPOLY?**

AN ANTI-TRUST suit which could have far-reaching ramifications in radio—possibly starting with the awaited clarification by FCC of its "anti-trust" policy—was filed by the Justice Dept. last week against the New Orleans Times-Picayune, one of the South's top newspapers (CLOSED CIRCUIT, June 12).

Reminiscent of the Commission's duopoly rule in broadcasting, the suit is aimed in part at alleged practices involving "combination rates," charging that the Times-Picayune Publishing Co. used its two local papers in an attempt to attain monopoly.

Though the suit itself does not involve the company's radio interests—WTPS-AM-FM New Orleans—the case is being watched closely by FCC legal authorities and newspaper-owned stations throughout the nation, who number an estimated 25% of the total.

FCC authorities were officially silent on the question, but the first unofficial reaction was a "wait-for-the-outcome" attitude.

**FCC Policy Question**

Normally, FCC has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees—and currently the "actions" in those cases has been to hold up action on applications pending a decision, still unreached, on a "uniform policy."

But the uniform-policy issue also raises the question of alleged violations and what policy FCC should adopt toward applicants who have been accused of violating any non-radio laws—anti-trust or otherwise—but who have not yet stood trial (BROADCASTING, May 1). This whole question is still under consideration by the Commission.

The Times-Picayune currently has one application on which the Commission might indicate the course it intends to take. That is a pending WTPS request for 5 kw day and 1 kw night on 940 kc, which it currently uses with 1 kw day and 500 w night. There is also a television application which is caught in the freeze. The renewal applications of WTPS and WTPS-FM are not due until March 1953 and March 1951, respectively.

May Cite L. A. Case

For precedent, WTPS if necessary can cite the Commission's Los Angeles decision, which was not official, of 1946 in urging a grant rather than delayed action in its bid for higher power. In that case FCC granted the application of Paramount Television Productions while recognizing that the company was involved in an anti-trust suit.

The Commission held that the (Continued on page 4)
STERLING PASSES SENATE GROUP

CONFIRMATION of FCC Comr. George E. Sterling for a new seven-year term was virtually guaranteed last Friday as the Senate Interstate and Foreign Commerce Committee unanimously approved him following a two-session hearing on his renomination.

Committee approval usually is tantamount to Senate confirmation. Action by the Senate is expected early this week.

Despite the barrage of questions levelled at him, with peppery Sen. Charles W. Tobey (R-N.H.), as the chief inquisitor, members of the committee—including Sen. Tobey—at no time left any doubt that their ultimate decision would be favorable. They voted their approval in a brief session after the hearing was completed early Friday afternoon.

Sen. Tobey, who said he had armed himself with “approximately 141 questions,” briefly revived the often-waged “Armstrong” fight over FCC reallocation of FM, but centered his major questioning on the handling of a 1947 memorandum to Mr. Sterling which he felt might have averted the present TV freeze.

In the give-and-take, Comr. Sterling indicated:
- He thinks FCC may do “something affirmative” in the long-pending clear-channel case before the end of “this calendar year” (Closed Circuit, June 5).
- He does not personally regard VHF television as a temporary or interim service, thinks color TV decision may be ready by September, and estimates the freeze may be lifted by the end of the year.
- He hopes UHF space can be provided for a closely regulated Stratovision service, which he views enthusiastically as a means of taking TV service to broad areas of the nation.

The hearing, which opened Thursday afternoon, was recessed until Friday morning to permit Sen. Tobey, who had not yet completed his questioning, to attend other committee meetings. At the opening session he said he possessed FM evidence that “doesn’t smell good,” involving purported changes in FCC records, but did not pursue the subject when the hearing resumed Friday.

Both Sen. Tobey and Sen. Ed. C. Johnson (D-Col.), committee chairman, emphasized that the hearing and their questions were “imper-sonal” and designed solely to elicit Mr. Sterling’s views on important policy matters. Sen. Johnson said he personally was “very friendly” to Comr. Sterling, a Maine Republican. The renomination is for a seven-year term starting July 1.

Home State Approval

Mr. Sterling also had the endorsement of both Senators from his home state—Sen. Owen Brewster, a member of the commerce committee, and Sen. Margaret Chase Smith—as pointed out by Sen. Johnson.

Most of Thursday’s questioning related to a “confidential” memorandum on TV allocations sent by E.W. Allen, chief of FCC’s Technical Information Division, to Mr.

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Unanimous Action

STERLING as FCC Chief Engineer in June 1947.

The memorandum raised the question of tropospheric interference—one of the primary reasons for the subsequent imposition of the TV freeze—and suggested that allocations should take this factor into account.

Comr. Sterling conceded that adoption of Mr. Allen’s recommendations on totality at that time would have meant, aside from the color television question, that the freeze would not have been necessary and that accordingly, more stations could be in operation today.

He insisted that the scientific information then available was insufficient to permit such action, and that, instead, a “comprehensive investigation” was launched to gather the necessary data.

He conceded that he couldn’t recall having passed the memorandum along to the Commission, but denied that it was “buried” or that Mr. Allen was instructed to “pigeon-hole” it. He said Mr. Allen and the chief of the television division were told to take it into consideration in their planning, and that he thought they discussed it in staff meetings.

It was only after more and more...
NAB's Board of Directors will decide this week whether to dissolve the association because of money and membership problems by reorganizing once again or by trimming and polishing the present structure.

Though two networks and a sizable number of stations have pulled out of NAB since the last board meeting in April, major developments in answering membership complaints and reorganizing was not in the meeting at Washington headquarters.

Things have happened fast around the association offices in the past fortnight. Three key executives have resigned. They are G. Emerson Markham, director of the Television Dept.; Arthur C. Stringer, staff director, manager of the research exhibits and secretary of the NAB News Committee. [CLOSURE CIRCUIT, June 12]; Don Petty, general counsel [BROADCASTING, June 12].

General Manager William B. Ryan has completed an extensive study of the whole headquarters' operation and the budget. He was to meet over the weekend with the board's Finance Committee and submit a series of recommendations designed to keep expenditures in line with the association's income.

President June Mill Mr. Ryan and staff executives will meet today (Monday) with the 11 new board members for an indoctrination session. The new members will be acquainted with NAB's activities, including the services offered members and the less publicized functions.

Most of the new directors have served on NAB committees and several have sat in past meetings.

Drop in Membership

The Membership Committee was to meet Saturday but instead will meet this week. Confronting this group was the decline in membership, from 3,840 in April 1949 to 1,767 a year ago and 1,521 at present. This drop is not as serious as it appears at first glance, according to NAB officials, since it reflects the death of large numbers of postwar, FCC-encouraged FM stations and other project brooks.

While winter-spring resignations have cut sharply into the $780,000 budget for the fiscal year that started last April 1, the membership picture is not entirely dark by any means. Attendance at membership at this time is the highest in its history prior to 1949 and its dues structure has been adjusted to meet mounting costs, NAB officials point out.

The Membership Committee was recommended to extend the active drive to bring in new members and bring back old ones. A program submitted to the board last February, when the network resignations were thought to be imminent, was rejected by the directors but many of its features are likely to be revived.

Board members will be given a preview of a new sales manual for use in soliciting memberships. The manual will show cost ratios in which NAB dues are compared to other station operating expenses.

Brunt of the membership drive likely will be borne by E. Walter Hafster, the NAB's assistant relations director, and Mr. Ryan.

Among recent resignations from NAB is that of KVOE Santa Ana, Calif. Ernest L. Spencer, station president, wrote Judge Miller that he felt recent NAB actions were "immoral" to stations the size of KVOE, mentioning specifically the dues cost for smaller outlets and "hiring as your assistant a clear-channel, high-power advocate."

Mutual Stays

Decision of the board of directors last Monday to remain in NAB (story page 36) was described at the association as confirming the belief that NAB has "reached a bottom and is on the way upward."

The situation at NAB headquarters is unsettled as the board convenes but it is believed the major changes have already taken place. Since the April board meeting C. Meryl Sullivan, assistant research director, and Everett E. Revercomb, assistant treasurer, have left the association in addition to Messrs. Petty, Stringer and Markham.

In submitting his resignation Mr. Markham wrote Mr. Ryan that he was leaving effective July 1. Mr. Petty's resignation is effective the same day, he said in a letter to August 1. Mr. Ryan has been asked to develop full-time to his law practice in Los Angeles and Washington. Mr. Stringer resigned effective June 15.

In reporting to the board on his two years in charge as the manager, Mr. Ryan is expected to suggest a program based on refinement of operating methods and increasing efficiency in the overall operations and to begin a task of answering criticism based on management methods at headquarters.

Specific departments have been combed for possible savings and ways of raising efficiency, and department heads were directed to suggest 15% budget savings in their departments.

Though recent emphasis has rested on these functioning problems, the board will face an agenda that includes such perennials as proposed separation of Broadcast Advertising Bureau from NAB, and the status of Broadcast Measurement Bureau, Broadcast Music Inc. (BMI), and the regulation and modernizing of the Standards of Practice to cover television.

Incorporators of Broadcast Audience Measurement Inc., successor to BMB, were to meet Friday in Washington to elect directors. In turn the BAM board was expected to take the election of incorporators to the NAB board, and plan to hold a board meeting at a convention, conceived as a complete industry, audience and program measurement service.

Committees Named

Three standing committees of the board were appointed last week by President Miller in addition to the Finance Committee, whose membership was completed the previous week [BROADCASTING, June 12].

The new groups follow:

By-Laws Committee — Frank U. Smith, chair-
man; Harold Essex, WJSN-Winston-Salem; A. D. Willard Jr., WGAC-Atlanta; E. M. J. Fishman, WSCO-Washington, D.C.

Nominations Committee — Eugene S. Thomas, WOIC-TV(Washington, D.C.); James D. Shoune, WLCW Cincin-
ti; Mr. Ryan, New Orleans.

Membership Committee — Clyde W. Rember, KBRL Dallas, chairman; Chairmen include William C. Grove, KFRC Cheyenne, WKMJ, Des Moines, Iowa; Calvin J. Smith, KFAC Los An-
geles; Allen M. Woodall, WDAX Columbus, Ga.

One of the board's first jobs when it convenes Thursday evening will be to elect new directors to succeed Mr. Ryan, who was elected in February as director-at-large for large stations, and Ted C. Fellows, WEEI, Boston, whose District 1 (New England) directorship became vacant when WEEI withdrew from NAB in connection with the CBS resignation.

TALENT BUYS

"Guild" to ABC, NBC Signs 2, Edwards on CBS

ABC LAST WEEK got into the talent-buying spree when it purchased Screen Guild Players, which Camel cigarettes recently dropped on NBC, and announced it would begin airing the program this summer.

Meanwhile, NBC announced it had signed Kate Smith to a five-year television contract. Miss Smith will begin a Monday-Friday afternoon television show on NBC next fall.

The April NBC report, had signed Ransom Sherman, a veteran comedian, to a five-year television contract. Mr. Sherman will be seen replacing Kukla, Fran & Ollie in the Monday-Friday 7-7:30 p.m. period beginning July 3.

Program Format

Miss Smith's new program will be produced by her own company and will feature interviews, dramatic sketches, guest stars and human interest stories in addition to Miss Smith's voice, NBC reported.

Mr. Sherman has appeared in supporting roles on the Fibber McGee & Molly program, in motion pictures and has appeared frequently in radio for more than 20 years.

In announcing its acquisition of Screen Guild Players, ABC said the program was the first of its sort, a half-hour show, Screen Guild Players will be presented as an hour-long production on ABC and sold as half-hour segment.

At a price said to be "more than $1 million a year," Philip Morris & Co. has bought Ralph

NEW MARGARINE

Lever To Use Radio Spots

RADIO spot announcements and newspapers will be used to launch one of the most intensive advertising, merchandising and promotional campaigns ever put behind margarine by a new brand yellow Good Luck margarine made by the Good Luck Products Division of Lever Bros. Co., through its agency, BBDO, New York. The campaign starts July 1, when the repeal of federal tax restrictions on yellow margarine becomes effective.

The new yellow Good Luck—result of a 12 year, $1 million research program on the part of Unilever—is being made by a new secret manufacturing process in a new Hammond, Ind., plant.

The radio schedule of spot announcements starts July 13 in approximately 70 markets in the country, using 25 stations to introduce the new product.

Company officials stated that distribution of the new product will be expanded as soon as increased manufacturing facilities permit. Advertising will increase as distribution expands.
There's Nothing Like:

The Good Old Days

By CHARLES C. WARREN

The first 23 years may be the hardest but Charles C. Warren, general manager of WCMI Ashland, Ky., wouldn't trade his various radio experiences for anything—and he figures he has about 17 stations behind him. Mr. Warren has been general manager of WCMI since April 1947, and associated with the station in one capacity or another since October 1941. In that time, with two years out for Marine Corps service, he also served as sports announcer, program director and sales man. His earlier experience read almost like a Broadcasting and FM directory. Starting at WJJD (then Moosheart) in 1927, he later joined WIBO WLS WBBM Chicago, NBC New York as special events man in 1935, and moved on to WSMK (now WING) Dayton, WCOL Columbus, WGR Cleveland (all Ohio), WGR Louisville—among others. He specialized in sports announcing but also handled copy for Kate Smith and Ted Collins at one time. In this byline piece based on a recent speech, Mr. Warren recalls radio's early days with the humor of the vaudeville circuit he once traveled before embarking on a radio career.

I never remember such an instance in the local night hot spot in the town where I laughingly held out my hand for a meager pay check. I was that station's announcing staff and we had a line into a Chinese restaurant. The orchestra was a bunch of young fellows getting their start. They were eager and ambitious and if their music wasn't exactly the finest in the land, it was at least characterized by volume and zest. These lads were not happy working for this oriental Sherman Billingsley. But they couldn't leave because he owed them several months back pay. So, they ate chop suey for breakfast... chow mein for lunch... and egg foo young for dinner in lieu of pay.

Well, as I said, we put them on the air because it was available... and because it was cheap. And we

(Continued on page 44)
COUNSEL CLASH

NEW CLASHES between opposing counsel marked FCC's hearing on the news policies of G. A. (Dick) Richards as he got under way a second time in Los Angeles last week.

The new start came Wednesday, after the Commission voted 4-to-1 to grant FCC General Counsel Benedict P. Cottone's appeal for authority which had been opposed by Examiner James D. Cunningham [BROADCASTING, June 12] to present the FCC case against Mr. Richards before counsel for Mr. Richards present their case in his behalf.

First witnesses called by FCC were Robert O. Reynolds, vice president and general manager of Mr. Richards' KMPC, all of whose licenses who appeared under subpoena, and Dr. Roy E. Thomas, Mr. Richards' physician, who was called after Mr. Cottone demanded to know whether Mr. Burns was questioning his integrity. If so, he appeared to assert that effect should be put into an affidavit to the Commission.

Examiner Cunningham provided Mr. Burns with a witness list but did not call a witness not called by FCC in the first hearing, was questioned closely on conferences with Mr. Richards regarding the proceeding.

"Did he say to tell the truth?" Mr. Cottone pressed.

"He didn't say not to tell the truth," Mr. Reynolds snapped back.

He asserted Mr. Richards might have told him to "get in there and damn well do your job!"

When Mr. Reynolds returned to the stand Thursday, Mr. Cottone wanted to know what he had discussed with Mr. Fulton during the commission process.

"We discussed your line of attack," Mr. Reynolds replied, "and wondered why you called Mr. Richards' witnesses before they had a chance to testify for him. The conclusion was reached that you don't think you have a case, the way you are proceeding."

Mr. Cottone said it was obvious that you are attempting to use myself and other people from the station to corroborate records of transcript of witnesses at the former hearing."

Mr. Reynolds said that, as he recalled, none of the testimony given by witnesses for FCC in the first hearing was false, but that he was unable to point out precisely which portions these were.

Questions Accuracy

Hammering at the accuracy of Mr. Reynolds' retraction, Mr. Cottone asked if he intended to avoid corroborating testimony of the 23 witnesses presented by FCC in the previous hearing.

"Mr. Cottone," the KMPC executive replied, "I am here under oath and I intend to answer you as best I can. I think some of the testimony in the previous record is false or half true. If you point out specifics I will tell you what I believe about them."

He said he wanted to revise any previous testimony which might indicate "a personal knowledge of untruth in evidence"

(Continued on page 72)

CONGRESS HITS FCC

On Richards Issue

DEMANDS that FCC account for its conduct in the current G. A. (Dick) Richards case were mounting as the defense last week voiced its reasons "to find out if the Commission made a false statement to the Commission when it insisted on presenting its case before the ground that it had gone to considerable expense to subpena witnesses here.

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(Continued on page 72)
THIRTY years in business for Durkee-Mower Inc. (Marshmallow Fluff, Swee’pee), pioneer radio advertiser, and preview of new East Lynn, Mass., plant are marked by (1 to r) Karl Freist, pres., Harry M. Frost Agency; Fred L. Mower, treas., and H. Allen Durkee, pres. of firm; James Marley, Broadcast Advertising.

BRONZE plaque, marking 15th anniversary of America’s Town Meeting of the Air on ABC is presented by Mark Woods (I), ABC vice chairman, to Charles V. Donny Jr. (I), founder and moderator of show. Center is Dr. Orway Ted, chairman of the Board of Higher Education in New York City.

ON the 10th anniversary of her association with WLW Cincinnati, Mad-ison Heartman is presented with roses by Harry Mason Smith (I), vice president in charge of sales for WLW owner, Crosley Broadcasting Corp. At right is Dwight Martin, Crosley’s vice president and assistant general manager.

WHEN the Detroit Floor Covering Assn. held its recent golf outing, James G. Riddell (r), president of WXYZ Detroit, showed how it’s done by winning the open division’s first prize with a 76. Charles (Chuck) Rosten, vice president, William R. Doner Agency, seems pleased with it all.

SPECIAL George Polk Memorial Award for his series of broadcasts last year, CBS Views the Press, goes to Don Holfenback (r) of CBS. The citation is conferred by Dr. Tristram Walker Metcalfe (center), as Edmund A. Chester, director of CBS news, holds duplicate plaque to CBS.

CONFERRING before debut of CBS’ comedy audience participation program Hit the Jackpot are (1 to r) James A. Barnett, vice president in charge of advertising, Lever Bros., sponsor; Bill Cullen, m.c.; Bill Todd, producer-director; Fred Burghard, Ruthrauff & Ryan.

Radyorama

FTC ON AGENCIES
Denies Anti-Copy Crusade

SPECULATION that the Federal Trade Commission might embark on a wholesale policy of naming advertising agencies as co-respondents with advertisers in cases involving “false or misleading” ad copy brought prompt denial from FCC officials and one Commissioner last week.

At the same time, however, Comr. John Carson, who is charged with responsibility for the Commission’s anti-monopoly work, admitted the matter “has been discussed in individual cases but no policy has been evolved.”

Comr. Carson told Broadcasting that in one recent case counsel for the commission had made such an application but it was overruled. He added, however, while declining to identify the principals, that another case “coming down shortly before FTC,” involved “flagrant practices” by an advertising agency with respect to commercial copy.

Chairman James Mead, out of the city on a speaking engagement, could not be reached for comment.

Two officials of the commission—Richard P. Whiteley, director of litigation bureau, and D. C. Daniel, executive director and secretary—also scotched the report that FTC may shift its policy.

Mr. Whiteley explained that FTC has followed a policy of naming an agency as a respondent “if it appears it is instrumental in boosting a company’s advertising—if it is an active party in formation of the advertising.”

Mr. Daniel noted the distinction where “agencies have been named when it appeared they had written the copy,” though he conceded that in the overwhelming number of cases, advertising agencies were singled out in FTC complaints and other actions on the ground they had “accepted” and approved copy “by those who drew it up.”

BBDO SHIFTS
Three Account Executives

BBDO New York is realigning its account executive staff servicing American Tobacco Co. (Lucky Strike cigarettes), General Electric Co., and General Mills.

Tom Cunnings, General Electric account executive for the past three years, was named head account executive on American Tobacco Co., succeeding Jack Denové, who it is understood will take over the General Mills account. Sam Harne, who is now general manager of the Beverage account, also will handle General Electric. Mr. Harris has been with the agency for the past 20 years.

It is understood that the decision to switch accounts among the executives was made within the agency and not at the request of the clients.

Canada Dry Campaign

CANDA DRY, for its fruit flavored carbonated beverages, will launch a national spot radio campaign next month in 58 cities. J. M. Mathes Inc., New York, is the agency.
FARM RADIO IMPACT

FARM BUREAU FEDERATION, NATIONAL GRANGE, NATIONAL COUNCIL OF FARMER COOPERATIVES, NATIONAL FARMERS UNION AND NATIONAL MILK PRODUCERS FEDERATION.

FARMER TRUMAN PRESIDENT TRUMAN, meeting members of the National Assn. of Radio Farm Directors last Monday, said he is a regular listener to farm broadcasts, and enjoys them.

Addressing the June 12-13 assembly on its concluding day, Mr. Himbaugh declared broadcasting "is one of the best means of getting information to farmers."

He described the backward condition of agriculture in the Mediterranean countries, based on a recent inspection trip.

Few farmers in Mediterranean nations have radios and the broadcast service that is available offers nothing to aid agriculture, Mr. Himbaugh said, adding that the area lacks electricity and few people have seen movies. He said farmers are suspicious of government agencies.

Educated persons feel superior to farmers, he said, adding that compulsory school is making progress in many areas.

In Turkey and in the Mediterranean countries, the Co-operation Administration is supplying radios to farm villages for group listening, according to Mr. Himbaugh. He declared progress in agriculture, here and abroad, depends on progress in communication.

BROADCASTING

CITED AT NARFD MEET

ARMENIA'S progress in agriculture coincides with the development of AM radio broadcasting, Keith Himbaugh, U. S. Dept. of Agriculture information director, told the annual Washington meeting of the National Assn. of Radio Farm Directors.

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ETHER 'WAR'

WARNING that failure to 'establish a new NARBA will result in “revolution,” Dr. Nicholas Mendoza, former Cuban radio director, reiterated last week that hopes for U. S.-Cuban accord depend upon the U. S. yielding "part of the privileges a very small portion of its stations" has been dropped in the past.

This, he said, is "the only means within the limited broadcast band to satisfy that minimum portion of Cuba's requirements which the latter demands as condition to new appointments: limitations similar to those under NARBA which facilitated the mushroom growth of the U. S. broadcasting industry."

Dr. Mendoza said the U. S. must make concessions of this nature "in order to preserve the status quo of the greatest majority of its stations." He felt that "some of the privileges which must be yielded are symbolic since they have never been used, which is the case of the so-called clear channels on some of which the U. S. is requested to agree not to use power in excess of the 50 kw now being used."

If the NARBA nations fail to reach an agreement in the overall conference now slated to resume Sept. 6, he said, "a revolution will ensue which, eventually, will completely alter or destroy the status quo of the U. S. broadcasting industry, dragging in its wake all possibilities of regional agreement."

Dr. Mendoza, one of the leaders in the original NARBA movement, called for a concerted effort "to work out some manner of approach which may produce some semblance of order in the shared use of the standard broadcast band."

He continued:

Stubborn insistence on the retention of non-existing rights: stubborn accusations of frequency-jumping when no treaty prohibits the use of any frequency—yet, in its state of turmoil, in force recognize the right of all nations to use all broadcast channels; stubborn denial of the necessity to build down facilities they demand as condition to a new treaty, have proven futile methods and erroneous approaches towards inter-American harmony.

"You can lead a horse to water, but you cannot make him drink."

In their efforts to reconcile their differences during the NARBA conference at Montreal last fall and "their no-treaty sessions in Havana early this year, Dr. Mendoza said, the U. S. and Cuba displayed "two entirely different points of view."

"The U. S. considers the "only reality" to be "the existence within its boundaries of an industry interlocked with complicated precision, fitted like the pieces of a Chinese puzzle which over-saturates the international sharing possibilities of the limited broadcast band."

Thus, he said, the U. S. insists upon "maintenance or extension of that status quo created under NARBA, together with its corollaries of clear channels," etc.

Cuba, he said, believes that "the treaty under which those legal fiction existed has expired and therefore does not any longer grant rights nor impose obligations." Since NARBA has expired, he asserted, "the U. S. may now extend among international obligation to abide by those rules, regardless of whether, or not the internal laws of the U. S. compel its own stations to comply with those same rules no longer binding on the international level."

Mendoza Fears Results Of U. S.-Cuba Discord

S. C. ASSN. MEET

McConnell Will Speak

JOSEPH H. McCONNELL, president of NBC and a native of Chester, S. C., will be principal speaker at the annual mid-summer meeting of the South Carolina Broadcasters Assn. July 8-9 at the Ocean Forest Hotel, Myrtle Beach.

Officers of SCBA are: Dan Crosland, WCRS Greenwood, president; Frank Best, WRNO Orangeburg, vice president, and Melvin Purvis, WOLS Florence, secretary-treasurer. Members of the program committee for the two sessions are: Richard Shafo, WIS Columbia; John R. Liftin, WSCC Charleston, and Raymond Caddell, WHSC Hartsville.
ACTION on legislation designed to eliminate confusion in the U. S. Customs clearance of overseas news recordings for radio and television broadcast in the U.S.—and allay fears of censorship resulting from past Customs Bureau action—was promised last Wednesday by Rep. Alice J. Forand (D-R.I.).

The measure (HR 8728), now pending before the House Ways & Means Committee, would eliminate perplexing regulations that broadcasters have experienced with U. S. Customs officials in clearing incoming tape and disc recordings made by news correspondents abroad.

Rep. Forand said he introduced the bill a fortnight ago at the urging of A. A. Schechter, MBS vice president, to forestall foreign news special events and publicity. He told Broadcasting he would press for action as soon as the committee completes work on its tax bill. He said he felt it has a "good chance" for Congressional approval this session.

The bill would amend the 1930

**FTC VACANCY**

**Hutchinson Opposed**

**PRESIDENT TRUMAN's selection of Martin Hutchinson to the Federal Trade Commission met with stiff opposition on Capitol Hill last week as the Senate Interstate Commerce Committee voted, 5-3, to report his nomination unfavorably to the Senate.

The Committee action took place last Tuesday afternoon after the first seminar Church in Brookline, Mass. Mr. Schechter died at Brooks Hospital June 11 following a cardiac attack two weeks earlier.

Members of the Yankee Network staff attended the services. That afternoon at two o'clock, WNAC opened a special Memorial to John Shepard 3d broadcast with a minute of silence as a tribute to the station's president. A special message was presented on the air by Linus Travers, executive vice president and general manager of the Yankee Network, who was associated with Mr. Shepard for more than 20 years. Organ selections were played by Earl Widener.

Born March 19, 1886, in Boston, Mr. Shepard became nationally known as a department store executive. He entered radio as a hobby, beginning his career in broadcasting in 1922 by opening WNAC in the old Downtown Boston Stores in downtown Boston and WEAN Providence. Later, he acquired WICC Bridgeport, Conn.

Starts Network in 1938

Keenly aware of radio's potential, Mr. Shepard instituted network broadcasting in his stations, duplicating through telephone line facilities a program over WEAN and WNAC shortly after he acquired the stations. He also appeared in sports broadcasting, personally directing baseball and hockey air descriptions.

Entering the business of big-time broadcasting, Mr. Shepard acquired WAAB in Boston, and it simultaneously with WNAC, the latter becoming the key Yankee Network station. He then organized another New England network, this group bearing the name, Colonial, with WABA its key station.

Early in the '30s, Mr. Shepard expanded the New England networks into leading regional groups in the country. However, an FCC ruling made it necessary for WABA to be moved to Worcester, Mass., and the Colonial Network was abandoned with many of its stations merged into a single Yankee Network.

In 1934, Mr. Shepard again was in the broadcasting forefront, placing into operation an independent radio news-gathering organization. The Yankee Network News Service, which was patterned by stations in many parts of the country, was instrumental in bringing about change in the laws and regulations governing the news services to sell news to radio. Mr. Shepard also was a prime mover in the organization of the

FUNERAL SERVICES for John Shepard 3d, 64, founder of WNAC Boston, WEAN Providence and the Yankee Network, were held last Tuesday afternoon at the First Parish Church in Brookline, Mass. Mr. Shepard died at Brooks Hospital June 11 following a cardiac attack two weeks earlier.

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A PROMISING outlook for "rapid" technological progress in key American industries, including radio and television, "which are better equipped than ever before with trained research scientists and laboratories," was held out by the Committee for Economic Development last Wednesday.

The committee noted that expenditure on technological research have been growing rapidly and that important new areas are being opened up—all because competitive enterprises are being forced to encourage greater research.

These convictions were expressed in a CED statement which reviewed past progress and future prospects of raising the American standard of living. The views were presented at a news conference in Washington held by CED Chairman Marion B. Foote from Eastman Kodak Co., chairman of CED's board of trustees, and William A. Patterson, chairman of the executive committee which drafted the statement and United Airlines president. The subject was "How to Raise Real Wages."

The committee stated that the health of the labor force will continue to improve, the committee noted that training courses within various industries are spreading, and that more research is required providing special training to meet their needs, such as in the mushrooming television industry. Moreover, the training is necessary for manual workers but is being developed for executives at various levels, CED observed.

Risk Capital Drops

But, the committee warned at the same time, "too small a part of the benefits of developments is being put to work financing projects which involve substantial risks."

Urging that the tax system be reformed to make risk-taking more "attractive," the committee felt that investments in new enterprises is "particularly hazardous, however."

"A tax system which artificially causes would-be investors to prefer safe investments discourages pioneering, makes the economy less progressive, and therefore retards the rise in the standard of living," which has made available radio, television, moving pictures and other luxuries, the committee asserted. It pointed to its previous recommendations that enterprises should not be "discouraged" by taxes.

But fortunately, CED added, American conditions and institutions on the whole are favorable to economic progress. The committee stated that "there are a number of large enterprises in industry, particularly in the communication, transportation, and other industries (and others) which are financing research on a considerable scale. The support of research by industry is growing rapidly and spreading to new fields. . . ."

"RAPID PROGRESS"

"The statement was the 21st on national policy issued by CED's Research and Policy Committee since its founding in 1942. In a report issued last year on "National Security and Our Individual Freedom," CED scored the government for alleged secrecy, lack of security measures and charged that the U. S. program "raises new threats to our freedoms" and poses questions of creating censorship over radio and other news media. [BROADCASTING, Dec. 19, 1949]."

Meanwhile, Mr. Fosom and other officials last week denied a report that CED is hearing suggestions, in connection with security measures and civil defense, that certain government agencies be removed from Washington as part of the contemplated industry dispersal plan.

Meanwhile use of radio to promote better economic understanding also has been encouraged by CED, which cited a weekly forum of the air sponsored by the U. of Washington and titled Think It Over. An executive committee of community leaders and educators share responsibility for basic policies for the program, which emanates from various communities. Reception to broadcasts, according to CED, has been "favorable" that experiments will be made to bring listeners into an even more active relation-

"Rapid Radio-TV"

At PGA Golf Tournament

FEAR of a loss in admissions was cited Wednesday by Mayor James A. Rhodes, general chairman of the 1950 PGA championship golf tournament, as his reason for barring radio and television. The event is scheduled for June 21-27 at Scioto Country Club, Columbus, Ohio.

Mayor Rhodes pointed out that the tournament "for the first time in its history" will proceed to the local boys club and city zoo—and that unless the sponsors received "a price that would cover potential admission losses through radio-television coverage," no rights to cover PGA would be released. On-the-scene broadcasts would be limited to material taken from the score-board and periodic reports by announcers. Tape and film transmissions for nighttime playback only would be permitted, he added.

SHUN RADIO-TV

"AUG 1950"

CLYDE PURCELL SCOTT, 48, general manager of KECA-AM-FM-TV Los Angeles, died June 13 in Hollywood. He was found in his car, apparently the victim of a heart ailment.

Mr. Scott studied journalism and advertising at the U. of California in Los Angeles.

Mr. Scott was sales manager of KFI-KECA for the six years preceding ABC acquiring latter station from Earle C. Anthony Inc. He became general manager of KECA Aug. 1, 1944. When KECA- TV started operation in September 1943, he took over general management of that station too.

For 15 years prior to his association with Earle C. Anthony Inc., he had wide experience in radio and general advertising. Joining Dan B. Miller, Los Angeles agency as account executive in 1923, he also handled all radio production for local and network accounts as general, providing advertising for Western Auto Supply Co. He was elected last month, vice president of Southern California Broadcasters Assn., and also was a member of the Hollywood Ad Club.

Mr. Scott is survived by his widow, Vivian, and one daughter, Mrs. W. J. Gowdy Jr.

Says It With Roses

TO celebrate the biggest month (May) of national business sales in the history of the station, KSL Salt Lake City, is sending a fresh rose to the entire staff of each Radio Sales office (its station representative) in New York, Chicago, San Francisco, Detroit, Los Angeles and Memphis, for a week.

RENEME WALTER

Heads Wisconsin Network

JOHN M. WALTER, general manager, WJPG-AM-FM Green Bay, Wis., was reelected president of Wisconsin Network Inc. at its annual stockholders meeting recently at Williams Bay, Wis.

Other officers elected: Earl Huth, manager, WBIB, Appleton, vice president, and George T. Frechette, general manager, WFFIR-AM-FM Wisconsin Rapids, secretary-treasurer. Mr. Frechette also was reelected managing director of the regional network. Stations include WJPG, WFFR, WIBU, WIBU in Madison, WJOB in Janesville, WGEZ Beloit, WRJN Racine, WHBL Sheboygan and WWCF Baraboo.

Directors in addition to those re-elected to office are Harold Newcomb, WRJN; Sidney H. Bliss, WCL0 and WGEZ; William C. Forrest, WIBU and WWCF; A. H. Lange, KFXI Des Moines, and G. P. Richards, WHBL. At the meeting, the network's management presented stockholders with an optimistic report on future business and operations.

TEST SUCCESS

WEEK Signs Block & Kuhl

SUCCESSFUL results of 372 one- night "test" chainbreak announcements have created a change in advertising policy by Block & Kuhl Co., Peoria, Ill. Firm has signed its first regular radio contract with WEEK, Peoria, NBC affiliate, for 90 spots weekly. Test run was held May 8 through June 5, with the contract signed shortly after, WEEK reported.

The Peoria, firm is the parent store of the Block & Kuhl group that has retail outlets in 29 cities. According to the station, the Peoria company spent the bulk of its advertising budget in newspapers until it experimented with radio. Chainbreak announcement was signed by William Flynn, WEEK account executive; Sales Manager George Creemen and C. Lorraine Anderson, B&K advertising director.

First program in CBS' summer series, The Starlight Operaetta, was broadcast from Dallas on June 10. Stars and cast for "лемa:'s on Dallas outdoor summer theatre make up for 10hour show (6:30 p.m.) which originated at KRLD. Jack Hogan, of station announcing staff, officiates.
RTMA PLANS
To Name Reorganization Unit
NEW reorganization committee will be named shortly by Robert C. Sprague, chairman of the board and president of Radio & Television Mfrs. Assn. The committee will tackle the job of selecting a paid president for the newly created $50,000 post.

RTMA, new title of Radio Mfrs. Assn., was revamped at the annual membership meeting in Chicago [BROADCASTING, June 12]. Mr. Sprague is filling the presidency pending election of a paid incumbent.

An entirely new committee is to be named for the presidential project. It will comprise many of the top officials in the manufacturing industry. First job will be to review work of the committee which expired at Chicago. RTMA’s Washington operation will be directed until Aug. 1 by Bond Geddes, who retires after 23 years service. James D. Secrest was promoted to secretary and general manager.

Several committee appointments were announced last week. Dr. Allen B. Du Mont, head of Allen B. Du Mont Labs., was named chairman of the Exicite Tax committee; Joseph Gerl, Sonora Radio & Television, Mr. Gerl and A. M. Freeman, RCA-Victor Division, were named vice chairmen.

John Craig, of Aveco’s Crosley Division, was appointed chairman of the Industrial Relations Committee.

CARVER ELECTED
Heads Carolina Newsman
F. O. CARVER JR., WSSJ Winston-Salem, was elected president of the Carolinas Radio News Directors Assn. at the third annual convention held June 9-11 at Myrtle Beach, S. C. Sessions included panel discussions on “Making the Newsroom Pay,” “Thinking Local News,” “Gadgets in the Newscast,” and a banquet dinner address by Phil Newsom, radio news manager of United Press. Gren Seibels, WMSC Columbia, S. C., association president, served as toastmaster.

Other newly elected officers are: Nick Mitchell, WFBC Greenville, S. C., vice president; Bill Melia, WNC Asheville, N. C., secretary; Ed Kirk of WPTF Raleigh, Jim MacNeil of WTBS Lumperton, Elmer Oettinger of WNAO Raleigh, and Mr. Seibels, members of the board of directors.

Gippi Sells More
USE of a local tie-in on radio spot announcements, reports Harry J. Krueger, publisher, Gippi Brewing Corp., Peoria, Ill., has upped his firm’s sales 27% the first five months of this year over the same period in 1949. “Invaluable goodwill” is obtained from customers, he says, by mentioning the name, address and food specialty of a retail beer outlet. He credits Robert E. Jackson, vice president, Kaufman & Assoc. Inc., Chicago, for the idea and adds “we intend to channel more of our advertising investment into radio...."

JOHNSON HEADS AD CLUB
WALTER C. JOHNSON, assistant general manager of WTIC Hartford, Conn., last week was elected president of the Advertising Club of Hartford for the 1950-51 term. Lester G. Bruggeman Jr., Charles W. Hoyt Co., Inc., was named first vice president. New directors elected for three years: Richard K. Black of anti-secondary boycott. RIBW-KSTP strike over wage increases in the past eight months came to a climax two months ago when 21 union technicians went on strike [BROADCASTING, May 15]. Men are still picketing the main plant, backed by the local American Federation of Musicians union.

Dr. Edward G. Gerl, secretary-treasurer of the Excise Tax Division, was named successor to Mr. Sprague.

RTMA has been invited by the New York City Better Business Bureau to take part in a June 28 meeting to develop advertising standards for radio, television selling. The New York bureau is pioneering a move to set up voluntary advertising standards for protection of consumers [BROADCASTING, June 12].

KSTP STRIKE
Court Order Slows IBEW
MINNEAPOLIS District Court has issued a temporary injunction restraining IBEW technicians on strike at KSTP-AM-TV that city from picketing remote baseball operations at nearby Nicollet Park. This is the second such order, first of which was dismissed recently when the judge ruled that picketing remote operations was not in violation of the strike-restraining order recently issued.

IBEW-KSTP strike over wage increases in the past eight months came to a climax two months ago when 21 union technicians went on strike [BROADCASTING, May 15]. Men are still picketing the main plant, backed by the local American Federation of Musicians union.

Judge Theodore Kruskod has 60 days in which to pass a decision on the claim of KSTP and President Stanley E. Hubbard that picketing of remote ball games violates Minnesota’s law. Although telecasting of remotes continues with non-union men operating equipment, an union official told BROADCASTING that baseball attendance has been cut materially because of the dispute. The judge handling Mr. Hubbard’s first petition for an injunction ruled that TV equipment is an integral part of remotes, therefore the site becomes a part of the overall operation and can be picketed legally.

BULOVA PLAN
Promotes Radio-TV Talent
AS AN IMPORTANT part of its approximately $4 million radio and TV campaign, Bulova Watch Co., New York, will feature a huge exchange promotion involving some of the most impressive talent names in the two media.

Conceived by Terrence Clyne, associate director of Bulova for the Biow Co., New York, the plan calls for the stars to make a substantial number of the Bulova chain breaks in addition to a supplementary mention of the performers’ own programs.

Among those already signed for the project in television are Ken Murray, Ed Sullivan, Faye Emerson, Abe Burrows and Garry Moore, Expected to be signed shortly are stars from the Philco Theatre, The Ford Show and The Texaco Star Theatre.

Bulova will use the exchange promotion plan four nights weekly on television retaining its present format the other three days. Radio schedule, although not set yet, probably will follow the same principle.

Assisting the Bulova policy generally Mr. Clyne told BROADCASTING that as television costs in a market reach substantial proportions “we are finding it necessary in many cases to reduce our radio budget as well as our magazine and newspaper outlay. But Bulova radio expenditure in non-television markets is greater than ever before in the history of the company. Moreover, our radio and television expenditure combined is at its all time high.”

INTERNSHIPS
Four Outlets Train Teachers
FOUR broadcast stations, cooperating with the Council on Radio Journalism, will finance news internships for teachers of radio journalism, according to Arthur C. Stringer, secretary-treasurer, both of which are elected to the council. The internship movement is designed to improve standards of radio news.

Cooperating stations are KLZ Denver, KNBC San Francisco, WDUZ Green Bay, Wis., and WMZ Macon, Ga. Journalism teachers will intern at station newsrooms under personal supervision of news directors. The practical knowledge they gain will be passed on to students.

Supported by cash grants given the council by the four stations. The internship project is the sixth in a series developed by the council, which was founded in 1946 by the National News Committee and the American Assn. of Schools and Depts. of Journalism.

The 1950 internes are assigned: Raymond B. Rhodes, Jr., of Denver, to KLZ; Raymond V. Johnson, U. of Oregon, to KNBC; Richard T. Mattauer, Northwestern U., to WDUZ; Mell Linford Jr., U. of Georgia, to WMZ.

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FORTUNE POPE
Elected WHOM President

FORTUNE POPE, who was general manager of WHOM New York from the time his father, the late Generoso Pope, bought the station until 1940, last week was elected president of the Atlantic Broadcasting Co., which operates WHOM. Mr. Pope also is vice president and secretary of Colonial Sand and Stone Co., owned by the family and reportedly the largest of its kind.

His brother, Anthony Pope, was elected president of the Colonial concern.

Assumption of the WHOM post by Mr. Pope, oldest son of the late Pope, marks his active return to the station. His youngest brother, Generoso Pope Jr., editor of the family's Italian language newspaper, playing a prominent role in the University of Chicago, will retain his connection with the station as its executive vice president. He has been with the station since Sept. 6, 1949.

The Pope family has an FM application pending and expects to apply for a TV channel when the FCC freeze is lifted.

NBC-N. U. MEET
70 Students Enrolled

SEVENTY students have enrolled for the ninth annual NBC-Northwestern U. Summer Radio Institute. They will register Friday for six-week classes in professional broadcasting which begins July 7. Dean Jordan, director of public affairs and education in Chicago is co-director of the institute. Courses offered this year include a survey of television, program planning, announcing, public service, sales, production, publicity and promotion, music, directing and continuity.

Most of the classes will be conducted at NBC Merchandise Mart studios, with some at the N. U. campus in Evanston. Donley F. Pederson, chairman of N. U.'s department of radio and television, is co-director with Miss Waller. He reports that half of the students are from radio stations.

Survey Radio Spots

RADIO commercial has been microscoped by students at San Bernardino Valley (Calif.) College to determine its listenability. Survey found Hario Wilcox's delivery for John Johnson's Wax on NBC's Fibber McGee & Molly show the "Spot Most Likely to Succeed." Runners up were Newscaster Frank Healy's way for Ford, and White King commercials on Mutual, Don Lee and Gilbert's commercials on Casablanca of Sports. Other categories: Jack Benny's "Sportsmen" on his CBS show, for more than one voice category, acumen Green Co. of America commercial as "Stinker for 1950."

FORTUNE POPE
Elected WHOM President

LOBBY DATA

Buchanan Modifies Requests To Business Firms

CHAIRMAN Frank Buchanan (D-Pa.) of the House Lobby Investigating Committee, amid continued furor over his use of subpoena power to summon witnesses, last week told the House that he had modified earlier requests for information from over 160 business firms calling for itemized expenses used to influence legislation the past three years [BROADCASTING, June 12].

He said he had sent a further letter to the same corporations which "clarifies the scope" of the original request and seeks "relevant facts . . . without unduly burdening the respondents."

Rep. Buchanan had asked RCA, Westinghouse Electric, General Electric and a host of other firms to compile detailed reports on expenses incurred for trips, advertising and other factors in connection with the purpose of influencing "the passage or defeat of legislation, directly or indirectly" [BROADCASTING, June 5].

Defines Coverage

Last week's statement pointed out that "advertising, of course, does not relate to ordinary business advertising, but to institutional or other advertising dealing with public issues having legislative significance."

Cost of maintaining a Washington office "solely for sales or other regular business operations" also was not to be construed as among the information requested by the committee, Rep. Buchanan added. This item reportedly had been questioned by Frank M. (Scop) Russell, vice president in charge of NBC Washington operations, prematurely at the behest of RCA.

Rep. Buchanan told the House that "early returns on this questionnaire have been good" and that most business organizations "knew what we wanted and were willing to give it to us." Deadline on returns is set at June 30 or "at a reasonable time thereafter."

Simultaneously he revealed that he had sent out similar questionnaires to over 2,000 trade associations in the U. S. The names were lifted from a book published periodically by the Dept. of Commerce. One of these was the Radio Correspondents Assn., on Capitol Hill, according to CBS Commentator Bill Shadel. Members of Congress similarly were approached last year when the lobby group was set up.

Meanwhile, further agitation developed last week over the question of subpoena power which, some Congressional members charged, had been usurped by the chairman without advice of the committee. Leading the attack again was Rep. Clare Hoffman (R-Mich.), sponsor of a movement to set up a special seven-man group to investigate the lobby committee.

Chairman Holds Power

The committee voted last Wednesday, however, according to Chairman Buchanan, to continue vesting in the chairman the power of subpoena in the committee's name without formal committee action if not deemed necessary.

Extension Asked

WIBK Knoxville, Tenn., denied reconsideration a fortnight ago of FCC's earlier order to refuse the station a license [BROADCASTING, June 5], last week petitioned FCC for extension of authority to continue operating until after it has appealed FCC's action to the U. S. Court of Appeals for the District of Columbia according to provisions of the Communications Act. WIBK said it will appeal by June 22.
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 informa-
tive 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
He Won—But Lost

THERE are times when travel is inconvenient; it was certainly most inconvenient for Walter Robinson of Brockton, Mass. Mr. Robinson was the winner of a week-end in New York for submitting the winning title for an original song played on RCA Thesaurus' recorded program Claude Thornhill Presents Win a Holiday. WBET Brockton submitted the winning entry. The station immediately informed the winner—Walter Robinson, an inmate of the Norfolk County Prison Colony in Brockton. As it is inconvenient for Mr. Robinson to leave his home for the next four years, two disabled veterans from Lowell Army Hospital, Ayer, Mass., will substitute for him.

In Buffalo you can go places fast with WGR

AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN — ARTHUR GODFREY — BOB HAWK — SUSPENSE
LUX RADIO THEATRE — MY FRIEND IRMA — BUDDY CLARK
LOWELL THOMAS — HALLMARK PLAYHOUSE — JACK SMITH — THE F.B.I.
DICK HAYMES — EDWARD R. MURROW — SING IT AGAIN — REEL-TO
MR. MRS. NORTH — THE GOLDENBERG
LUCILLE BALL — ABE BURROWS — MR. KEEN — CRIME PHOTOGRAPH
JOAN DAVIS — GROUCHO MARX — DR. CHRISTIAN
BING CROSBY — BURNS & ALLEN
EVE ARDEN — AMOS 'N ANDY
JACK BENNY — INNER SANCTU
RED SKELTON — HELEN HAYES
HORACE HEIDT — MYSTERY THEAT
PHIL MARLOWE — GANG BUSTERS — DIANA SHORE — GENE AUTRY
FAMILY HOUR OF STARS
HIT THE JACKPOT — WE THE PEOPLE — VAUGHN MONROE — CONTENTED HOUR
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WORLD RADIO

Senate May Begin Study

CONSIDERATION of a proposal by Sen. William Benton (D-Conn.) to set up a world-wide radio network for the purpose of parrying Russian "jamming" thrusts may be taken up initially by Sen. Elbert D. Thomas (D-Utah) and his newly-created five-man Foreign Relations subcommittee sometime this week.

The group was named by Committee Chairman Tom Connally (D-Tex.) to make a study of the Benton resolution (S Res 243) looking toward a general expansion of U.S. information services overseas and specifically implementation of present Voice of America operations [broadcasting, June 12].

Sen. Thomas was reported to have conferred last week with Sen. Benton, who is pressing, along with at least 12 co-sponsors of his plan, for a hearing before Congress adjourns. Whether such a hearing will be held, authorities indicated last week, will depend on how soon the committee can clear its decks for action. Many of its members serve on at least two or three subcommittees.

Sen. Benton's proposal, backed by Sen. Charles Tobey (R-N.H.), Karl Mundt (R-S.D.) and others, envisions a "Marshall Plan of ideas" with provision for relaying a signal by shortwave, long wave and medium wave and offers the thrusters a 

Rand Building, Buffalo 3, N.Y.

RADIO CORPORATION of AMERICA
National Representatives: Free & Peters, Inc.
Your supply of d-c power ranks high among requirements for signal power and continuity. By installing rectifier tubes that serve reliably, you've taken a big step toward peak transmitter output with minimum time off the air. Assure tube reliability by choosing General Electric!

Here are products pre-tested for quality (built of selected materials by the most modern manufacturing methods, with inspection at every stage), and pre-tested for performance in two important ways: (1) as tubes, after manufacture. (2) as types, by use in broadcast stations from coast to coast, where G-E tubes enjoy a none-better record.

General Electric also brings you constant design improvements. Example:

- The straight-side bulbs of the GL-8008 and GL-673 give an increased temperature margin of safety, make these tubes easier to handle and install. Example: future heavy AM-FM-TV power requirements are anticipated by new G-E tube developments such as the GL-6630 ignitron, which will supply direct current in impressively large amounts.

- If you build or design transmitters, phone your nearby G-E electronics office for expert counsel on rectifier tubes. If you are a station operator with tube replacements in mind, your G-E tube distributor will be glad to serve you promptly, efficiently, out of ample local stocks.

Electronics Department, General Electric Company, Schenectady, 5, New York.

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THE LATEST WCKY STORY

DO YOU KNOW THAT MORE FAMILIES LISTEN TO WCKY REGULARLY AT NIGHT (3 to 7 TIMES A WEEK) THAN LISTEN TO ANY ONE OF THE FOLLOWING 50,000 WATT STATIONS?

KYW Philadelphia
WWL New Orleans
KMOX St. Louis
WSM Nashville
WHO Des Moines
WSB Atlanta
KWKH Shreveport
WRVA Richmond
WBT Charlotte
KVOO Tulsa
KOA Denver

WGY Schenectady
WHAM Rochester
KGO San Francisco
WTIC Hartford
KRLD Dallas
WTOP Washington, D. C.
WLAC Nashville
WWVA Wheeling
WPTF Raleigh
KOMA Oklahoma City
KFAB Lincoln

(—BMB 1949)

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

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

AND—DO YOU KNOW THAT WCKY COSTS LESS PER THOUSAND BMB FAMILIES THAN ANY OF THESE 22 FIFTY THOUSAND WATT STATIONS?

YOU CAN BUY a 1-MINUTE PARTICIPATION IN WCKY's FAMOUS "JAMBOREE" PROGRAM FOR ONLY $50.00 (open rate).

WCKY IS YOUR BEST BUY!

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

FIFTY THOUSAND WATTS OF SELLING POWER
EDITORIAL

TV Labor Pains

TELECASTING, which recently has begun to reduce the harrying discrepancies between high costs and low revenues, is now confronted with a new and vexatious financial problem—a rise in labor overhead.

The strike of the IBEW against CBS emphasizes that the end of a period of comparative peace in television labor relations is at hand. It is true radio and television engineers struck the network for three days last week, but of the two services television suffered the more.

In the few years of rapid but as yet unre- muneratorive development of telecasting, most unions have wisely been content to withhold demands for contracts comparable to those they hold with more mature enterprises.

Doubtlessly the talent and technicians unions have read with interest recent state- ments by some telecasters who have announced they were in or approaching the black. It was inevitable that labor’s policy of moder- nation would end with such reports.

It would be well at this moment if there were clarification of what telecasters meant when proclaiming they had attained profitable operations. We know of only one of them who has made such announcements means that he is so deep in the black that an increase of costs could be absorbed without a re-immer- sion in their summer downturns ahead.

The demands that can be expected to be made by the Television Authority or the Screen Actors Guild, or both, as soon as the jurisdictional wrangle between the two unions is resolved, are for minimum wages that un- questionably could not be borne by TV.

It is probably inexorable that this vacuum will be filled, and soon. The challenge to both telecasting and public service con- tracts that can be lived with. An exorbitant drain on their resources by labor could very easily arrest television development.

Fair and Warmer

STORM CLOUDS of violent intensity have hovered over the radio media since the war’s end. Many in AM looked for cloudbursts and inundations. Some ran for cover by selling out. Others took it in stride but kept within distance of economic shelter, by trimming overhead and staff. Some were prudent; others foolishly pulled in their horns, and many were easy prey.

In recent months the economic skies have cleared somewhat. TV is still making its Gargantuan strides. But most broadcasters are finding that TV’s stormy period is over, not that it and that TV isn’t spelling the “doom” of ear radio.

To be sure, there are readjustments which have been made, and which are indicated for the future. No art or industry remains static. Currently the entire broadcast industry is reaping a harvest reported to & by Dick Doherty of NAB show that radio’s economic structure, by and large, is healthy. In the South Atlantic states, 62% of the stations showed average increases ranging 11%, in 1949 over 1948. Only 38% showed a decline—and most of them were postwar new-

Our Respects To

LEWIS HAVENS AVERY

WHEN at the end of this month the sta- tion representative firm of Avery-Knodel Inc. moves its New York headquarters into new and larger space at 608 Fifth Ave., at least one member of the staff will take the move in his stride.

Motion is a natural state for the company’s president and founder, Lewis Havens Avery. Physically and mentally, Mr. Avery abhors in- activity as intensely as the devil is reputed to dislike holy water. In the almost 25-year span of his radio career, Lew Avery has tackled almost every aspect of radio except engineer- ing—and has steered clear of that only because three years of struggling with an electrical engineer- ing major in college convinced him once and for all that his talents lay in other direc- tions than those charted for circuits and tubes.

Given his restless nature, it was probably inevitable that Mr. Avery would be in the fore- front of most broadcasting industry move- ments.

In 1936, with a group of other commercially minded station executives, Avery, Lew, then director of sales for WKRW and WGR Buf- falo, helped form the Sales Managers Execu- tive Committee of NAB. Organized at the NAB convention in Chicago, the SMEC held its own convention in that city the following January, formulating industry business pro- motion policies that today are being pursued by BAR.

Mr. Avery was also on the committee in charge of the industry Retail Promotion Com- mittee, whose efforts awoke many broadcasters (Continued on page 36)

Static & Snow

IT MUST be coincidence but just as Com- ers. The pattern probably will fit the entire country. Operating costs likewise are leveling off.

There will be failures. That’s inescapable, and what with 5,000-odd stations on the air, or more, the triple the prewar population. But those who remain will be in good health, and perhaps better off because they knew how to cope with the postwar uncertainties and that TV tidal wave.

Bruce Barton, philosopher and advertising man, the other day called radio “the mightiest force in existence for spreading information and entertainment throughout the world.” And to TV, he said people ask him “will television kill radio?”

“I ask them, did radio kill the newspaper? Nothing can kill either. . . . Radio will grow to enormous proportions. Radio will always be ‘first’ in giving the news, and in providing en- tertainment.”

Charles W. Shugert, Shell Oil promotion- advertising executive, sees radio as the thresh- old of a “golden era” in both TV and non-TV homes. Good promotion and programming can mean more radio sets manufactured and sold, more listening, more revenue, more product brand acceptance and more all-round value per adver-dising dollar for the radio sponsor.

There are dozens of researches in recent months that buttress these views. But these things won’t happen if it takes ingenuity and planning and affirmative selling.

The storm clouds are passing. Now is the time to till the radio soil and reap the harvest fostered by free competition in the American tradition.

John Shepard 3d

WHEN JOHN SHEPARD 3d slipped away the other day into radio’s Valhalla, it marked the end of an era. John Shepard constituted a radio era himself. He ran in a hard condition less than two years after he had retired from radio. He was 64. He had spent more than a quarter century in radio, with the Yankee Network he had founded and its precursors—WNAC Boston and WEAN Providence—both of which began operation in 1922.

A statistic, however, cannot depict John Shepard’s legacy to radio. He was born to the family of the Shepard Department Stores family, which had its antecedents in New Eng- land before the Civil War. He started radio as a public service adjunct of the stores.

A few of the highlights of the Shepard years: John Shepard 3d, with acumen and foresight, linked his two pioneer stations by telephone lines. He inaugurated baseball play-by-play, as well as hockey. He founded the Yankee Network News Service—perhaps the beginning of original news reporting for radio. And he started—“editorializing” on the—leading to the Mayflower Decision which originally banned editorial comment in behalf of station owner- ship. He saw the rule rescinded. He was one of the founders of Mutual.

Those are a few of the tangibles for which John Shepard 3d is remembered, never claimed credit. His native Yankee intelligence and tenacity resulted in the driving of many a shrewd bargain for radio—with the copyright owners, with the networks and others.

The Shepard Department Stores Network was sold to General Tire because the octo- genarian John Shepard Jr. wanted to have his estate in order. John 3d continued as boss, Shugert, independently, never claimed credit. His native Yankee intelligence and tenacity resulted in the driving of many a shrewd bargain for radio— with the copyright owners, with the networks and others.

John Shepard 3d, the one-man radio era, can look down upon a healthy, wholesome American radio which he, to a large degree, helped make that way.

Static & Snow

IT MUST be coincidence but just as Comr. Jones starts hunting the fox we read in the current installment of the Duke of Windsor’s memoirs that as Prince of Wales he had to give up fox-hunting because he couldn’t stay in the saddle.

Now that the color hearing is over at last, the contestants soon will be developing facial red, spirit blue and finally, envy green. But one color this industry will never show is yellow.

Perhaps when the census returns are in, the present crop of bargain hunters will regain their senses.

With Groucho in the fold, the lads at NBC are hopefully humming “Oh, bring back my Benny to me.” At CBS “Whispering Hope” has died down to something less than a whisper.

The league of indoor bird watchers has identified a Hopalong Cassowary. Of course, it’s William Boyd.
WOV's "Daily Triple"

Delivers an UNDuplicated audience of 971,520 PEOPLE weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The Pulse, Inc.

5000 WATTS

Rome Studios: Via del Bufalo 126
National Representative John E. Pearson Co.
Press Duopoly? (Continued from page 18)

nature of the charge ... does not appear to be such as to require a formal grant, but said further consideration would be given at renewal time if trial of the charge developed justifying facts [Broad- casting, June 12].

The suit against Times-Picayune was labeled the first of its kind—that is, a civil suit brought by the Government charging a newspaper with injury to a newspaper competitor.

Aside from the details of the charges, the suit is different from the current Lorrain (Ohio) Journal case in at least two respects: (1) The Journal is accused of conspir- acy to injure a radio station, WEOL Elyria-Lorain, and (2) FCC had already denied a Journal application for a radio station, on grounds of unfair competition, before the Justice Dept. filed its suit.

The Lorain suit currently is under advisement in a Federal Circuit of Appeals.

The complaint against the Times-Picayune charged that the company required classified and national advertisers to buy space in both its morning and evening papers—Times-Picayune and New Orleans States, respectively—as a unit under a combination rate.

Inducement Charged

Local advertisers, the suit claimed, were induced to refrain from advertising in the competing evening paper, The Item, by the offer of arbitrarily low rates in the States based upon the supposed advantage of their advertising in the Times-Picayune.

The suit also charged that the company increased the page con- tent of the States without any corresponding increase in revenues, recouping from the profits of the Times-Picayune.

The company was accused of acquiring the States in 1933 under certain restrictive covenants to pre- vent competition and of entering into an agreement in 1941 which provided for another competing newspaper to discontinue publication of its Sunday edition. Additionally, the company was charged with refusing to permit newspaper vendors to sell its papers if they also sell The Item.

In announcing the suit, Attorney General J. Howard McGrath and Assistant Attorney General Herbert A. Bergson both stressed compe- tition as vital to continuation of a free press. The complaint, filed in Federal Court in New Orleans, seeks "such relief as [the Court] deems appropriate and necessary to prevent the defendants ... from continuing to violate ... the Sherman Act, and to dissipate the effects and to prevent a recurrence of their unlawful conduct."

Announcement of the suit brought a prompt reply from Times-Picayune officials. President L. K. Nicholson, named as one of the defendants, issued this state- ment:

"A substantial part of the charges made by the Government are incorrect. Those which are true involve practices followed by many newspapers of this country for years and their legality has never heretofore been questioned.

"We are prepared to meet the issues on the trial of this case and are confident that the court will hold that we have not violated the Sherman Act."

Other Times-Picayune officials and attorneys: John F. Tims Jr., vice president and business manager; Aubrey F. Murray, advertising director, and Donald W. Coleman, circulation manager.

LIBEL SUIT

Verdict Favors WBON

UNANIMOUS verdict favoring Bowling Green Broadcasting Corp., Bowling Green, Ky., in an $80,000 libel suit filed June 2 by a Warren County Circuit Court jury. Plaintiffs were four ballot box guards in the Aug. 6 Democratic primary who were alleged to be the talk- ing and playing of a transcription by Bowling Green's WBON and WBN (FM) had called into question their good names and caused them “shame and humiliation.”

The transcription, the court was told, was made approximately 3:15 a.m., Aug. 7, in the county court room where uncounted ballot boxes were held for tabulation on Mon- day. Testing equipment in connection with a WBON leased wire, Chief Engineer Rondal Miller re- corded five minutes of “what sounded like unusual noises.”

Two defeated candidates contested the election on the grounds the ballot boxes were tampered with and cited the recording as evidence. WBON put the recording on the air for public judgment and to prove the station was not involved with a political group. It was then that the plaintiffs filed suit.

In addition to Mr. Miller, key witnesses for WBON were Manager Ken Given and William Kunitzer, chief announcer.

Library Expenditures

RESOLUTION to set up a five- man group to probe radio, tele- vision and other media expendi- tures of all House members cam- paigning for re-election this fall [Broadcasting, June 12] has won approval of the House Rules Committee and is slated for con- sideration by the lower chamber at the next calendar call. The propo- sal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), was reported favorably last Tues- day by the John McCormack (D- III), chairman of the powerful rules committee.

CHIP Elected

Nominated N. Y. Head of IRE

RODNEY D. CHIP was elected chairman of the New York section of the Institute of Radio Engineers. Mr. Chip, engineer- ing director for DuMont Television Network, has held the offices of treasurer, secretary and vice chair- man for the New York chapter of IRE.

Others elected were: J. H. Mulligan Jr., assistant professor of electrical engineering at New York U., vice chair- man;拙 Buddenhorn, general of the technical staff of the Bell Telephone Labs, secretary; and H. S. Monston, associate professor, vice chairman.

BROADCASTING • Telecasting
If you like your transmitters built big and husky, look sleek and distinguished, sound rich and full or—if you are one of those chaps that wants nothing but the best and the latest—as modern as that bobby sox daughter of yours—why, of course, you want Gates. Take the new Gates Five, for instance—

**Modern Tubes.** The new 3X2500 air cooled, single phase tungsten filament construction assures lower noise, lower distortion and longer life at less cost. 100% tube set is only $695.00.

**Modern Installation.** No days of cabling when installing the Gates BC-5B. In fact, no cabling at all. One cubical slips into line with the next and a few simple jumpers finish the job.

**Modern Design.** Dead front design. Open any front door, tune any current, attend relays, even adjust crystal air gaps without disengaging a door interlock.

**Modern Walk-In Construction.** Open the back doors and walk in. No hodgepodge of parts here, there and yon. The smoothest construction job you ever looked at.

**Modern Performance.** Gates makes nothing that is second best. Gates BC-5B performance is definitely best in the 5KW field, catalog specifications are not laboratory results but expected results at your transmitter location. Lower noise, lower distortion and greater dependability.

**Modern Prices.** Pace setter in quality and selling price, Gates Fives are modest indeed for 1950 designs. The latest, the best, the modern in Fives costs no more than older designs—marked down, of course.

**GATES RADIO CO.**
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
Respects

(Continued from page 35)
to their first awareness of the great volume of retail advertising which had been largely neglected by radio up to that time. Although the film presentation produced by the committee evoked somewhat less than overwhelming applause at the time, there is no doubt that it played a part in the development of retail business on the air which in recent years has passed both network and national spot business in total volume.

It was only natural that Mr. Avery should be a member of the All Radio Presentation Committee which developed the industry film “Lightening That Talk.” He was also one of the moving spirits in the organization of the National Assn. of Radio Station Representatives and is this year’s president of NARSR, after having served as treasurer during its first two years. And he has just completed his second term as treasurer of the Radio Executives Club of New York.

Born July 18, 1902, in Seneca Falls, N. Y., Lew Avery got his education at Mynderse academy in that city and at Union College, Schenectady. He had long struggled with watts and ohms for three years before admitting that an engineer’s life wasn’t for him.

Studies Business Administration

He then switched to business administration. When an illness took him out of the classroom in the spring of his senior year he never got around to going back. While at college he had earned his own way, first by firing furnaces, a chore that got him up at 5:30 each morning and gave him a distaste for early rising that persists to this day. As a freshman he tried out for the school paper and showed an aptitude for journalism that he soon used to free himself from furnace feeding by becoming campus correspondent for the Schenectady Gazette, Union Star, New York Times, New York Herald and Newark World and Herald.

His first fulltime job was in the publicity department of General Electric Co. in Schenectady. That is, it would have been a fulltime job for anyone else, but as soon as he learned the routine, Mr. Avery began looking for something to occupy his spare time. In April 1926 he became an announcer at WGY, the GE station in Schenectady, in addition to his publicity duties.

“I thought I knew something about diction and pronunciation from my college dramatics,” Mr. Avery says, “But after a few hours’ work in the Kolin studio with a showman and a perfectionist if there ever was one, I realized how much a good announcer had to know. I really learned about radio from Kolin and nobody ever had a better teacher.”

In January 1928, young Avery left GE to become assistant advertising manager of Mohawk Hudson Power Co. But the move did not mean leaving radio. He soon had a home economics program on WGY five noontime quarter hours a week, with the Mohawk Hudson home economist as talent. “It was one of the first domestic science programs on the air,” Mr. Avery says.

Moves to New York

Two years later he transferred to the Mohawk Hudson agency, BBD0, spending six months in New York learning how advertising radio agency department functions under the guidance of Arthur Pryor Jr. In July 1930, Mr. Avery was sent to BBD0’s Buffalo office, handling the local radio activities of the agency’s clients from Albany to Detroit.

By this time Lew Avery’s two-year-to-a-job timing had become a habit and in January 1940 he left BBD0 to enter the representative field as sales manager of the Chicago office of Free & Peters. This time he stretched it a little, staying with F & P until August 1942 before leaving to become director of the Division of Broadcast Advertising of NAB, replacing Frank Pellegrin, who had entered the Army. This was a wartime draft, Mr. Avery considered, so he stuck it out with the NAB until September 1946. By this time Mr. Pellegrin returned from service.

Apparently his three years with NAB broke the two-years-is-enough-of-any-job routine for good. In the fall of ’46 he went into the station representative business for himself as Lewis H. Avery Inc. A year later this was changed to Avery-Knodel Inc. when he was joined by J. W. Knodel with whom he had worked at Free & Peters.

Today, nearly five years later, he is happily active as president of Avery-Knodel, where, he says, by delegating most of the work he manages to get by with a work week of 60 hours—five 12 hour days.

Mr. Avery’s home is in Scarsdale, a suburb aptly described by Time as “Manhattan’s upper middle-class bedroom,” where he relaxes weekends and an occasional evening with his wife, the former Helen Elizabeth Smith whom he married April 16, 1927, and their two children, a 15-year-old daughter, Aliph and a nine-year-old son, Jared.

No Radio Blues

Mr. Avery says he has no hobbies, avoiding all forms of physical exercise such as tennis, golf, and other sports and playing bridge “very badly and only under compulsion.”

He says he has had, and is having, the news business beat him a lot more in television. Avery-Knodel already has four TV stations on its list along with 39 AM stations and probably will have more as TV develops.

He sees no need for radio to sing the blues over television. “Spot radio business in the first quarter of this year is up over the same period of last year,” he says, “and there’s no reason why 10 years from now AM broadcasting won’t have as big or bigger billings than it has today. Meanwhile, television has the potentiality of becoming the nation’s leading advertising medium.”

“But,” Mr. Avery declares, “every element of the broadcasting industry has got to sell and sell hard to accomplish that goal.”

A SILVER tea and coffee service is presented to Marie H. Houlihan (1), director of publicity and public relations for WEEI Boston, on completion of her term as president of the New England Women’s Press Assn. With her is Mrs. John E. Roberts, second vice-president-elect, who made the presentation.

MUTUAL STICKS
Will Not Resign From NAB

The MBS board of directors, at a regular quarterly meeting, voted last week to continue the network’s membership in the NAB.

The action assured the continued network membership, for the time being at least, of two of the four major networks, Mutual and NBC. ABC and CBS have withdrawn their network and owned and operated station memberships within the past month. NBC has announced it has no intention of resigning.

It was pointed out that the Mutual NAB membership contributes $5,000 annually to the NAB.

At the same Mutual board meeting, held in New York Monday, Frank White, network president, reported that a total of $4,800,000 in new and renewal business had been signed since May 1.

Members of the board at the meeting were Theodore C. Streibert, New York, as chairman; J. R. Poppele, WOR New York; Lewis Allen Welas, Don Lee Network; H. K. Carpenter, WHK Columbus, Ohio; Robert W. Deputy, Gimbels Jr., WIP Philadelphia, New York; KWK-LV Detroit, and Thomas O’Neil, Yankee Network, and Mr. White.

WPCO EXCLUSIVE
Starts Government Probe

WPCO Cincinnati’s news department last week claimed credit for picking up a news tip which led to an exclusive story for both the station and the Cincinnati Post. Scripps-Howard newspaper affiliate and licensee. Story dealt with the wrecking of part of a “Voice of America” transmitter at Bethany, Ohio, last month.

Bob Otto, WPCO news director, broke the story over the air June 7 in the newscast the station was carrying in its first edition. The blast touched off an investigation by the State Dept. and the FBI, whose preliminary laboratory tests reportedly indicated the blast last May 21 was caused by an explosion rather than lightning. A full report may be ready sometime this week, according to State Dept. officials.

Canada Advertising

CANADIAN GOVERNMENT advertising on radio is being reduced this year, it was reported in the House of Commons at Ottawa June 12. Last year different government departments spent $500, 335 on radio on Canadian stations. This year they will spend $293,344. The heaviest spender is the Dept. of National Defense which this year will spend $135,000 on radio, last year spent $315,953. Dept. of Finance, government savings bond campaigns, will spend $90,000 this year on radio advertising, spent $91,590 last year.
RAYMOND RUFF, of KOMA Oklahoma City sales staff, appointed sales manager, replacing W. L. BENHAM Jr., who resigned to enter food and merchandise brokerage business. Mr. Ruff previously was program director, traffic manager and with promotion department of KOMA.

BURLY LOTTRIDGE, formerly program and installation consultant with Midwestern stations, joins KYVO Santa Ana, Calif., as business manager. He is 25-year radio veteran. Past affiliations include: WHO Des Moines, WOC Davenport, Iowa; WBEL Beloit, Wis.

JOHN P. WILEY, Mr. Lottridge, WCAU-TV Philadelphia sales service representative, named radio and television commercial representative. He joined WCAU in September 1949.

SIDNEY H. TEAR, formerly with WCYB Bristol, Va., and WWNC Asheville, N. C., appointed sales manager of WYVE Wytheville, Va. He replaces MAURICE C. BROWNE, resigned.

JOHN J. WHITEHEAD appointed sales representative for WCTS (FM) Cincinnati.

J. B. RIBAS appointed commercial manager for WBYS-AM-FM Canton, Ill. He has record of 26 years in merchandising.

DAN SCHMIDT III takes charge of TV operations at New York office of George P. Holling-bery Co., station representative.

DICK HUNTER, formerly at Chicago, now is in charge of firm's Atlanta office.

FRANK JOHNS, Minneapolis, named to represent KOTA Rapid City, S. D., in Twin Cities. Address: 2647 Bryant Ave. North. AVERY-KNODEL Inc., Los Angeles, changes phone number to Tucker 2435. Address remains 315 West Ninth St.

LOUIS PETYKO, member of WGN Chicago traffic department for 15 years, resigns to move to Atlanta.

WEXL Royal Oak, Mich., suburban Detroit station, appoints HIL. F. BEST as national representative.

WCAM CAMDEN, N. J., appoints Scheppe-Keimer Co., New York, as national sales representative.

PARKER SMITH, former WXYW Louisville commercial manager, named commercial manager of WXLOW Indianapolis.

JAMES FORSYTH, formerly of KIST Santa Barbara, Calif., and PAUL BOUTHILLIER, new to radio, join sales staff of KEEN San Jose, Calif.

GEORGE E. LINDMAN, formerly general and commercial manager of KTKO San Bernardino, Calif., named commercial manager and assistant general manager of KPOA Honolulu.

KALI Pasadena, Calif., appoints Shopp-Beiner Co., New York, as representative.

DANIEL McGUIRE, former vice president of Beloit Dairy Co., Chicago, joins NBC-TV network sales staff in Chicago. JUNIUS ZOLP named sales service manager in that department, with his former position as NBC radio recording representative being taken over by J. RICHARD LOUGHRIN, transferred from AM production staff.

J. HOWARD ENGLE, for five years with KOME Tulsa, joins KYVO Tulsa as account executive. He will service local accounts.

WBT CHARLOTTE, N. C., issues new rate card No. 19, which becomes effective July 1.

GEORGE WHITNEY, general sales manager, Don Lee network, Hollywood, is on month's business trip, planning stops in New York, Chicago, St. Louis, Kansas City, Minneapolis and other major cities.

J. RICHARD LOUGHRIN, NBC Chicago radio recording representative, is father of a son, Benjamin Smith Loughrin.

RICHARD J. MONAHAN, commercial manager of WAVZ New Haven, Conn., and Marilyn Alice Petrie were married June 19.

JOSEPH T. MATHERS, commercial manager of WLAD Danbury, Conn., named to head radio division of Connecticut's Cerebral Palsy Drive. Appointment made by state chairman of drive, FRANK H. LEE, sponsor of Bob Montgomery's ABC show.

JOHN H. SLAYTON, salesman for KXOK-FM (Transit Radio) St. Louis, moved to another million people of KPOA Omaha.

Mr. SCHMIDT makes a business phone call.

Mr. Findlay is a veteran of the radio industry.

KSYC Yreka, Calif., has received award from National Board of Fire Underwriters for outstanding public service in the field of fire prevention.

ONLY ONE STATION COVERS THE SOUTH BEND MARKET — AND WHAT A MARKET!

Right! Only WSBT covers the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper — look at any Hooper — for eloquent proof.

The South Bend market is fast-reaching, prosperous, and growing fast. Its heart is two adjoining cities — South Bend and Mishawaka — with a combined population of 157,000. Total population of the entire South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-billion dollars!

The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases in 1948.

You must cover the South Bend market. You do cover it with WSBT — and only with WSBT.
ED DAVIS appointed program director of WPFG Atlantic City, N. J., where he has been for 4 years. FRED HAGGERTY, with station since 1946, appointed assistant program director.

TED NELSON, formerly publicity director of WHYN Holyoke, Mass., appointed program and production manager of WMON Montgomery, W. Va. Prior to his three year association with WHYN, he had been assistant manager of KFAB Laredo, Tex. He is succeeded at WHYN by FRED PEACH.

LIT. TIM TIMMINS, formerly personal aide to Admiral Paul Henrenden, Long Beach, Calif., Naval Station, joins KLAC-TV Hollywood as production liaison executive.

RON DAVIS, recent graduate of Ohio U., joins announcing staff of WOHI East Liverpool, Ohio. LOIS FRED RICK joins station as traffic manager.

ALAN PAUL ROE, former director of film programming at WKBE (TV) Chicago, effective June 26, joins WOR-TV New York as manager of film department.

HAL DAVIS, formerly with KCJM Palm Springs, Calif., and KRAM Las Vegas, Nev., joins KHUM Eureka, Calif., as program director.

ROD MITCHELL and WILLIAM PATTERSON, both former associate directors of CBS-TV, join program staff of WCBS-TV New York, network's key station. Mr. Mitchell formerly was program manager for WLAN Lancaster; Mr. Patterson was television producer at WENY-TV Buffalo.

LEE LIVELY, formerly with WLO Norfolk, Va., joins announcing-production staff of WVAH Richmond.

MARK ROGERS also joins staff as announcer-producer. He previously served at WGBR Goldsboro, WEED Rocky Mount and WSJS Winston-Salem, N. C.

BOB ROOLAGE, formerly with WGH Newport News, Va., and WCAV Norfolk, and during past year with WMBR and WHJP, both Jacksonville, Fla., rejoins WCAV as disc jockey.

DOROTHY CARR, director of radio and television continuity for WMAL-AM-FM-TV Washington, elected president of Women's Advertising Club of Washington. She has been with WMAL since August 1942.

RAY PENNER, former program director at LOW and WNOR, both Norfolk, Va., joins WCAV Norfolk.

ROBERT BACON, of West Hartford, Conn., who enters Trinity College senior class in fall, is summer replacement announcer at WDBR Hartford.


RALPH MOFFATT, m.c. of Midnight in Munich show over AFN, and after that With Radio Luxembourg, starts Midnight in Minneapolis over WCCO Minneapolis, where he has been for past year.

KATHLEEN HITE, on writing staff of Columbia Pacific Network, Hollywood, and script editor on network's The Whistler replacing ARIAN GENDOT, resigned. GIL THOMAS, formerly of KCBS San Francisco writing staff, named writer on Jeff Regan show, replacing WILLIAM FIFIELD, resigned.

MICHAEL CASHIN, formerly of CKVL Verdun, joins announcing staff of CKTO Toronto.

ROBERT PRESTEGAARD replaces PATRICIA ROGERS on continuity staff at WGN Chicago.

BILL POWELL, Negro disc jockey, joins WIRE Indianapolis as m.c. of Ebony Etchings disc show.

BARRA SIMS, lyric soprano and pianist, joins music staff at WBMB Chicago.

ELLA (Little Eller) WARD formerly with CBS and at John H. Schapert's "confession paper" show for two years and star of CBS' Renef Valley Barn Dances for five, rejoins radio in WFPB Jolimoro.

CHARLES C. MAXWELL, formerly announcer at WREN Topka, Kan., joins KCMO Kansas City announcing staff. He previously was with KFDF Wichita Falls and KGNC Amarillo, both Texas. Another new KCVO announcer is HUGH BOWEN, formerly of WDMN Des Moines.

DWIGHT NEWTON, San Francisco radio columnist and m.c. of Schooleast, three-weekly quiz program on KGO San Francisco, commended by San Francisco Public Schools Week Committee for publicizing recent Schools Week observances.

BOB FALCON, formerly of WCAF Silver Spring, Md., joins announcing staff of WFMD Frederick, Md.

FRANK ALLEN, formerly with WREN Topka, Kan., rejoins ABC outlet enunciating Variety Matinee and Night Watchman spots.

BOB MACK, on staff of WMTR Morristown, N. J., last summer, rejoins station as announcer.

VERA GROVE, m.c. of Vera and Her Mik, feminizer's program on WCNY Bloomsburg, Pa., left June 15 for England to do series for station. She will interview British housewives and also attend U. of London, returning during August on Queen Mary, passenger liner. During tour, programs will be recorded on special portable machines and tape flown back to U. S. for broad- cast. Also, BBC will originate regular program from a London studio.

JILL JACKSON, WWI New Orleans "Safety Lady," named to receive annual "住院 award," was named Safety Committee of Lakeview Unit 229, American Legion Auxiliary, for her many activities along lines of safety.

BOB PIERBON, NBC Chicago script writer, and KATHERINE HARRINGTON, member of radio department at Schwimmer & Scott, Chicago, are to be married July 5.

BOB SHEA, KKOK St. Louis announcer, is the father of a girl, Joan.

WILLIAM H. RAMSEY, assistant director, KGK Stockton, Calif. (College of Pacific), is the father of a girl, Marilyn Louise.

ROBERT MONTGOMERY, NBC television producer, radio commentator, and screen star, named chairman of National Reorganization Crusade of Citizens Committee for Hoover Re- port.

DON BALL, WCBS New York program director, is author of book entitled You Can Flip Umbrellas. Foreword written by ARTHUR GODFREY. Published by Broadcast Music Inc. Retail price, $1.00.

GARY MILLER, continuity writer at WBMB Chicago, is the father of a girl, Margo, born June 5.

GEORGE SNELL, program director at KEBN San Jose, Calif., named radio chairman, Santa Clara County Chamber, Red Cross for third consecutive year.

LARRY ALEXANDER, announcer-newscaster at WBBM Chicago, is the father of a girl, born June 2.

EILEEN KILROY, CBS Hollywood script secretary, and JOHN PLUMBO, manager of network's Hollywood supply department, were married June 10.

BOB POLLARD, of KSTAR Phoenix, staff, returns to work following recuperation from major surgery.

TINY LAMB, of NBC Hollywood sound department, and NELSON ROBINSON, of NBC recording department, are recuperating at Santa Monica hospital following injuries suffered in recent automobile accident.

LARRY PIKE, supervisor of television operations at WSBK-TV Detroit, given 1949-50 United Foundation Leadership Award for "outstanding personal contributions to metropolitan Detroit's annual U.P. tour." Country.

ROBERT STEPHANOFF, continuity writer for WLAW Lawrence, Mass., awarded B.S. in radio broadcasting from Boston U.

PETER S. SLACK, KGER Long Beach, Calif., staff organist, awarded Doctor of Music degree from John Brown U., Siloam Springs, Ark.
was that the discussions that were to begin today would continue for 30 days, if necessary, under Mr. Mandelbaum's supervision, and that any wage scales that were settled would be retroactive to May 28, date of expiration of the old contract. CBS emphasized that it agreed to retroactive wages before the strike was called.

The AFRA strike against WMGM was called Monday afternoon over what the union characterized as a "mass lockout" of eight staff announcers. A joint announcement of the settlement of the dispute, some 12 hours after it began, was issued by the station and the union. The statement read in part:

The agreement reached gave AFRA the full reinstatement of the eight announcers, previously discharged, based on the company's willingness to recognize their general competence, which was never denied, and based on the company's further willingness to discharge rights based on major changes in operations for the balance of the current agreement with AFRA which expires in October 1951.

The station received from AFRA a waiver of all previous claims for retroactive pay due Disc Jockeys Ted Brown, Ken Roberts and Hal Twins, but agreed to accept AFRA's interpretations of applicable rates on all future broadcasts.

News Value

REFLECTING at least one editor's views of relative news value, the New York Herald Tribune last Tuesday ran the story of the IBEW strike against WCBS-TV New York on page 1, the story of the walkout of editorial workers of the New York World-Telegram on page 19.

TRAFFICKING

FCC to Hear Rule Opponents

A LINEUP consisting solely of opponents of FCC's proposed new anti-trafficking rules is slated to be heard by the Commission today (Monday).

FCC said last week that five groups had asked to participate in oral argument on the proposals, which, with limited exceptions, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence [Broadcasting, Jan. 16, June 6].

All five oppose the proposal. FCC said they will be heard in the following order:

A group of 13 stations represented by Vernon C. Kohlhaas of the Washington law firm of Pillsbury & Ballard; a group of 13 other stations represented by Attorneys George Sutton and William Thomsen; NAB represented by Don Petty, Vince Walshe and Sidney Farr; Andrew G. Haley, James A. McKenna Jr. and Vernon L. Wilkinson of the law firm of Haley, McKenna & Wilkinson, appearing as amicus curiae; Federal Communications Bar Association represented by Percy H. Russell Jr., chairman of the FCBA Committee on Practice and Procedure.

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) says: "The Cisco Kid has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nazzi, Pres.

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

This low-priced 15–Hour Western Adventure Program is available 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.
1950 MARKET BOOK
radio's most authoritative fact book now in production

There is no single volume so completely designed for the radio buyer. The '50 Marketbook features the copyrighted "Spot Rate Finder," which in minutes figures the entire cost of spot campaigns. It includes every needed 1950 market-fact for fall placements. 16,500 circulation guaranteed.

• Please [ ] and mail now for best position!

- PLEASE RESERVE the space checked for the 1950 BROADCASTING MARKETBOOK. Deadline July 15, 1950. Regular rates prevail.

  SPACE RATES
  Page 1 2 4 8 16
  1 $550 300 120 70 45
  7 325 185 110 65 42
  13 290 170 100 60 40
  26 260 150 90 55 35
  52 230 130 75 45 30

Extra Color: $110 per page • Bleed: $40 per page

Page 40 • June 19, 1950
URGENTLY pressed for time in this Congressional session, a Senate Appropriations subcommittee indicated last week it may abandon plans to invite FCC testimony on the current single-package funds bill for the fiscal year beginning July 1.

Committee authorities for the independent office subcommittee stated last week, the House Appropriations Committee makes any "unusual appeals" from the House-passed bill, it will forego hearings. If sessions are slated, however, they probably will be held sometime late this week, authorities said.

The subcommittee had asked FCC to file "changes" it would like to see made from the present bill which would allot the Commission $6,900,000—about $287,000 less than the President's budget estimate—roughly the same overall appropriation as for this year. FCC's effective operating budget for 1950-51, however, would be cut an estimated $297,000 below this year's.

FCC Replies

The Commission, in its reply filed late last week, was seeking presumably the $287,000 lopped off the budget estimate by the House. It also was understood FCC might appeal a current amendment, now being studied, which would forbid transfer of funds among certain departments and thus curtail personnel operation.

The question of a hearing will be referred to the full committee, headed by Sen. Kenneth McKellar (D-Tenn.), in a meeting slated early this week.

LOS ANGELES Times (KTTV) has introduced full radio and television programs into its daily and Sunday issues. Logs and news are contained in Monday through Saturday editions, with Sunday issue containing not only that day's radio and TV logs but television logs for coming week, in addition to last minute news of both media. Walter Ames is radio and TV editor.

PETER KIRK

WPTL (FM) Manager Dies

FUNERAL services were conducted June 9 for Peter Kirk, 46, manager of WPTL (FM) Providence, Rhode Island's pioneer educational FM station, who died there June 6. Mr. Kirk began his lifetime career as a radio writer in the early 1920's, and originated formats for Fisher McGee & Molly, Suspense and The Greatest Story Ever Told. He also contributed scripts to Amos 'n' Andy, Cavalcade of America and Man Behind the Gun.

Always interested in educational and religious broadcasting, Mr. Kirk worked at WMBI Chicago, Moody Bible Institute station, and he and his wife later organized the Green Mountain Writers Group in Vermont when he taught at the state university there. He went to WPTL in 1947 to direct its religious and educational operation.

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electrical power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.

Add 'em together. They take up a Montana percentage of 1941-42 sales of 28% above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

JAMES BOYDON appointed transmitter operator for WYVE Wytheville, Va. He is 16 years old.

WALTER THOMPSON, president of IEW Local 3220, takes leave of absence from WGN Chicago to devote full time to union activities. He has been union officer for six years, broadcast technician for 20 and associated with WGN for 10.

RADIO Engineering Labs, Long Island City, N. Y., producing new FM relay receiver Model 722 for 88-108 mc band. Model is rack-mounted single frequency, crystal-controlled double IF superheterodyne, and supercedes REL 576 receiver now used on FM regional networks. Performance, according to firm: distortion 50 to 150,000 cycles less than 0.7% sensitivity noise factor better than 6.4, sputter point less than 2 mv, intelligibility less than 1 mc.

TELREX INC., Ashbury Park, N. J., manufacturer of Conical-V-Beams, releases for distribution its Clover-V-Beam, high gain, stacked, bi-directional array for both TV and FM reception.

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W. T. McLARIN, KVOO Tulsa account executive, becomes advertising manager. CHARLES McKINNEY, formerly in charge of promotion, named to KVOO news department. GRAHAM EDELBLUTE, NBC Hollywood press representative, named assistant manager of press department of network's Western Division. CHINNY WALSH, Jr., joins same department as press representative.

HENR. HOLMES, KOMA Oklahoma City news director, named sales promotion manager. He will continue to supervise news department until successor is named. JACK C. WALLACE, acting sales promotion manager, named sales representative.

BILL CUNNINGHAM, who started with KCMO Kansas City three years ago as mail room clerk, returns as researcher on audience mail. He received Bachelor of Journalism degree from U. of Missouri School of Journalism and Kappa Tau Alpha award this month.

ANN EVANS, promotion director at WPSY-FM Portsmouth, Ohio, joins Webster Department of WBNZ Columbus.

DICK WINTERS, formerly with Frank Law Publicity office, joins WNTS as assistant to JOSEPH G. BESCH, director of promotional activities.

CHARLES MARTIN named WEBRBuffalo promotion manager and BILL SCHWITZER, formerly promotion chief, moves into station's sales.

JAMES TYLER, MBS manager of advertising and promotion, New York, is the father of a girl, born June 12.

WNEW New York names Arnold Cohen Corp., same city, as its advertising agency. ARNOLD COHAN account executive.

Preview for Sponsors DESCRIBED as "a new plan," new program-promotion series titled Preview Time was scheduled to start today (June 18) on WLAD Danbury, Conn., for浮动 stations. Successfully sold for every stage, WLAD will present previews of various Michelson half-hour mystery transcription shows. Commercial portions will be devoted to calling attention of local merchants to availability of programs for sponsorship. Further WLAD will continue to carry Michelson's "Schooner Days" and "The Southern Accents."" will write in comments on various programs. Winning letters receive pair of tickets to New York's Radio City Music Hall.

Battery "Circuit"

RCA TUBE DEPT. launches battery "circuits" promotion to include container cases which can be converted into colorful fur- fous wagons for children, and which are used to enclose RCA portable radio batteries. Battery promotion features series of four containers which, when cut with scissors, become brightly-colored circus wagons, donkey, bears and pandas, and is timed to coincide with peak selling season. Battery-radio-bicycle-motional kit being made available to dealers through distributors.

WDRG Sponsors Team

WDRG Hartford is sponsoring Junior baseball team in city this summer. Station reports. Team is entered in JCL League, set up by Hartford Junior Chamber of Commerce and Hartford Rotary Club. Any interested young people interested in baseball should contact team manager.

"Mr. New York"

EXCLUSIVE franchise to select New York for "Miss America" pageant held again this year by WKBW promotion of WFBW White Plains, Junior Chamber of Commerce, according to station. Girls between 18 and 27 at New York's registry of top professional models will be held for New York State contestants Aug. 10-11 at Crystal Beach.

Endurance Swim

STUNT, which created wide interest in area and national publicity for station, reported by WPLH-AM-FM Huntington, W. Va., which sponsored endurance swim in Ohio River. George Hol- derby, representing WPLH, attempted to swim 168 miles from Huntington to Cincinnati, but icy waters forced him to give up project after 27-mile swim. He will make another attempt later in summer, WPLH said. Information on project was relayed by phone to WPLH studios and listeners were given reports at 10-minute intervals. Station estimates over 1,300 calls from listen- ers were accepted on day of event.

Good Fishing

MAIL SHEET with catch-line, "The fishing's good in Westchester," was another promotion of WFBW White Plains, N. Y. Piece includes facsimile of letter received from satisfied tropical fish dealer who advertised wares on WFBW.
FM RADIO will take a big step in expanding its operations in upstate New York on July 1.

A joint announcement today (Monday) by Michael R. Hanna, general manager of Rural Radio (FM) Network, and Elliott M. Sanger, WQXR-AM-FM New York executive vice president, disclosed plans for an FM radio relay hookup that will bring classical music and news to upstate listeners.

The all-FM radio relay hookup, serving 85% of New York state shows, "Interest builders" are being used also, mentioning exchanges of ABC talent on various shows. Local stars include Johnny Desmond, Don McNeill, Beulah Karney, Mary Hartline and Bob Murphy. Plans being made for breaks from Walter Winchell, Bert Parks, Edward Arnold and Jackie Robinson.

WPTZ Display

WPTZ (TV) Philadelphia installed television studio in Convention Hall, Atlantic City, N. J., as feature in equipment and merchandise display exhibited during Philco Corp.'s distributor and dealer convention June 17-22. Studio equipped with cameras, special lights and audio gear. Control room and artists' dressing room also shown. Special closed circuit telecasts were held.

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Good Old Days
(Continued from page 18)

...in Chinese food. I ate so much Chinese food I was announcing the show in pidgin English. Finally the band, overstaffed with the Chinese chow and understaffed with the Chinese proprietor's money, got another job and left and we discontinued the broadcasts. I was later pleased to hear the band did real well for themselves. You have just possibly heard of them...a chap by the name of Kay Kyser is still the leader.

Actually, we never knew where our next program was coming from. Anyone who walked into the radio station was welcome to go on the air, do whatever he liked and stay on as long as he held out. We would put anything or anybody on the air as long as it didn't cost us any money, because of that commodity we had none. I remember one lad who believed himself to be a budding Noel Coward. He had written a mystery play and asked us for time on the air to present it. He was a member of a little theatre group. We said, "Fine...go ahead."

Well, after a short rehearsal they took to the air, and it really wasn't too bad, considering what we ourselves were regularly assaulting the ether with. But there was one point in the script that really intrigued me. The plot set up to a murder. The villain and the hero were locked in a death struggle...three shots rang out...bang...bang... "Help! Help!" yelled our hero, "he's knifed me!"

After the show, I asked the author if he hadn't made an error about the shots. "No," he said, "but I couldn't figure out any way to put the sound effect of a knife on the air, so we fired the shots!" It's no wonder there was a standing joke at the time that went like this: "Will the radio ever replace the newspaper?" I still remember the answer, "Nope, because you can't swat flies with a radio!"

The wonderful thing about radio in those days, I guess, was its absolute unpredictability. We had, I'm positive, the most unattractive, unless the announcer wrote it himself...and I'm honestly afraid some of them were unable to write. Usually you went on the air and talked and talked and talked. Sometimes there were errors...some tragic and some painful. Like the chap, a very famous announcer, who had the task of announcing a very important network show. In introducing the speaker of the evening this announcer stepped to the microphone and said, "We present the speaker of the evening...I mean Hoover. I mean...Herbert Hoover."

Then there is the most unpleasant time when I stuck my size 10 foot right squarely into a mess by reading a newscast concerning our late President. This newscast was sponsored by a very staunch, loyal Roosevelt admirer. As a matter of fact, this wasn't too many years ago and the memory is still painfully vivid. This sponsor was one of our best accounts and bought four 15-minute newscasts daily, seven days a week.

I had the task of doing the first newscast of the day for this lad. He always listened to this one at 7:15 a.m. as he was shaving. I got along fine until I came to a dispatch that mentioned the President. I waded into it with my ears flapping and said loud and clear, "So, we have this report from the nation's Cheap Executive...and so on. Well, it was too late to call it back. It had been said. I really didn't think too much about it as it was only an accidental slip of the tongue. One that could happen to anyone.

But before I had gone 15 words further I noticed smoke coming up from the switchboard in the hall, which I could see through the studio window. The sponsor was really giving the engineer who had answered the phone hell for leather. He asked to me after I got off the air and I never received such a tongue lashing in my life. He was sure I had done it deliberately to cast aspersions on the President. He was also sure that I was at least a Republican if not an anarchist. He ended by saying that we could consider all his programs cancelled as of that moment.

I phoned the manager and after three hours of pouring oil on the troubled waters and another hour of abject apology on my own part, the sponsor very reluctantly said he would continue on the air...but only on the understanding that I would not even pollute the air around the studio by my unwelcome and dishonored presence until at least 15 minutes after someone else had his newscast in the morning.

Yes, it was great experience—early radio. It had just about everything, excitement, laughs, drama, thrills, and the exhilaration of being part of a great new medium of public expression. Yes, it had everything—everything, that is, except money. I may get maudlin for the "Good Old Days," but twice a month—on the first and the 16th—I think I like it better this way!

GLADYS L. HALL
Joins 'Broadcasting' Staff

GLADYS L. HALL, former secretary to executives at CBS and NAB, joined BROADCASTING-TELECASTING last week as secretary to Sol Taishoff, editor and publisher, succeeding Meleana Brumbaugh. Mrs. Brumbaugh, who has been in Mr. Taishoff's office for five years, is moving to Lakeland, Fla., where her husband has entered business.

Mrs. Hall was secretary to Harry C. Butcher, now owner of KIST Santa Barbara, when he was CBS Washington vice president. She served in the same capacity with his successor, Vice President Earl Gammons. She became secretary to A. D. Willard Jr. in 1946 when he was executive vice president of the NAB. When Mr. Willard left NAB last summer to become president-general manager of WCAC Augusta, Ga., Miss Hall joined the Washington firm of Dow, Lohnes & Albertson as secretary to Fred W. Albertson.

In Altoona, Pa.,
It's...
ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MAKER ASSOCIATES

Page 44 • June 19, 1950 BROADCASTING • Telecasting
Cites Coverage

EDITOR, BROADCASTING:
The latest issue of your valued trade paper, Broadcasting-Telecasting, is well written. The news coverage is more comprehensive and the editorials are objective and reflect clear thinking.

It is my pleasure to enclose subscription renewal check.

Jacob Brenner

* * *

Man Hunt 'Scoop'

EDITOR, BROADCASTING:
Emphatically protest statement June 12 issue regarding WDMJ Marquette "exclusive" of Russell brothers capture. WBDC Escanaba, with coverage of upper peninsula and northern lower Michigan, aired first news of capture with on the spot interview with Trooper John Shewahuk, capturing officer, one hour and 45 minutes before any other station and 35 minutes before United Press bulletin announced capture. Our broadcast done by Newman Al Laguire by direct telephone hookup from Shingleton at 12:22, less than an hour after actual capture. Had follow-up broadcast again via telephone at 2:00. Believe scoop credit goes to reporter reaching public with news first. Proof available.

John P. Norton
Program Director
WBDC Escanaba, Mich.

[EDITOR'S NOTE: Story of WDMJ Marquette, Mich., coverage of man hunt and capture was not intended to minimize job done by other stations in the area. Broadcasting made no claims for "firsts" or "exclusives" but did note earlier man of Raymond D. Urich in his opinion of the job done. Our congratulations to Mr. Norton and his crew at WBDC Escanaba for their energetic coverage.]

* * *

"Radio's Own Voice"

EDITOR, BROADCASTING:
After all these years, I've finally learned the meaning of "stahl with faint praise." The half-hearted, embarrassed, mumbled comments of those who have just seen "Lightning That Talks" (and which should have kept me a month shutl) explain the phrase perfectly.

Seems as if our industry's "Big Brains" have fallen flat on their faces...

Shortly after the good Judge was installed as NAB president (one of the very few smart moves the "Big Brains of the Inner Circle" have ever made)—and back in the days when Ed Kirby was public relations consultant to the NAB, I timidly suggested that radio, as an advertising medium, should quit feeling sorry for itself—quit reacting, childishy, to the attacks of other media—and start selling itself, to advertisers and listeners, by taking advantage of advertising's most powerful voice—radio's own voice.

The Judge wrote me a note of thanks and assured me the project was one of the first that would be taken up with Ed Kirby. So, what happened? For several years, nothing. Then, "Lightning That Talks," got started.

Doesn't radio have the finest production and programming brains in the country? Then let's put 'em to work... Let's put the Crosbys and Hopes and Bennys and Godfrey's to work, selling the power of radio advertising. If it weren't for radio advertising dollars paying the freight, those "big names" would still be playing the tank towns...

When newspapers, magazines, outdoor, etc., start using radio advertising, to sell their effectiveness, to present and prospective customers, then radio can reciprocate.

Until that happens, let's quit being the world's champion unemployables. Let's use ourselves, to sell ourselves.

What say Mitch? How about it, Judge?

G. F. Bauer
Sales Manager
WINN Louisville

* * *

Stork Busy at KIMA

EDITOR, BROADCASTING:
We think the stork has credited KIMA with some sort of a record. The famous bird paid a triple-header visit to the station the week of May 29, with three stork members turning up as proud papas that week.

Elizabeth Sue Bostic checked in with her parents, Mr. and Mrs. Tom Bostic, at 9:32 p.m. Monday. Her father is director of KIMA operations.

An hour and 40 minutes later, KIMA Engineer and Mrs. Dow Lambert welcomed McKinney Dow Lambert Jr.

And Sunday morning, May 29, at 2:00 a.m., the stork completed his triple play with the birth at Jan Marie Horn to KIMA Engineer and Mrs. Bob Horn.

As result, we're just about ready to set up a cigar and coffee con-cession on the side.

Jana Mogren
Promotion Manager
KIMA Yakima, Wash.

Open Mike

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

Clarke Coincidence

EDITOR, BROADCASTING:
Now look here—stop it! What I wonder is, Mr. Anthony, can I sue you?

Congrats and best to fine magazine absorbed (4 & aft) weekly.
Johnny Clarke
10 W. 61st St.
New York

[EDITOR'S NOTE: Artist John Olegier's cartoon in the Feb. 27 TELECASTING (above) was sketched without knowledge of the fact that real-life entertainer Johnny Clarke actually had used his own facsimile inJohnny Jr. (insert).]

* * *

WIBS Event

When WKBK Youngstown, Ohio, moved its transmitter from the old location to its new building, the occasion became a special event for the station. Moving was late, however, because of the stork.

The date was set and construction on the building was under way. The occasion became a special moment. As the day approached, however, it was learned that Jerry Jones, WKBK engineer, was planning to become a father momentarily.

So, in view of Mr. Jones' nervous condition and the fact that his wife's due date was moving inwardly, it was decided to postpone the move one week. Mrs. Jones obliged with a ½ pound girl, and the following week the transmitter was moved successfully.

2. A symbol of the feverish growth and spread of TV to all type audiences.
3. A fact, or subconscious, belief that TV programs are intended for outhouse reception. This may seem like a ridiculous assertion at first glance, but by judging the presentations of an alarmingly large number of TV producers it is not so ridiculous at all sounds.

As a frequent viewer, it has appeared to me that many of the things acceptable on the stage, in the night club, at the corner bistro, or even at the local motion picture theatre are not acceptable in the home. And I refer not only to facetious and off-color remarks... but also to the selection and presentation of horror and violence.

Such offenders are in the minority, but that minority is much too large. I frankly believe that unless many more TV producers exercise the same amount of voluntary censorship, a formal type censorship from within the industry will necessarily be established.

TV is an enthusiastic, lusty, almost unbridled youngster at present. Let's hope he develops mature judgment and control of himself before he becomes a delinquent.

W. James Bastian
District Heights, Md.

BLESSED EVENT

WKBK Move Delayed for Stork

WHEN WKBK Youngstown, Ohio, moved its transmitter from the old location to its new building, the occasion became a special event for the station. Moving was late, however, because of the stork.

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Sterling

(Continued from page 16)

TV stations went on the air and encountered tropospheric effects that actual evidence became available, supporting Mr. Allen's theoretical conclusions, he asserted.

When Sen. Tobey continued to charge that Mr. Allen's recommendations were "ignored," Comr. Sterling reiterated his plea of "a dearth of essential information at the time."

He agreed that failure to adopt Mr. Allen's suggestions would be "regrettable" if enough information was available to permit more affirmative action, but insisted FCC did not have enough valid data to "put your teeth into."

Sen. Tobey was concerned over possible monopoly in TV and asked whether there would be an equitable distribution of channels over the country. He feared that consideration of tropospheric effects in the reallocation would reduce the total number of possible VHF stations.

Comr. Sterling replied FCC "does not contemplate taking stations off the air" and cited the new facilities to be made available in the UHF. He pointed out the interference-free characteristics of the UHF and indicated he was pleased with UHF tests being made at Bridgeport and those which had been made in Washington.

Johnson's Question

To Chairman Johnson's query as to whether the U. S. was going to have a "two-headed system" in television, Comr. Sterling answered affirmatively and indicated that the VHF would assure service to rural areas.

He doubted if "slave" or satellite stations would work in very small communities, because of economic factors.

Sen. Johnson asked the Commissioner if the VHF allocation really is a just temporary thing until TV "finds its ultimate home" in the UHF. Comr. Sterling replied he had made an exhaustive study of FCC records on this matter and had come to the conclusion that the Commission intends the VHF to be only an interim TV service. He said he didn't know if other Commissioners or the legal and technical staffs of FCC agreed with him, however.

To further questioning on the TV situation, Comr. Sterling said FCC has scheduled a staff meeting July 11 to consider the findings to be filed by participants in the color case by July 10. He indicated that when agreement is reached within FCC on the decision, it could be made known within 30 days. He added his guess that those estimating the color decision would be out by September.

"Sterling testified the Bell Telephone Labs, bid for 470-500 mc, part of TV's UHF spectrum (see story page 51), Comr. Sterling testified he felt this proposal required the "most cautious looking into by the Commission" since it would be a unique extension of monopoly powers in telephone communication for them.

Sen. Johnson said he was glad to learn that he was wrong in believing Comr. Sterling had told a Canadian audience that he thought color television is 20 years away. Comr. Sterling said he made no such prediction and related examples of his particular interest in color TV over the past few years.

Questions Sterling

Sen. McFarland briefly questioned Comr. Sterling on his work load, need for personal staff aid and dependence on Commission staff advice. Comr. Sterling said he does much "homework" on Commission matters and would like to have a personal assistant who could help him function better as an independent Commissioner. He indicated all Commissioners are quite independent in their thinking although they may receive staff help in various matters. He said they are not influenced by outside "selfish interests," either.

On the NARBA question, Comr. Sterling observed that Cuba appears to have an "insatiable demand for channels" and agreed with Chairman Johnson that NARBA negotiations must include all the countries involved rather than unilateral action.

While declining to crystal-ball the clear channel decision for the committee, Comr. Sterling agreed with Chairman Johnson that the question of "whether FCC acted better than an engineering consideration and "certainly is" one of public policy.

On the Thursday exchange with Sen. Tobey, Comr. Sterling denied that the original television allocation was an engineering "blunder" and said that he knew when he was referring to FM, not TV, when he spoke of the role of K. A. Norton, former FCC engineer now with the Bureau of Standards, in FCC allocation activities.

Mr. Norton has been a prime target of FM Inventor Edwin H. Armstrong, Sen. Tobey, and others who protest FCC's FM from the 50 mc to the present 88-108 mc band. The so-called 'Norton curves' were a factor in the reallocation.

Sen. Tobey reiterated charges that FCC sided with Mr. Norton against "leading" experts and that Mr. Norton admitted he had erred "after it was too late." Comr. Sterling insisted that FCC's FM decision came after Mr. Norton had "corrected" his calculations.

It was at this point that Sen. Tobey promised to "do something that doesn't smell good." He said the odorous evidence would show FCC records had been "cloaked" to "fog-film the public" and that the chairman and counsel of FCC had admitted in his office that the records had been changed.

The inference apparently was to charges made by Prof. Armstrong, in House committee hearings in 1948, that a secret allocations report in 1945 recognized a basic error by Mr. Norton while the public report denied any error.

In 1948 Hearing

Comr. Sterling represented FCC in 1945 at that time by a statement by Chairman Wayne Coy asserting that he found "difference of opinion and judgment on the technical matters involved [no] evidence of dishonesty."

Chairman Coy's statement had been submitted to Sen. Tobey, accompanied by a memorandum from FCC General Counsel Benedict F. Cottone asserting that "we have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission's reports were based have in any way been tampered with or altered" (BROAD- CASTING, April 5, 1949).

Sen. Lester C. Hunt (D-Wyo.), forced to leave the hearing early to attend another meeting, said on departure that he thought Comr. Sterling was "exceptionally well qualified."

Sen. Hunt had asked two questions: (1) Why had FCC not acted upon KPBC Cheyenne's application for increased power, on which he had testified more than two years ago, and (2) why would FCC not permit Rocky Mountain stations to use Eastern clear channels which, he felt, could be used in the Rockies without interference?

Comr. Sterling promised to comply with Sen. Hunt's suggestion that he make a written report on the "lack or failure on the application. The other question involved the clear-channel case and he thought FCC would act affirmatively.

Comr. Sterling, who will be 56 on Wednesday, assumed office as a Commissioner on Jan. 2, 1948, when he was advanced from chief engineer of the resignation of Comr. E. K. Jett. He went into federal service in 1923, having served with both the FCC and its predecessor Federal Radio Commission, and strictly on the radio regulatory activities of the Dept. of Commerce.

Committee members participating in the hearing included Chairman Johnson, Chairman E. W. McFarland (D-Ark.) of the radio subcommittee; and Sens. Francis J. Myers (D-Pa.), Hunt, Tobey, Brewster, Homer E. Capehart (R-Ind.), and John W. Bricker (R-Ohio).

Milestones

◆ The Women's Advertising Club of Washington celebrated its seventh anniversary with a birthday party and annual meeting last Wednesday evening on the Washington Hotel roof garden. Election of officers and annual reports followed the buffet supper.

◆ WPXM (TV) New York marked its second anniversary Thursday, a station which has been on the air since June 1948, is New York's only independent TV station. It received the Alfred I. du Pont Award for public service in news coverage last January. On the second anniversary, Mayor William O'Dwyer of New York began his series of half-hour public service programs. G. Bennett Larson is vice president and general manager of the New York Daily News station.

◆ Special program over WAVE Louisville hailed the 10th anniversary this month of membership on the Clayton McMichen and his Georgia Wildcats by the Howell Furniture Co., that city. Howell, by advertisement with the station, has expanded from a side-street location to three prominently situated stores. Employees increased from the original four to some 80. Firm airs nine hours daily on WAV and a 30-minute TV show on WAVE-TV.

You can call your shots

ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota... use the Arrowhead Network. You're interested in sales—and that's what we deliver!

Page 46 • June 19, 1950
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

"WRESTLING FROM HOLLYWOOD"

The West Coast's Favorite Sports Program

One of Paramount's TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity from leading Los Angeles arenas with commentary by movie veteran Dick Lane (just voted "King of Hollywood TV" by West Coast televiwers). Film-recorded as telecast over KTLA; open-ended for commercials. Syndicated throughout U. S. . with some good markets still open.

RATINGS: April-May Hooper for Los Angeles—38.8 Telerating, semi-final period. Top Pulse ratings for May: 14.5 Chicago; 32.5 Cleveland; 21.0 Cincinnati; 12.5 Washington; 20.0 Philadelphia. No ratings available in other markets where program is telecast regularly. Ranked among "Top 10 Most Popular Shows on West Coast" throughout 1949, frequently placing in "Top 3."

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363
Eastern Sales Offices • 1501 Broadway, New York 18 • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
What's New in Television? Take a Look at WPTZ!

A few weeks ago when WPTZ took the plunge into afternoon programming, the "Charm Clinic" was scheduled as the Friday edition of our 3:00 P.M. home economics strip.

Featuring Miss Doris Hackett, Philadelphia's Dean of Charm, and an outstanding panel of guest experts such as Frances Burke Kenney, former Miss America, Suzanne Finneran, international model and Joseph of Vincent & Joseph, hair stylists—the program was an immediate success with the disstaff side of the Philadelphia television audience.

As you might expect, the "Charm Clinic" was picked up for sponsorship in short order by Oppenheim Collins & Company, one of Philadelphia's smartest specialty stores. And the program is charming customers right up to the cash register!

Like all the other programs in WPTZ's highly successful afternoon schedule, the "Charm Clinic" was designed to render a real service to women and thus develop a "commercially interesting" afternoon audience. That WPTZ has been successful in achieving such an audience, is borne out by such advertisers as these, all of whom are buying afternoon programs on WPTZ:

- RCA-Victor • Philadelphia Gas Works
- Gimbel Brothers • Sealtest Corporation
- Oppenheim Collins & Company
- Philadelphia Electric Company
- Sylvan Seal Milk Co.

If you have a product which is purchased by housewives—and what isn't?—and want to reach the half-million television homes in the Philadelphia area, drop us a line or see your NBC Spot Sales representative for program and spot availabilities.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
TV-SPORTS SPLIT

THREE-WAY effort by sports management, television interests and the general public was advocated by top sports figures at a Los Angeles Chamber of Commerce meeting Monday to repair existing or threatened sports-video splits and to create both increased box-office support and expanded sports telecasting.

A three-month study of sports-television problems indicates (1) evidence that TV in certain but not all cases can justifiably be accused of cutting attendance and (2) beneficial powers of video have not been fully utilized, according to Richard W. Millar, chairman of the Chamber's Sports-Television Council to be formed to tackle the critical problem in Southern California.

Its job will be "to foster understanding of common problems, analyze successes or failures and seek workable telecasting formulas for various types of sports events," he said.

Results of the Chamber's sports-TV investigation, handled by a special sports-TV-public subcommittee headed by Arthur F. Kelly, vice president of Western Airlines, were announced in a report which summarized facts and opinions presented to the group by top ranking Los Angeles sports and video executives.

The summary, Television's Effect on Sports—And What to Do About It, was compiled by a layman board of public relations and sports executives not associated with sports or TV.

Besides calling for closer sports-TV collaboration, the report urged video set owners to attend their favorite sports events whenever possible.

Cooperation Necessary

Adopting the premise that mutually sound and satisfactory operating conditions for both sports and television will benefit the community by creating employment, increasing commerce, promoting team and competitive spirit, combatting juvenile delinquency and providing wholesome entertainment, the study concluded that:

"Neither sports nor TV interest nor the public single-handedly can keep sports on television...

Three-way cooperation is a "must."

Warning sports organizations against banning TV, the report suggests promoters might better exploit the medium's promotional potential by use of TV. At the same time, it called upon TV station executives and sponsors to cooperate with promoters to limit in spurring "in person" attendance and building public understanding of sports-TV problems.

Among other suggestions to sports interests were:

1. Seek to correct other factors besides TV-crimping attendance.
2. Use TV to educate new fans, promote coming games, acquaint fans with players, inform about ticket availability and expanded sports on TV.
3. Understand TV's strong novelty grip on new set owners, who in surveys have been found to go to fewer games when sets are new but more games when sets have been in the home one to two years.
4. Regard TV as a selling, demonstrating and showmanship medium rather than purely as a communications instrument. Use it to sell admissions.
5. Recognize that TV's advent has brought new competition for the public's entertainment dollars and entertainment hours.
6. Realize that TV requires special planning and promotion in advance of commercial opportunities.
7. Carefully investigate all angles of such ideas as proposed pay-as-you-see TV, post-game motion pictures, etc., keeping in mind need for immediate and sure revenue.

Suggestions for TV

Suggestions to TV interests included:

1. Respect the public service aspects of TV's role and the TV industry's responsibility to maintain a high level of programming.
2. Offer all possible extra TV boosts for telecast games, through special programs, professional counsel, fan clubs, etc.
3. Play up the all-around advantages of TV ownership, toning down emphasis on "see-the-game-at-home" advertising.
4. Develop inter-station cooperation to help sports promoters.

The report also includes results of a Los Angeles survey conducted for Walter McCreery Co. by Facts Consolidated at the Southern California-UCLA game Nov. 19, 1949. The survey showed 22% of 805 ticket-holders owned TV sets, higher than the country average.

Among 25% who admitted attending fewer games that season only 12% blamed TV, with 31% mentioning "less leisure time," 23% "too expensive" and 17% "out of town more."

Board compiling report included Charles L. Bigelow, Facts Consolidated; Robert Edge, president, Executive Research; H. H. Roberts, director of public relations, Standard Oil Co.; Bert D. Lynn, director of advertising and publicity, Western Air Lines; John McCarty, The Rule Co.; M. B. (Mickey) Finn, Los Angeles Police Dept., and Mickey Finn Youth Clubs.

GRID TV

ACTION last week by the Pacific Coast Conference in opening its gates to television overshadowed other news of anti-TV bans set by football conferences in the past fortnight.

At its annual summer session held in Victoria, B. C., the conference agreed on a policy to permit live telecasting of 1950 conference football games and scheduled a meeting of its athletic directors for July 5 in San Francisco when details will be worked out.

The policy decision affects five schools in Los Angeles, the San Francisco Bay area and Seattle. All conference games in these areas must be telecast. Other conference schools share in profits from games telecast, the agreement pointed out.

Reservations Outlined

Reservations are: If agreement can not be reached on the telecast of one conference game, telecasting is out for the entire schedule and TV sponsors must "guarantee" a gate. Schools competing will estimate the minimum attendance and the telecaster must assure an equivalent return, it was understood.

Meanwhile, other groups in the country saw the TV picture in a different light.

The action of the Southwest Conference against live telecasts of its football games [TELECASTING, June 8] has been followed by at least one letter questioning the manner in which faculty representatives handle conference athletic business, according to the Fort Worth Star-Telegram, owner of WBAI-AM-FM-TV Fort Worth.

Written by a board member of one of the conference's member schools, the letter points out that the (faculty) committee is set up as:

The sole governing body of the Southwest Conference and yet it refuses to permit any witness or argument before it other than another faculty member. If the committee is composed of an unrepresentative and acts as an independent governing body, then I think it should set up procedures whereby cases may be heard in full and from any source desiring to state a complaint or be heard as a defendant on any ruling.

The Rocky Mountain sector's Skyline Conference voted in Salt Lake City to go over its telecasting rules, according to Commissioner E. L. (Dick) Ronney, Conn. Ronney said the ban was similar to that imposed by the National Collegiate Athletic Assn. and the Big Ten Conference. Games, he explained, may be filmed and telecast the next day.

L. A. Chamber Urges Unity

AWARD TO GROSS

Cited for Hanley TV Spots

NATIONAL Advertising Agency Network's premier award for television commercials and the 1950 award of excellence for point-of-sale material have been presented jointly to the James Hanley Brewing Co. of Providence, R. I., and the Julian Gross Advertising Agency of Hartford, Conn.

The award cited the Gross agency for its new advertising and marketing campaign created and conducted for the brewing firm. The Gross material competed for honors with more than 276 entries. The TV commercials were created by the Gross agency and produced by Bay State Film Productions Inc., Springfield, Mass.

Hearing Delayed

FURTHER hearing in FCC's investigation to determine whether or not to give Western Union authority to interconnect its intercity TV relay facilities with those of American Telephone and Telegraph Co. was postponed by the Commission last week from June 15 to June 20 [TELECASTING, June 12]. FCC indicated WU requires more time to prepare its rebuttal.
Boston's First TV Outlet
Reaches Maturity in Two Years

Boston is a city of complex personality.
As the traditional hub in American history, it is steeped in the environment of 17th-18th Century Yankee Boston. As the financial capital of a mighty industrial area, it has welcomed the quickening beat of 20th Century progress.
On May 29, 1948, at 5:41 p.m., Boston and its metropolitan area of 2½ million people were given their first glimpse of television when WBZ-TV, first commercial sight and sound station in New England, went on the air with test patterns.
On June 9, official dedication ceremonies were held at WBZ's newly-constructed Radio and Television Center.
In the two years since then, the station has reached maturity in over-all performance. Financially speaking, too, WBZ-TV has come of age. Within a year and a half, in October of 1948, it first began to ease into modest monthly black figures.
From its Westinghouse radio ownership, the video station has inherited a rich past of its own to parallel that of the community. It can look to its own AM station, WBZ (then Springfield, Mass.), as the second station in the country to offer regularly scheduled programs.
It inherits a pioneering tradition, too, from men such as Walter Evans, president of Westinghouse Radio Stations Inc. and vice president of Westinghouse Electric Corp., from Walter Benoit, WRS vice president, and J. B. (Steve) Conley, WRS manager.
WBZ-TV, as the sole Westinghouse video outlet, has received much personal direction from this trio and has reaped from the wisdom of their long experience. More than a century of service to Westinghouse is combined in the careers of these men and the station's own top executives, headed by W. C. (Bill) Swartley.
Mr. Swartley, manager of WBZA Springfield and short wave station WBOS, as well as WBZ-AM-FM-TV, has been with the company since his graduation from Cornell U. After serving as staff assistant in the office of vice president and then administrative assistant in the office of president of Westinghouse Electric Corp., he joined WOWO and WGL, both Fort Wayne, Ind., as manager in 1938, going to the Boston stations in the same capacity in 1940.
W. Gordon Swan, program manager, has been with the Boston and Springfield stations for 25 years. Other veterans are W. H. Hauser, chief engineer, and S. Herbert Masse, sales manager.
Only the program and engineering departments have been separated from the AM operation thus far. Iran Berlow, former New York radio, theatrical and agency TV producer, is TV program supervisor under Mr. Swan. Sidney V. Stadig, recruited from the WBZ technical staff, is TV technical supervisor under Mr. Hauser.

The WBZ-TV management has placed much emphasis on local shows, using local personalities, and thus has increased its identification with the community.
Now on the air an average of 72 hours a week, 16 hours are devoted to 43 live, local, studio productions.
Network time is 4½ hours Saturday, 3½ hours Sunday.

MODERN Radio and Television Center houses all WBZ-AM-FM-TV studios and offices as well as video and FM transmitting facilities.

TOP PHOTO: Exterior view of the Center, which is located on Soldiers Field Road, four miles from downtown Boston.

BOTTOM PHOTO: WBZ-TV's "T" studio, measuring 45 x 50 x 25 ft., accommodates seven sets and has a peripheral catwalk.

(Continued on Telecasting p. 10)
HAZELTINE COLOR

WHAT was claimed to be an improved system color television, based on the "dot-sequential" system proposed to the FCC by RCA and adding a "constant luminance sampling" method developed by engineers of Hazeltine Electronics Corp., was shown to newsmen in a demonstration held Wednesday at the Hazeltine plant in Little Neck, L. I.

The system had previously been demonstrated to the FCC, the Condon Committee (advisory body to the Senate Committee on Interstate Commerce), the Hazeltine licensees (about 130 companies, chiefly set manufacturers) and to the participants in the color hearings before the Commission.

Hazeltine's purpose in submitting its developments to the FCC is to see that they are included in the color standards to be set by the Commission. Hazeltine believes that these standards do not preclude the use of the constant luminance sampling technique, according to Charles J. Hirsch, chief of the Hazeltine engineering research division, who conducted the demonstration.

Using three photographs and the RMA test chart as subject matter, the Hazeltine engineers compared TV color pictures transmitted by the line-sequential and dot-sequential (both alone and with the addition of constant luminance) methods with monochrome pictures and with an "ideal" color system giving each color the full 4 mc color band. Monochrome black-and-white TV stations and therefore requiring a band width of 12 mc for full color transmission. Mr. Hirsch explained that Hazeltine adopted this sequential system in order to maintain compatibility and permit present owners of black-and-white receivers to receive color TV, telecasts of monochrome without any change in their sets.

Fluctuations Change

Mr. Hirsch said that the Hazeltine "improvements" in the dot-sequential system as demonstrated at the RMA session, from the "well-established optical principle that the eye sees detail through brightness, not through color." The Hazeltine system, he said, "reduces the beat noise caused by fluctuations in brightness to fluctuations in color, without any fluctuation in brightness." Use of the constant luminance system also reduces the shimmer in broad color areas and the crawl in fine picture detail, he noted.

Mr. Hirsch explained that the Hazeltine process involves weighting the color intensity so that three colors appear of equal brilliance to the eye, allotting 60% of the total brightness to the red signal, 33% to the green and 7% to the blue. In this manner, he said, brilliance equally among the three.

Uses 'Dot-Sequential'

QUALITY Color Seen

A. V. Loughren, Hazeltine vice president in charge of research, said that although none of the color systems proposed to the FCC provides pictures of as good quality as today's black-and-white pictures, his company's investigations indicate that color TV can be put in the present black-and-white channels with "substantially as good quality in all respects as we presently obtain in monochrome." Noting that more development work is needed, particularly in field tests by the FCC, Mr. Loughren said that "the fundamentals of the dot-sequential system proposed by RCA, offer at this time the most attractive approach to a solution of the problem."

Hazeltine is keeping its licensees informed of its work in color, and by the time standards have been set, it will have complete circuit arrangements for the bands that may be used to begin the production of color receivers with a minimum of delay, company executives said.

TELECasting • Page 3
SECOND pay-as-you-see television system—a competitor to Zenith's Phonevision technique—was disclosed to FCC last Tuesday by Arthur Levey, president of Skiatron Corp., New York.

Indicating Skiatron's "Subscriber-Vison" method "will dissipate the *monopoly of the Zenith's Phonevision, which has doubtless been a source of concern to the Commission," Mr. Levey told FCC a pilot receiver would be ready for demonstration sometime this fall. He said Skiatron also would request FCC for "the same experimental public test privilege in New York City as Zenith has obtained in Chicago."

Chief feature of Subscriber-Vison, it was explained, is that all picture elements can be broadcast over the air "without the necessity for any intervening telephone connections." A special key inserted in the receiver supplies the code to unscramble the picture, Skiatron explained. The key would be replaced periodically. Zenith's Phonevision technique requires a telephone line to supply a signal which unscrambles the telecast picture.

Meanwhile, on Thursday the Skiatron development drew from Commr. Eugene F. McDonald, Jr., Zenith president, the comment, "We are glad to see that others have recognized the need of a box offering the home a simpler and cheaper way to provide programs which are too costly for advertising sponsorship."

Commr. McDonald explained Zenith has experimented with various kinds of TV decoders for 19 years and observed a subscriber to a system such as Skiatron's is "limited either to a subscription system, in which he pays a fixed charge for available programs, or to special shows for which he gets the key in advance."

Services Compared

The Zenith president said he believes Phonevision, as a wire-service "already available in the average home," has more flexibility in selection of programming and charges only for shows which the viewer orders from the telephone operator. Regarding Skiatron's method, Commr. McDonald said that "if the subscriber were compelled to secure his key for special programs in advance, then he would have to decide several days ahead of time what TV programs he was going to watch."

The Zenith executive indicated it would be unfair to entertainment producers and the public "if every subscriber were charged the same fee even since a $5,000,000 motion picture or an opening night at grand opera certainly warrants a higher admission price than run-of-the-mill theatrical entertainment."

Skiatron indicated its Subscriber-Vison is based on U. S. Patent 2,251,525, issued Aug. 5, 1941 under the title "secret television system," and was cited by guards in the Rosenthal of London as inventor.

Mr. Levey wrote to the Commission that "in view of FCC's recently expressed attitude on Zenith Corp.'s premature exploitation of Phonevision [TELECASTING, June 5], you may be pleased to hear we are proceeding energetically on pilot work of our Subscriber-Vison system."

He continued, 'We believe Skiatron Corp. owns the only practical, patented system (providing a special TV service to paying subscribers)."

He explained Subscriber-Vison "does not depend on telephone lines. Cable and therefore requires fewer electronic circuits. As a result, this system is much simpler and more economical than any method which proposes to use telephone wires." Mr. Levey noted that Zenith previously told FCC it "would prefer to deliver the entire television signal over the air without the necessity for utilization of the telephone plant, if it could devise a feasible method of employing "pay-as-you-see" television in this manner. . . ."

Will Offer Licensing

The Skiatron president told the Commission his firm "will of course offer other manufacturers in the TV industry licensing arrangements at a reasonable royalty in accordance with the terms of the concept decree under which Paramount Pictures Inc. and General Precision Equipment Corp. (20th Century-Fox) were divested of their interests in our patents precisely because the Government charged them with suppression and refusal to permit broad licensing of these unique devices."

Mr. Levey noted that Commr. McDonald stated Zenith's only purpose in asking manufacturers to include Phonevision decoder outlets in new receivers was that otherwise "it would cost the public millions of additional dollars to have their sets accommodated to Phonevision."

Skiatron president commented that Subscriber-Vison "will entail merely the replacement of a simple inexpensive receiving tube (for synchronization) in the millions of TV sets already in use."

Los Angeles TV Month

IN RECOGNITION of what is termed the "fastest growing industry in this area," Mayor Fletcher Bowron of Los Angeles proclaimed the period from June 15-July 15 as "Television Month."

Event is sponsored by the Electric League, television trade association.
TV IS CHALLENGE TO BANKS

TELEVISION will offer a challenge to non-radio advertisers among banking institutions as well as to traditional users of the medium, and may be the medium getting into the new medium sooner than they did in radio broadcasting's early days.

That conviction was expressed Thursday by John J. Barry, vice president of National Shawmut Bank, Boston, Mass., at the golden anniversary convention of the American Institute of Banking in Minneapolis.

Addressing a Business Development and Advertising Conference at the Radisson Hotel, Mr. Barry called on banks which put all or part of their advertising budgets into radio to "act now to prevent liquidation of that investment." Stressing need for an analysis of the advertising picture as a whole and of television and radio taken together, he asserted: "Any advertiser in radio, whether he contemplates using television or not, has got to face up to the challenge . . . whether he likes it or not. A re-examination of any radio schedule right now is a matter of self-preservation."

Mr. Barry said he could not agree that TV offers no such challenge to non-radio users and cited TV's revolutionary effect on everyday living habits, including newspaper reading, movie attendance, etc.

The pattern thus far suggests that banks are accepting this challenge and "are not going to wait as they did in radio," he said, pointing out that in nearly every TV market, banks are "either in or heading in"—an early participation "contrary to the pattern" of bank radio advertising.

Mr. Barry pointed out that while "86 million standard radio sets as opposed to 5 million TV sets in America is a potent argument to present to network advertisers," the ratio of radio to TV receivers in Boston is only 2 to 1.

"As a radio advertiser, I would have lost half my audience in two years, provided that I was dependent upon standard radio to carry my message . . . I am in television; and in order to increase my audience, I have increased it," he explained.

Mr. Barry predicted that radio will supplement TV, rather than vice versa, and that it will develop less expensive, more locally-originated programs for advertisers seeking to reach "remnants of the present radio audience."

GLOBAL TV
Mundt Proposes Study Group

LEGISLATION to create a "Hoover-type" bipartisan commission to study and recommend specific activities in foreign countries, including the utilization of television, was proposed last Thursday by Sen. Karl Mundt (R-S. D.).

The bill was a follow-up to Sen. Mundt's plan, revealed a fortnight ago, to allow global director of propaganda abroad for the purpose of combating Russian propaganda and to implement State Dept.'s Voice of America with a so-called "Vision of America" program [TELECASTING, June 12].

His new bill would provide for a 12-man group consisting of six Republicans and six Democrats—four appointed by the President, and a like number by both the president of the Senate and House Speaker. The commission would make a report to the President and Congress by Feb. 1, 1951. It would also call on government agencies for suggestions.

Among other things, the group would "appraise the adequacy and effectiveness of existing programs in this field, particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Meanwhile, State Dept. is "considering" television's potential for propaganda purposes overseas. This was confirmed last week by a State Dept. official, who disclosed that "at least one plan has been submitted from private enterprise sources" for consideration by Edward W. Barrett, assistant secretary of state for public affairs, who is charged with plans for Voice of America operations.

He declined to be quoted or to identify the individual or firm which submitted the plan, but thought it similar to that offered by Sen. Mundt.

R & R TV MONEY

$3 Million Budget Set For Fall Spending

WITH an estimated $3,010,000 of new television money being readied for fall spending the New York Rutshraff & Ryan radio and television department is embarked on a production thrust that promises to raise that agency to among the big 10 in video outlay next season.

Accounts expected to be included in the new schedule, TELECASTING learned, are American Safety Razor, Heed Deodorant, Chrysler Corp. (Dodge) and possibly Lever Bros.

Split Sponsorship Set

As part of the new R & R campaign, American Safety Razor and Heed Deodorant will share sponsorship of a half-hour TV show called The Sugar Bowl featuring Chico Marx. Although the network has not been definitely decided upon, it was understood that ABC, Sunday nights, probably will be the choice.

Dodge, it was understood, will sponsor a hour-long TV dramatic show, featuring ANTA (American National Theatre & Academy) stars. The program will be telecast either once a week or monthly. Negotiations are now under way and decision should be forthcoming next week. Network is still undetermined.

Lever Bros., too, is expected to make its agency reassignment sometime this week. It was understood that R & R may service one of the half-hour TV shows on CBS.

AMA AWARDS

Dr. Coffin Is Cited

AT THE FIFTH annual awards luncheon of the New York Chapter of the American Marketing Assn., Dr. Thomas E. Coffin, NBC television program research director, last Thursday received one of four awards for the Hofstra College-NBC study on the sales effectiveness of television advertising [TELECASTING, May 8].

Other recipients of awards were Dr. Sydney Roslow of The Puls & Claire Himmel, WNEW New York director of research, for their combined efforts in preparing a study of "Out of Home Listening Habits."

American Marketing Assn. presents awards annually for major accomplishments in marketing.
...more sales for less money through NBC summertime television.

39% more TV families than last winter on the NBC interconnected television network alone ...and this is a net figure. (Seasonal decline in viewing taken into consideration.)

27% lower cost per thousand ...the lowest in television history.

an 8-week hard hitting campaign ...instead of the usual 13-week cycle. This makes it possible for you to enjoy the prestige of NBC network television on a limited budget.

NBC’s choice productions ...priced for summertime budgets.

a warm weather welcome lift in sales If yours is a seasonal summer product, here’s a way to quick sales. If yours is a year-round product, here’s a boost for sales through the summer—a head start for fall business. Whatever you sell, the NBC Straw Hat Plan offers you the largest TV audience in history, at the lowest cost per thousand—top-ranking NBC-produced television shows—all on a special, economical 8-week basis. Get your order in before July 1 to take advantage of present low rates. For complete details and program descriptions, send for our booklet, "The NBC Straw Hat Plan".

NBC TELEVISION
Telefile
(Continued from Telecasting 4)
taining, 21 hours commercial, for a total of 26 hours. Local and national spot film and local live reruns are booked for 46 non-network hours, 20 hours, 6 minutes are sustaining; 25 hours, 65 minutes commercial.

A natural consequence of the ever-increasing programming policies has been increased revenues and expanding service. With 12 local and 8 network advertisers to start with, WBZ-TV today has a total of 120 sponsors. Of these, 44 are local, 36 national spot and 40 network.

Among those to take advantage of the station's local productions are Chevrolet Dealers, who sponsor a 15-minute strip of station-built packages five evenings weekly. In addition, Chevrolet sponsored home hockey games of the Boston Bruins last winter and is now co-sponsoring with Narragansett Brewing Company the games of the city's baseball Reds and Red Sox.

Another client to use WBZ-TV, built at a cost of $1 million by L. C. & L. Co., which sponsors The Song Shop, a piano and vocal offering. As a test, the company ran a mystery tune contest. Over a six-week period an average of 2,700 letters were received weekly.

Through Alley & Richards Inc., the state of Maine ran 13 one-minute film spots this April promoting Maine as a vacation spot and suggesting its Vacation Planning Kit. One of the first states to use TV, the Committee Commission was flooded with 1,500 inquiries — and they were still coming in at the end of May.

One of the earliest and another successful show on the station has been Living Wonders, sponsored for the past year by the First National Bank of Boston. New England wild life—including birds, snakes, club feet, and baboons—was lost in the studio and described by Norman Harris, educational director of Boston Museum of Science.

Another long-satisfied bank customer is the National Shawmut Bank of Boston which started on WBZ-TV on its first day of regularly scheduled broadcasting with a 5-minute newsreel five days weekly, plus an hour and a half feature-length movie on Saturday. For all of the year, the bank had expended the newsreel to 10 minutes seven times weekly. Still on the air with these shows, the bank has added station-break spots and supports its programs with ads in newspapers.

This spring, the station embarked on one of its most ambitious projects, a dramatic series, the first on New England television and probably the first regularly scheduled drama to arrive by any local TV station. That Young Couple, an original domestic comedy, brings Boston's Brattle Theatre to the video screen Sunday, 4:30-5 p.m. Seven to 10 actors take part weekly, each performance requiring a full week's rehearsal and three-hour live camera rehearsal.

Sponsored by the Boston Gas Co., through the Harold Cabot agency, it's the first show of its type and size to be sponsored by any gas utility in the country.

In the sports field, WBZ-TV has brought televillows wrestling, collegiate basketball games, bowling from the Boylston Bowladrome, horseracing from Suffolk Downs, and Harvard U. home football games, as well as the Bruins hockey games. Home games of the Braves and Red Sox are telecast on an alternating basis with the city's other video station, WNA-C-TV.

WBZ-TV's closeness to its community may be seen, also, in the out-relationship responsibility it has borne.

Last year, Mr. Swartley loaned two producers, Tom Sawyer and Ralph Giffen, to help film a TV movie for the Community Fund of Boston.

This year, Red Feather health and social agencies, which number more than 300, are on the WBZ-TV airwaves on a regular basis, demonstrating their informational and other service available.

BEHIND WBZ-TV's comprehensin public service and commercial programming lies much larger and longer planning.

The station started with a 20-hour schedule. Programming five days a week from 6 to 10 p.m., with the exception of afternoon baseball, it was able to place much emphasis on the quality of local shows, both as to content and manner of presentation. By winter, it had expanded to 5,200 hours a week, seven days weekly, 5:30 to 11 p.m.

WBZ-TV moved into local afternoon programming, starting at 4:30 p.m., in the fall of 1949. March of 1950 marked the second anniversary of the afternoon expansion, beginning at 1:45 p.m. With the start of the baseball season in April, and the shifting of several programs, the station brought regularly scheduled morning programming to the area for the first time.

When WBZ-TV made its debut, there was a set count of approxi-mately 2,300 in the area. It is now nearing the 390,000 mark.

THE station's building and layout, its facilities and site, also have played an important part in its operation. When the construction permit was granted early in 1946, many months of study and planning for a new structure followed, the most important of pre-requirements were laid down.

Chief among these was Mr. Evans' conviction that efficiency in many respects would be obtained by consolidating as many radio and television activities as possible under one roof.

The location chosen was a 10-acre plot on Soldiers Field Road, four miles from the center of downtown Boston. It offered sufficient room for a well-planned layout and for any foreseeable horizontal expansion.

The Radio and Television Center, for which ground was broken Jan. 6, 1947, is a two-story structure of water-struck red brick, housing all studio and office facilities for WBZ-TV, and short wave station WBOS. Television and FM transmitting facilities also are located there. Only the AM and short wave transmitters remain at Hull, a salt water location.

The Center is 200 by 100 feet and has 38,000 square feet of floor space. Studios, dressing room, workshop, music and film libraries, newsroom are on first floor, while executive, sales, program, traffic, publicity and promotion offices are on the second.

Within the framework of Mr. Evans' ideas, much of the built-in efficiency of the building was developed by Mr. Hauser. AM engineers designed a unique plan for the radio studios so that each AM control room is a master control room in itself.

In addition to four AM studios, there is a large audion film studio, suitable for both radio and TV. Seating 169 people, it has a stage 35 x 20 ft. with client and projection rooms above.

The TV set-up includes a cut-in studio, film projection room and two large studios which have comfortable booths in two-tone decor on the second-floor level, enabling sponsors and guests to watch action in the studio as well as on the screen. "B" studio measures 75 x 40 ft. and,"C", capable of accommodating seven sets, 45 x 50 x 25 ft., with a ramp and seven-foot doorway for autos and a professional walk for flexibility of set lighting and scenery. Studios are equipped for three-camera operation.

Basic lighting is provided by banks of fluorescents and incandescent lamps mounted on overhead grids, with highlighting by spots, floods and scoops. To control base lighting, cables extend to a control switchboard, which the lighting engineer can quickly orient in azimuth and tilt planes so that within 20 seconds lighting can be switched from one set to another. In the film projection room are two to three film projectors, one strip film and one slide projector, Baloptican and two multiplexer units with film cameras.

For outside pickups, there is the WBZ-TV mobile field camera and two microwave relay systems.

A LL equipment is RCA, the transmitter a 5 kw RCA TT-5A. The 3 bay turnstile antenna rises 649 feet above ground. Effective radiated power is 14.73 kw at 675 miles.

A basic NBC-TV network affiliate, WBZ-TV operates on Channel 4 (66-72 mc). It is synchronized with other Channel 4 stations, WBNB (TV) New York, WRGB (TV) Schenectady and WNBW (TV) Washington, by means of off-set carrier to minimize carrier interference to receivers in equi-signal areas of these stations.

The station's third rate card, now in effect, lists live studio rates in Class A time (6-11 p.m., Monday through Friday, N-S), (Sat., Sun. and Monday and Sunday) at $550 per hour; $220 for 15 minutes and $150 for 15 minutes and $100 for 5 minutes.

Rates in Class A time for film broad-cast are $450 per hour, $170 for 15 minutes, $105 for 15 minutes. In Class B time, $325 per hour, $130 for 15 minutes, $80 for 5 minutes. Discounts on airtime charges range from 15% for 26 times to 20% for 26 times per year.

WBZ-TV's full-time staff numbers 48. Of these, 28 are technicians. An addi-tional 48 employees, out of 96 on the AM staff, divide their duties bet-ween radio and TV.

Once a month, the entire production staff meets to probe new ideas and refresh ideas in an effort to constantly improve station operation.

The endless toll and time which all the WBZ-TV personnel, headed by Mr. Swartley, have put into the station has paid its dividends—in multiplying sales and in the friendship and understanding the station enjoys with the people in its area.
Raibourn Outlines Plans

"Television can never replace movies," he said to a theatre audience.

NBC's ORTHOGAM Improves Kinescope Film Showings

IMPROVED transmission of kinescope recordings and of movie films made for television resulting from two new devices—the "Orthogam" amplifier and a light source—were demonstrated Monday by NBC in New York and Hollywood.

The Orthogam amplifier, developed by RCA which soon will put it on the market for all TV stations, amplifies up to the highlight portions of the picture. The ordinary linear amplifier amplifies both the light and dark portions equally, it was explained by Robert E. Shelby, NBC director of television engineering operations. The amount of amplification is adjustable, he said.

In the demonstration, kinescopic recordings and feature films from NBC programs—Kay Kyser's 'College of Musical Knowledge' and Mohawk Showroom—and one 35mm film made for TV were shown. Copies of each film were projected simultaneously with the Orthogam amplifier inserted into one projection system but not the other.

Better Detail Seen

During the demonstration period the telecast was alternated from one unit to the other. The effect of the Orthogam amplifier was to add a half-tone effect to the picture highlights, particularly the faces of the actors, giving them more detail and eliminating the washed out effect of some of the darker portions transmitted without going through the Orthogam amplifier.

The kinescopic film projection used a special high-intensity, short-arc mercury vapor lamp designed by Westinghouse engineers and adapted for film projection by NBC engineers. This lamp was said to improve picture quality significantly by increasing the exposure of the film on the iconoscope plate of the pickup camera.

Mr. Shelby explained that it is not necessary to use the new lamp for the commercial programs as previous light sources are sufficient for this kind of film. The lamp is still in the experimental stage, he said.

PARAMOUNT TV

PARAMOUNT intends to use television to its benefit rather than to its detriment, as is its other choice, Paul Raibourn, vice president, Paramount Pictures, stated Tuesday at a Paramount sales convention held in Los Angeles. He discussed three major developments currently being worked on in the television field by the firm.

Developments include color television in theatres within a year; special FCC allocation of frequencies for transmission of spot news and sports events to a network of 10,000 movie houses; and international pictures and revolutionary screens which surround viewer and require multiple projection.

Workable color television, was being developed for Paramount, Mr. Raibourn revealed, by Dr. Ernest O. Lawrence, inventor of the cyclotron whom the firm had engaged six months ago. With Dr. Lawrence's equipment, the problem of lack of sufficient light for giant screen projection would be overcome in addition to offering improved color reception on home receivers, Mr. Raibourn said.

He also pointed out that exhaustive surveys had proven that television was not primarily responsible for the drop in theatre attendance and that new television developments for the screen would have to be thought up to gain back the youthful audience. Out of a total attendance drop of 25%, he stated, only five to eight percent loss could be blamed on TV.

New Process Outlined

Mr. Raibourn went on to outline the studio's plans to record televised shows and project them through regular theatre equipment onto theatre screens. The method brings down to 20 seconds the time lag between reception of the television image, its transcription to celluloid, processing of the film and ultimate projection onto the screen. The process, currently costing $25,000 for installation, has already been installed, he said, in Los Angeles, New York, Chicago and Toronto and is on sale to any theatre desiring it.

Mass production of the process, he said, could ultimately get the price down to $5,000.

Stating that experiments had shown theatres far superior to homes for reception of exciting sports events insofar as crowd reaction, Mr. Raibourn said that the telecasting of great sports events for audiences in theatres from coast to coast awaited only completion of proper wire network facilities. He revealed that Paramount had applications pending with FCC for special frequencies for theatre television transmissions.

"Television can never replace movies," he said to a theatre audience.

FILM SYNDICATE

PRELIMINARY meetings on setting up a television film syndicate were held June 12 and 13 at KTTV (TV) Los Angeles studios. Executives from 17 newspaper-owned radio stations attended the sessions which were called by Norman Chandler, president of KTTV Inc. (Telecasting, June 5).

It was agreed at the meetings that the syndicate, if and when set up, would not be restricted to newspaper-owned stations, as originally planned.

It was further decided that prospectus outlining plans of organization would be made up to be submitted to a minimum of 30 TV stations within the next two weeks. Decision for further meetings awaits completion of this project.
TELEVISION is causing Americans to drink more soda pop, Alfred N. Steele, New York president of Pepsi-Cola Co., declared in Los Angeles at a meeting of California Pepsi-Cola Bottlers Assn. He credits video with a 10% rise in home sales of carbonated drinks last year. And the increase is continuing, he declared.

"Home sales mean increased volume," Mr. Steele said. "In the home we can get at all the family, including the children, more of the time."

Similar shift in sales from bars to homes has been noted by the beer and hard liquor industries since video ceased to be a novelty in barrooms and became standard equipment in homes, he said. However, this doesn't necessarily mean as sharply increased over-all sales, he said.

The bottlers were told that sales of carbonated drinks are up 12% over a year ago. Rise began in 1947, but it was especially sharp in the last 12 months, Mr. Steele said. * * *

Lucky Strike Leads Spot Popularity Poll

THE MOST-LIKED television spot commercials in the New York-New Jersey area during May were those for Lucky Strike cigarettes, according to a report released last week by Advertest Research, New Brunswick, N. J.

Interviewers questioned set owners in the area during May about their likes and dislikes in TV commercials and which spots the viewers felt did the best job of selling.

The 10 most-liked spot commercials in order of rank as reported by Advertest were: Lucky Strike, Philip Morris, Kools, Chevrolet, Chiquita Banana, Tide, Bird's Eye, Keds, Bulova and Hi-Fi.

The 10 spots which did the best job of presenting the product were reported by Advertest as: Lucky Strike, Simms, Philip Morris, Bulova, Tide, Chevrolet, Chiquita Banana, Keds, Oldsmobile and Serutan.

* * *

WCP0-TV Expands Operating Hours

WCP0-TV Cincinnati now is providing 100 hours of programming per week and claims to be the first TV station in the country to reach that mark. The station, which started operation less than a year ago on June 15, 1948, signed off at 10:30 a.m., Monday through Friday; at 8 a.m. on Saturday and 11 a.m. on Sunday. The sign-off time is 12:30 a.m. every day, according to Harry LeBrun, station director.

* * *

ARB Philadelphia June Report Released

MILTON BERLE'S Texaco Star Theatre was the leading television program in Philadelphia during the first week in June according to a report released last week by the American Research Bureau, Washington.

Leading programs for the week June 1-8:

1. "Summer Stock" 54.8
2. "Talent Scouts" 54.6
3. "Tea for the Town" 54.4
4. "Sawdust and Friends" 54.3
5. "Private Eye" 54.2
6. "The Magic Animal Farm" 54.1
7. "Children's Hour" 54.0
8. "Film Theatre (Sat.)" 53.9
9. "Cavalcades of Stars" 53.6
10. "Lights Out" 53.6

* * *

TV Programming Directory Planned

A PROFESSIONAL directory of local and national television programming, to be known as the National Television Directory, will be published in Chicago Sept. 1. Ted O. Materna, editor, announced last week. Jack Naylor will publish the book.

The index will list, alphabetically, TV writers, producers, directors, program directors, sales managers, advertising, technical directors, publicists, agents, film directors, freelancers, and key advertiser and agency personnel. It also will list individuals by name and staff affiliation, geographic location, and the title or name of the programs with which they have been associated. Stations, packages, organizations and program reviewers also will be included as will a listing of film clips available with names and addresses of their owners.
IN THE EMERGENCY of Atlanta's crippling transit strike, Rich's, the South's largest department store, used television, with WSB-TV as the vehicle, for offering its patrons a service unique in merchandising.

This was the logic: *If the customers cannot come to the store, let's take the store to the customers.*

On the eighth day the buses had lain idle in their yards, Rich's television shopping service began. WSB-TV cameras were set up in the store on the fourth floor of Rich's famous bridge building. Then, initially, for three hours daily the store's telephone shopping service was integrated with a video display and demonstration of merchandise.

This was the idea in its stark simplicity: "What would you like to see? . . . telephone us . . . we'll show it to you . . . we will deliver it."

Rich's store personnel worked with WSB-TV staffers to make the program one of the most talked-of services ever offered by any department store in America. And sales have more than justified the effort.

Rich's daily telecasts are being continued over WSB-TV for the strike's duration. Already the success of the venture is attested to. It is a significant *first* for Rich's and for WSB-TV.

important to advertisers interested in the great Atlanta market should be this factor: When the chips were down . . . when an entirely new approach to customer service was needed . . . one of America's really great retail establishments ($58,000,000 last year) turned exclusively to WSB-TV — the Eyes of the South!

**wsb-tv**

**ON PEACHTREE STREET**

**ATLANTA**

Represented by Edw. Petty & Co., Inc.
THEATRE THREAT

McDonald Warns Industry
THE TV INDUSTRY must "pro- tect" itself from theatre interests seeking exclusive rights to sport and other feature events for closed circuit telecasting. This warning was circulated among broadcasters and manufacturers within the past fortnight by Commr. Eugene F. McDonald, Zenith Radio Corp. president. The "on guard" message was in answer to a brochure released by the Theatre Owners of America. The brochure includes remarks by Gae Sullivan, TOA executive director, prefacing a speech by Nathan L. Halpern, TV consultant, delivered before Television Owners of Oklahoma in Oklahoma City, March 28. Mr. Sullivan called on theatre owners to make TV their ally by offering "superia- tive quality of talent and show- manship not possible on home televi- sion." He also said "great events and entertainment" could be exclusively theirs if theatre owners banded together. In his answer, Commr. McDonald charged TOA with planning "to take away from television the entertainment that is today the backbone of television program- ming, and monopolize it for the- atres only." Noting Mr. Sullivan's apparent belief that broadcasters can not outbid theatre owners for rights, Commr. McDonald said the box office appeal in just a few cities would be great enough for them to secure "a monopoly of these programs." Advertisers, he pointed out, could not afford to supply the funds to outbid theatre interests. The latter, he added, would not need to wait for FCC grants to provide such a service because facilities naturally available for programs to be carried closed circuit.

1952 ELECTION

Sarnoff Points to TV Role
BRIG. GEN. DAVID SARNOFF pre- dicted last week that television may be a determining factor in the presidential election of 1952. Gen. Sarnoff spoke June 12 at ceremonies of John Carroll U., Cleveland, at which he was given an honorary degree of Doctor of Laws.

By the time of the next presi- dential campaign, he said, tele- vision probably will extend coast- to-coast and will reach 20 million receivers. "That will mean an audience of about 80 million," Gen. Sarnoff said. "Indeed, television may well be a determining factor in choosing the next president of the United States.

The 1952 candidate, he said, "will have to be techniege, wear the right haberdashery, flash a friendly smile and be sincere. How sincere the candidate looks to the voter may be more important than how eloquent he sounds; a smile may be worth more than 10,000 words."

HARRIS THEATRE

Sought by NBC in Chicago
N.B.C. CHICAGO is negotiating with Shubert Enterprises, also Chicago, for long-term lease of the Harris Theatre, previously a legitimate theatrical house. Move follows lengthy discussions on expansion of WNBQ-TV facilities, as all available space is overcrowded, heady for room for operation of newly planned local and network shows.

The Harris is air-conditioned and seats 1,000 persons. NBC is reported to be paying $1,500 weekly, $50 less than the network pays for the Studebaker Theatre in Chi- cago. It also is owned by the Shubert brothers, Lee and J.

CLINIC PLANNED

WKY-Oklahoma U. Sponsors TELEVISION seminar and clinic, sponsored by the U. of Oklahoma in conjunction with WKY-TV, Oklahoma City, is scheduled June 25-July 1. Station operations, production methods and study ses- sions will be among the topics.

Faculty is made up of F. Donald Clark, Charles N. Hockman and Sher- man P. Lawton, all of the university; William Greer, Paul Greder, Jack Hauser, Robert H. Howard, Theodor Crog- ton, Keith Mathers, Robert Olson and Robert Swaygood, all of WKY's staff. Sessions will be held both at the university and at WKY.

Te-Ve

SUCCESS of its studio TV wrestling, both live and film, has prompted Crosley to produce. This week, Crosley is about to go ahead with full year's filming of matches. Film version presently being carried by the satellite stations is only a short film. Additional films can now be had in multiples of 13 with progressive discounts to one year. WLW-Television plans to go abroad overseas with wrestling promoter, who furnishes wrestlers, ring and officials. Matches are held before a nonpaying audience, bills are footed by sponsor, Red Top Brewing Co. Live version is telecast Saturday night.

New Super Project, ordered from Tresel Television Productions, Chicago, by WTTV (TV) Bloomington, WLAW-TV Grand Rapids, WTVN (TV) Columbus and WLWD (TV) Dayton. Kings Studios, Chicago, has increased its staff to include Elisabeth Setterling, cutting room; Thurlord Thorson, writing staff; Bill Newton and Bud Koch, editors, and Eloise Her- man, office staff.

Dale Hare Productions, 8822 W. Washington Blvd., Culver City, Calif., new film form for a five-year program, financed by several large manufacturers, to produce TV film and radio series based on Bill Hickok, fictional charac- ter. Group to buy 12,500 foot-hour TV films and 195 quarter-hour radio transcriptions yearly. Financing project are Robert Bruce Knitwear; De Luxe Wash Suits Co. Inc.; Varsity Manufac- turing Co.; George Schmidt; Irvin B. Foster Sportsware Co. Inc.

NBC-TV DRIVE

Starts Summer Sales Plan
NBC-TV last week began a slambang sales campaign intended to attract sponsors to a special eight-week summer schedule called "The NBC Summer Show".

Whatever you sell," the promo- tion reads, "the NBC Straw Hat Plan offers the largest TV audience in history, at the lowest cost per thousand—NBC-pro- duced television shows, on a special economical eight-week basis." The plan urges sponsors to buy before July 1, when general increases in NBC-TV go into effect.

Among reasons given for summer programming as a good ad- vertising buy are:

(1) There will be 39% more families reached by the NBC intercon- nected network this summer than the last year's comparable figure that takes into consideration the increase in total sets, on the one hand, and average weekday ratings on the other; (2) The cost per thou- sand television homes this summer will be 27% less, on the eight-week plan, than it was last Jan. 1.
Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers! That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric products

Everything Electrical to Keep You on the Air

Graybar Brings You Broadcasting's Best...

Manufactured By...

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| (6) | Crouse-Hinds |
| (7) | Dochen |
| (8) | Fairchild |
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| (10) | General Electric |
| (11) | General Radio |
| (12) | Hugh Lyons |
| (13) | Korp Metal |
| (14) | Macklin |
| (15) | Meletron |
| (16) | National Electric Products |
| (17) | Prisco |
| (18) | Pronto |
| (19) | Triangle |
| (20) | Webster Electric |
| (21) | Western Electric |
| (22) | Weston |
| (23) | Whitney Blake |

There are Graybar offices in over 100 principal cities. These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.

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W. H. Hanhner, Main 0600

CLEVELAND
W. S. Rockwell, Hurley 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
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JACKSONVILLE
W. C. Winslow, Jacksonville 6-7611

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NEW YORK
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Graybar Brings You Broadcasting's Best...

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
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Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (21)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, AM and FM (21)
Tubes (10,15,21)
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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
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1239 Wisconsin Ave., N. W.
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26 Years' Experience in Radio Engineering
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A. D. RING & CO.
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Munsey Bldg. Republic 2347
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1728 Wood St. 4720 W. Ruffner
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Toledo 6, Ohio
Telephone—Kingswood 7631, 9541

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport S-4144
Radio Consultants

Guy C. Hutcheson
1100 W. Abram St. AR 4-8721
Arlington, Texas

Silliman & Barclay
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 5-5055
Austin, Texas

George P. Adair
Radio Engineering Consultant
Executive 5851 1823 M Street, N. W.
Executive 1230 Washington 6, D. C.

Walter F. Kean
AM-TV Broadcast Allocation, FCC & Field Engineering
1 Riverside Road—Riverside 7-2153
Riverside, Ill. (A Chicago suburb)

Consulting Radio Engineers
York, where Blair maintains its largest sales force—eight men. In the eastern metropolis, as in the mid-western, he will serve only in a counselling capacity, “never exercising authority, just being available with facts and figures.”

Although not yet 34 years old, Wells Hammond Barnett Jr. is widely respected in the broadcasting industry for his sales service techniques. He began specializing in this field at WLS Chicago under General Manager Glenn Snyder, who was a close friend of his father when the latter was advertising men in Waterloo, Iowa.

Mr. Barnett was born in Chicago but moved to Waterloo at the age of five when his father became principal owner in Westport-Barrett Inc., one of Iowa’s largest agencies. From Waterloo High School he went to Grinnell College where he studied journalism and economics. He regarded these subjects as his best preparation for a career with his father’s firm. However, he spent only a year with Weston-Barnett, preferring to work on his father’s farm, recalling that Glenn Snyder, whom he had known as advertising manager of Kimball’s Dairy Farm, now was at WLS, helped Wells Jr. to get on the Prairie Farmer station in 1939.

Advances at WLS Within a year, young Barnett became WLS sales service manager. He also broadened his concept of broadcasting by “making it my business to be as noisy as I could.” He produced some shows, handled some continuity, took charge of political battles, and he acted “being nice” to accounts. Apparently, the latter caught John Blair’s eye (WLS is represented by Blair), because Mr. Barnett left the AAF in 1945 after three years’ service, he came back to Blair instead of WLS.

In 1940, Mr. Barnett was married to Judith, daughter of Denver, a Grinnell classmate. A talented artist, his wife is a niece of novelist Ruth Suckow. The Barnett have a four-year-old daughter, around whom their recreational hours revolve.

While at Grinnell College, Mr. Barnett was president of Sigma Delta Chi, national journalistic fraternity. He is a charter member of the Chicago Television Council.

FOURTH annual graduation exercises of Gagwriters Institute scheduled to be held at Trader Tom’s Steak House, 128 W. 45th St., New York, June 22 at 3 p.m.

LANG-WORTH ADDS 22 Take New 8-Inch Library LANG-WORTH Feature Programs announced last week the addition of 22 station subscribers to its new 8-Inch LANG-Worth Library.

New subscribers are:

**KBKH Pullman, Wash.: KOEL Oelwein, Iowa; WRBI Enterprise, Ala.; WBBM Elgin, Ill.; WBBW Youngstown, Ohio; KENM Moberly, Mo.; KTHK Kermit, Tex.; and WPYC Alma, Mich.**

Renewing contracts were granted to: 


WGNY’S PAPER Finds Greater Readership

**WGNY-AM-FM and WRGB (TV)** Schenectady’s sales promotion publication, Mike and Camera, has doubled its pages to 16 and increased readership to 20,000—a boost of five times the number of listener-viewers subscribing less than six months ago.

According to the stations, the project started following decision to drop the policy of paid subscriptions on Jan. 1 this year. Subscribers at that time were offered the alternatives of a refund of whatever amount was due from their $1 per year subscriptions or the opportunity to contribute the amount to any charitable organization of their choice. The result, Bill Givens, stations’ sales promotion supervisor says, was nearly $600 donated to various Community Chests in three states and other agencies including the cancer and polio funds.

First issue of the paper was in May, 1945. When it was distributed, interest was “light” but after a few months, subscriptions began piling up. Policy of no cost was formulated at the beginning of 1950 in order to make the service available to as many people as possible and to give the stations’ audiences an authentic guide.

**MUELLER CITED Receives Headliners’ Award**

MERRILL MUELLER, NBC foreign newsmen, was awarded a silver medal by the National Headliners Club in an annual luncheon held June 10 at Hotel Detroit, Atlantic City.

Robert Trout, commentator, accepted the medal for Mr. Mueller, who is in England. The 1949 citation was for “consistently outstanding foreign news broadcasts from London, including seven exclusive world news stories.” Mueller was the only radio award granted by the Headliners Club, which annually recognizes outstanding work in the fields of written, spoken and pictured journalism.

Medals also were presented radio newsmen who had been cited last year, the luncheon including presentations for both years. Cited for 1948 achievements were Mr. Trout, for his 15-hour presidential election coverage; Bill Henry for MBS coverage of the Olympic Games; Charles Collinswood for his CBS reporting of the Arizona-California water dispute; Columbia Records, for its “Great Events” album covering modern history.

Don Rose, Philadelphia Bulletin columnist, presided at the awards luncheon, attended by medal winners and contest judges as well as members of the National Press Photographers Assn.

The club plans to expand its radio and television classification, according to Mail Dodson, executive secretary of the Headliners organization. The annual contest is under auspices of Atlantic City. Judges for this year’s awards were Tom Paprocki, Associated Press Features; James Crayton, Standard Oil Co.; Frank H. Ryan, Camden (N. J.) Courier-Post; James Farrell, Atlantic City Press-Union; William Montgomery, Tele-News Pictures; Frank M. Smith, Washington Times-Herald; J. Frank Beatty, BROADCASTING-TELECASTING.

WSM Study No. 2

RELEASE of its BMB maps and booklet, Study No. 2 has been announced by WSM Nashville. The study is accompanied by daytime and nighttime audience maps, red sections of which depict territory served by the 50 kw clear channel outlet. According to Tom Stewart, director of publicity and promotion, the red sections indicate 50% or better lisenership to WSM.
JUNE 9 TO JUNE 15

ACTIONS OF THE FCC

AMENDED to

anti-antenna D-day cond-conditional LS-local sunset
auralural vis-visual trans-hotter

STA-special temporary authorization CG-conditional grant

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

June 12 Decisions

BY THE SECRETARY

Nichols & Wartiner Inc., Long Beach, Calif.—Granted request to cancel license and delete remote pickup KA-3413.

The Blue Valley Co., Independence, Mo.—Granted CP new remote pickup KA-6519.

WNBL Boonville, Ind.—Granted modified CP for approval of ant., trans., and studio location.

WPXI New York.—Granted modified CP for extension of completion date to 1951.

San Juan, P. R.—Granted modified license to make changes in existing remote pickup KA-8203 to change frequency from 261.2 to 261.5 mc to 273.2 to 273.5 mc.


WCBS Inc., Springfield, Ill.—Granted CP new remote pickup KA-6500.

KTVK Phoenix, Ariz.—Granted CP for approval of ant., trans., and studio location.

Chester County Best, Co., Coatesville, Pa.—Granted CP for extension of completion date to 1951.

Chester County Best, Co., S. S. T.-939, Pa.—Granted CP for approval of ant., trans., and studio location.

WPBI Hillsboro, Tex.—Granted modified license to change studio location.

WPBC-FM York.—Granted extension of completion dates as shown: WCBS-FM Buffalo, N. Y., to 11-30-50; WBPW-FM Williamsport, Pa., to 1-31-51; WCMX-FM Martinsburg, W. Va., to 9-30-51; WGBR-FM Greencastle, Ind., to 11-30-50; WQLT-FM Lorain, Ohio, to 1-31-51; WDAK-FM Amherst, Ohio, to 11-30-50; WQTH-FM Waynesboro, Pa., to 9-30-51; WZJU-FM Washington, D. C., to 12-31-50; WJYI-FM Amarillo, Texas, to 1-31-51; KOAI-TV San Antonio, Texas, to 1-31-51.

The Beckies Inc., Colorado Springs, Colo.— Granted license renewal for extension of hours of operation: 800 mc 250 w.

WCPE Akron, Ohio.—Granted license new station: KDE 1340 kc. GRDA.

WTEL Philadelphia.—Granted license renewal for extension of hours of operation: 560 kc 250 w.

Newton, Z., Wenzel, S. P., Minn.—Granted petition insofar as it requests leave to amend application so as to specify frequencies: 151.15 mc (Channel 1) and 154.81 mc (Channel 2) in lieu of frequencies 151.15 mc (Channel 1) and 154.65 mc (Channel 2) as received in grant application; as amended, is revoked.

Dedicated hearing.

New Jersey.—Granted petition for extension of time to file license application.

Ohio.—Granted license new station 1450 kc 100 w.

For further information write to Dept. BD-3

June 9 Applications...

VERIFIED

KURC Monrovia, Colo.—Grant AM station to change from 1340 kc 250 w to 1340 kc 1 kw, 500 w N-DN.

AM-1370

Irving V. Burcham, Forest Grove, Ore.—Grant new AM station 1250 kc 250 w AMED to request 1750 kc, 250 w.

AM-580

Hummer, New Mexico.—Grant AM station 650 kc 1 kw AMED, to request 860 kc 1 kw.

License Renewal


Modification of CP

Mod. CP new FM station for extension of completion date: KFSA-FM Fort Smith, Ark.; KFCM-FM Mobile, Ala.; KFON-KOMO Portland, Ore.; WDAJ-FM Savannah, Ga.—Mod. CP new FM station Class B to Class A, Ch. 234 (94.3 mc), ERP 125.3 w, 250 kw.

WPXV-TX New York.—Mod. CP new FM station for extension of completion date: 1950-

TENDERED FOR FILING

AM-450 kc

KTVI Tacoma, Wash.—Grant AM station to change from 810 kc 1 kw to 810 kc 1 kw 500 w N-DN.

APPLICATIONS RETURNED

Request for license renewal AM station: WMSL Decatur, Ala.; WARM San Antonio, Tex.

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications control, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.-48 Volts. Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3

June 13 Applications...

ACCEPTED FOR FILING

AM-1290 kc

KJWJ Pueblo, Colo.—Grant new AM station to change from 1290 kc 1 kw to 1290 kc 5 kw.

Modification of License

WSTP-FM Philadelphia.—Mod. license to change ERP from 27 kw to 15.9 kw.

Modification of CP

WRFD-FM Westerville, Ohio.—Mod. CP new station for extension of completion date: 1951.

WPWT Philadelphia.—Grant new CP FM station for extension of completion date: 1951.

WDHF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date to 1950.

License for CP

WDEL-TV Wilmington, Del.—License for CP commercial TV station to change trans. location to Newark and Silver.

(Continued on page 66)
Want the World's Finest Tape Recordings?

There's a

Magnecoder

For Every Purpose

... Every Purse!

The Talk of the Shows!

The New PT-7 Series

3 Heads (erase, record, playback for monitoring from tape) in single housing, yet separately alignable, replaceable. New positive drive, 2-speed hysteresis-synchronous motor. Push-button controls can be remotely operated. Uses 7" or 10½" N.A.B. reels. 3 channel portable amplifier has high-level mixing.

Portable Rack or Console

3 Heads!

PT63-A to Monitor Your Magnecordings

Three separate heads — erase, record, and playback for monitoring from tape — prevent recording errors. Same high fidelity and flexibility as the Magnecorder PT6-A — the world's most widely used professional tape recorder. New PT63-J Amplifier has separate playback and recording amplifiers to monitor from the tape. Includes 10 watt audio amplifier which also will drive external speaker.

Or Convert Your PT6-A to Monitor

Kit 101

Conversion kit includes a three-head unit, monitor amplifier and power supply to modernize your present PT6-A. Head unit plugs into receptacles for present two-head unit.

Write for latest specifications and prices

Magnecord Inc., Chicago 1, Ill.

360 North Michigan Avenue

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders
FCC Actions
(Continued from page 61)
Applications Cont’d:
side Rd., near Taileyville, Del. (not a mo.

TENDERED FOR FILING
AM-492 kc
KGB, Garden City, Kan.—CP AM station to change from 100 kc 1 kw D to 32.5 kw N.

WENC Mtn. Pleasants, Mich.—Mod. CP AM station to change from 1150 kc 1 kw D to 1100 kc 1 kw W.

June 14 Decisions . . .
BY COMMISSION EN BANC
Multiple Development Corp., New York, N. Y.—Granted authority to operate a CP AM station, for 
period of 90 days, for purpose of field testing newly developed multiplex system looking 
to simultaneous transmission of one multi 
plexed audio FM program concurrently with the emission of main audio pro 
gram without impairing quality of main program within audio-frequency range 
between 30 and 15,000 cycles, and with 
out exceeding presently assigned channel 
widths of FM stations. Applicant is authorized to use same frequency, 
97.9 mc (Ch. 250) and installation 
formerly used by WCYT (FM) New York, which ceased operation April 30. Operation will be with 1 kw, using 
a 90 ft. tower, between 1 and 6 a.m. and 9 a.m. and noon.

June 14 Applications . . .
ACCEPTED FOR FILING
AM-450 kc
KTHB Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 880 kc 1 kw 300 m-w W.

AM-1150 kc
Orville L. Jenkins, Quanah, Tex.—CP AM station 1150 kc w D AMENDED to request 500 w D.

Station Report
Request for license renewal AM sta 
KALA Sitka, Alaska: KLCLF
(Continued on page 71)

BUS-RADIO GROWS UP
WCTS Reviews Two Years of Transit FM

COMMERCIAL aspect of the “bus-radio experiment” can be chalked up on the successful side, according to WCTS (FM) Cincinnati's newsman. "We have now completed a two-year Trans 
it Radio operation.

The TR pioneer station, managed by David Taft, reports that its billings increased 25% since last summer, the time when WCTS actually placed its commercial operation on a permanent basis.

The station was leased by the U. Press Institute for April 1948, during the period in which local users were the four largest de 
partment stores, most of the amusement field, a number of food accounts and other retail and trade-mark advertisers.

The station is running about 60% sold out on rates set to produce an audience at the rate of 3000 listeners per equipped vehicles. (There are now 603 FM receivers in daily transit use in Cincinnati, the station reported.)

According to a Pulse AM survey for April which included

THAT'S a golf club, not a bagpipe, in the hands of Jack Williams, KOY Phoenix's program director. When 
invited to the first annual golf tournament held by the "Thunderbirds" (special event group of the Phoenix Chamber of Commerce and responsible for Kiva Clubi, Mr. Williams, who is claimed, never held a golf club in his hand before, turned out in full Highland regalia, including kilts.

RAdio SEminar
Open in Urbana July 2

OPPORTUNITIES in the educational broadcasting field will be 
explored in great detail at a seminar 
to be July 1-3 at the U and I. Urbana, Illinois, under the aus 
pices of the university's communications division and the Rocke 
eller Foundation's Division of Humanities.

Over 20 authorities in radio and allied fields will meet with educa 
tional planning and production figures at the university's Allerton 
House. Area members of the National Assn. of Educational Broad 
casters' executive committee were 
invited. Among those expected to take part are:

Homar Heck, WMAQ-NBC Chicago; Edward R. Murrow, CBS; Robert Saudek, ABC; Judith Walter, NBC Chicago; Dean Wilbur Schramm, commu 
ications, U. of Illinois; Frederick S. Siebert, School of Journalism and Communications, U. of Illinois; President George Stoddard, U. of Illinois and chairman of UNESCO's national commission.

Many stations have added special programs or schedules for the summer months, according to the Educational Radio Association. Many stations have added special programs or schedules for the summer months, according to the Educational Radio Association.

BUSINESS GROWTH

ADDITION of 11 stations to the
Fight of the Week hookup was an 
ounced last week by Albert J. 
Sylk, president, Sports Broadcast 
Network. The network relays a 
boxing broadcast each Monday night through WPEN Philadelphia to 63 stations in 16 states. New stations are: WCSS Amsterdam, WEBR Buffalo, WEAIV Platts 
burg, WOLP Syracuse, WJTN Jamestown, WWDT All 
ent, WHUC Hudson, all New York; WCOM Parkersburg and WSAR Huntington, W. Va.; WPAM Pottsville, Pa., and WFPG Atlan 
tic City, N. J.

a breakdown of FM listening in Cincinnati, WCTS had 34.9% of all 
FM listeners and led the three other FM stations in the city "by a substantial margin," station manager says. "No claim was made that the FM home audience was of tremen 
dous proportions, but WCTS claimed in excess of 100,000 listeners during the hour."

Mr. Taft admits that its accom 
plishments were not attained 
without "a lot of headaches along the 
road." Topping these was the development of a bus receiving system which would work. It took WCTS almost a year and involved a great deal of money," Mr. Taft said.

Frequent tests of TR's sales impact by the station showed results "far more spectacular than any 
thing we have attained in AM.

Mr. Taft also stated that WCTS expects to install an additional 200 receivers next fall and that 
we have just begun to scratch the surface in developing this new medium locally.

Other findings: Transit Radio operation requires just as much management and effort as AM operations; seven engineers effec 
tively handle the maintenance of receivers, and a WCTS operation revision reduced personnel and 
monthly overhead by several thousand dollars (by taping of half 
hour musical segments).

Mr. Taft concluded his report by stating that WCTS expects to grow in its present size and will promulgate FM listening in the home when economics permit. With revenue earned from Transit Radio, he said, "we will show home listeners that those sets [100,000 FM receivers in area] are worth using."

KWAT Watertown, S. D.

New Pt63-A
Uses By Large Radio Stations Than All Other Professional Tape Recorders

WRITE
Magnoed Inc.
366 N. Michigan Ave.
Chicago 11

BROADCASTING • Teletacing

David Taft

A great deal of money, Mr. Taft said.

For frequent tests of TR's sales impact by the station showed results "far more spectacular than any thing we have attained in AM.

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WOMEN'S show, Your Next Door Neighbor, which has been aired continuously on WPAY Portsmouth, Ohio, since September 1942, now is being sponsored three times weekly by The Borden Co. Format of 15-minute program, heard 8:45-10 a.m. and featuring Miss Dorothy Folsom, is flexible to permit timely interviews with interesting personalities and worthwhile community enterprises. Program reports on all births in Portsmouth, remainder of Scioto county and Northern Kentucky, as well as news of impending marriages. Additionally, news of 30 civic, church and community groups, including meetings and special events, is reported by station.

WJR Air History

HISTORICAL vignettes of American history are broadcast by WJR Detroit. Debut of station's Dramatic Clinic and Workshop on WJR's Know Your America program has been announced by Harry Wiamer, general manager and assistant to president. First program on June 12, 9:30 a.m., told story of Dr. Joseph Warren, outstanding patriot of Revolution, noted for his part in Battle of Bunker Hill. Other programs touch on Betsy Ross (Flag Day, June 14), Daniel Webster, and other historical figures. Clinic and workshop, composed of students from public and parochial schools in Detroit area, is designed to give talented high school students opportunity to further expand abilities. Eric Howlett, of WJR's The Hermit Cave, is director.

WPTZ at U. S. Open

FOUR CAMERAS employed by WPTZ (TV) groups on June 10 to bring final rounds of U. S. Open Golf Championship Tournament to NBC-TV audience. 6:45 p.m. from Merion Golf Club, Ardmore, Pa. Bill Stern, NBC sports chief, worked from specially constructed platform overlooking 18th green where two cameras were located, one equipped with Zoomer lens. Interviews were handled by golf star Jig McSpaden at edge of green. Third camera mounted atop mobile unit followed play from sand traps linking 18th green. Fourth camera focused on public score-board located beside first tee.

KXOB Covers Election

OVER 9,000 residents of Stockton, Calif., area heard recent election returns as staff of KXOB Stockton stayed on air past 2 a.m. broadcasting state-wide and local results. Returns were tabulated and reported as fast as compiled by special group of KXOB personnel. Manager Keith Pilton extended invitations to over 50 candidates to appear on broadcast night of election.

WKRC Gets Rights

EXCLUSIVE contract to broadcast eight U. of Cincinnati football schedule during 1950 season has gone to WKRC Cincinnati, according to Herman E. Past, general manager. Broadcasts will be sponsored by Cincinnati Division of General Electric Supply Corp., for television and radio dealers. Play-by-play will be handled by Dick Bray.

Stressless Dance Music

THREE-HOUR dance format, claimed by station to be first in its area, inaugurated as Saturday night feature by WATR Waterbury, Conn. All WATR disc jockeys participate. Half-hour segments of Your Dance Parade are recorded in advance with fox trots and waltzes getting biggest burn.

Elect 'Mr. and Mrs.'

WBUX Doylestown, Pa., has just completed Mr. and Mrs. Bucks County Grange program, winning contestants of which were Mr. and Mrs. N. Clarence Rosenberger. Prizes of over $1,000 were awarded to winners and $50 went to Grange sponsoring winning couple. In 10 weeks under local sponsorship, show resulted in 27,654 votes being cast for couples nominated by nine Bucks County Granges.

'Blues Chaser'

MARK SHEELEY, funny man of WPIK Alexandria, Va., presented command performance of his original Blues Chaser Club Fortnight ago on WWHO, Armed Forces outlet at Fort Belvoir station hospital. Attended by patients and personnel of hospital, one-hour show was premire for boys of Fort Belvoir. It will be carried to them every morning by WPIK.

'Operation Bundle'

"OPERATION Bundle" was order of the day at WTVB Coldwater, Mich., a fortnight ago. When Sunday 7-7:30 p.m. ranch feature piped direct from Buck Lake Ranch, Angola, Ind., was unavailable because of telephone facility problem, station decided to rely on tape recording. However, tape was not completed until after 6 p.m. and was 22 miles from WTVB. Solution was found by producer who rushed it to nearby airfield and "dive-bombed" transmitter building with bundle containing tape.

Station reports tape arrived five minutes before program time but cued with seconds to spare by Operator Dick DeFay as show started on schedule.

WLOU's 'Kentuckiana'

WLOU Louisville has new public service series, Kentuckiana at Work, which features tape recordings of interviews in various plants visited, plus narration and description to make show complete story of particular industry. Program, designed to show importance of local industry in making community better place in which to live, pays tribute to both management and employees. Workmen are interviewed at occupational spot whether at machine or in warehouse. First broadcast was June 11 and produced at Columbia Mantel Co., Louisville. Series calls for programs to be presented every Sunday, noon to 1 p.m.

Rome Interview

EXCLUSIVE interview with Prof. Enrico Josi, director of excavations at Basilica of St. Peter's in Rome received by WYK New York. Interview, conducted by Thomas B. Morgan, WYK staffer in Rome for Holy Year, took place under shadow of dome of St. Peter's where famous excavations are underway. WYK plans further coverage of work as it proceeds.

Picture Albums-Programs

PRINTED PROMOTION

SPECIAL FEATURES

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write

Edgar L. Bill
Julian Mantell, Sales Manager

National Radio Personalities

100 WALNUT STREET
PEORIA, ILLINOIS

Telephone 6-4607
Situations Wanted

Managerial

Announcer for 5000 watt network affiliate. All-round experience, mature, organized, with strong voice. Recent record shows and idea background. Relationships with上有 and music department. Aggressive in commercial work, good deposit. Disc shows good personality, disc and photo. WAMW, Towne Hotel, Milwaukee.

Production-Programming, others


Situations Wanted

Help Wanted

Managerial

Help Wanted—Manager for 1000 watt daytime station. Must have character, be energetic and able to select and know how to get along with people. A new opportunity to buy into station, if you have the money. Young, energetic. Urgent need for commercial manager to take over the commercial dept. of KFLA. Must be tope, Glenshade, Glendale, Texas. High pressure men with dark signs for eye ball need not apply. Personal interview preferred.

Salesmen


New England station has an opening for a top salesman in the largest market in the state. Excellent commission. Box 302F, BROAD-CASTING.

Salesmen, experience not essential. If you are ambitious and energetic, we would like to make you $400 to $500 a month. No experience necessary. Reply Box 472F, BROAD-CASTING.


Announcer-engineer who would be interested in becoming program director of station. Must have restaurant. Both AA and B.S. Experience necessary. Box 473F, BROAD-CASTING.

Wanted—Sports announcer for well-established, local independent in south Florida. Must be topnotch, play-by-play for baseball, football and basketball. Must have special sports plus a good personality essential. Must have voice that can produce Tube show and program. Openings for beginners or would-be sportscasters. Opportunities available with stations in neighboring states, alert, progressive and well organized. Must have reputation with re- gion and be a gluton for work, do not apply. This is a good opportunity to start your career. The sal- ary of application should contain references. Full salary and benefits. Reply Box 474F, BROAD-CASTING.

Announcer—good voice. Middle westerner. Willing to move. Full refer- ences, full particulars. Box 475F BROAD-CASTING.

Assistant manager-chief engineer re- place needed. Excellent opportunity. Many phases desires position as manager pro- grammer, has professional engineering department responsibilities. Excellent references. Reply Box 476F, BROAD-CASTING.

Assistant manager-chief engineer re- place needed. Excellent opportunity. Many phases desires position as manager pro- grammer, has professional engineering department responsibilities. Excellent references. Reply Box 476F, BROAD-CASTING.


Announcer—Graduate of one of foremost schools in the country. Has worked as a newcomer a chance? Record and references. Reply Box 479F, BROAD-CASTING.

Good morning, men, announcers who are not sure of the future, we are willing to work and learn. Pathfinder PH-AirWatt 4073. K. C. Mo.

Announcer, 22, will travel, all round man, good knowledge of hillbilly music. May want to operate console, commercial man. Must be man, write Donald Redanz, Mt. Morris, New York.
Situations Wanted (Cont’d)

Technical

Engineer, 27 months broadcast, 3 years army radio experience. Graduate lead- ing radio station. Will travel. Box 346F, BROADCASTING.

Chief engineer 250 watt desires same position with larger outfit or TV, 10 years design, construction, management experience, 6 years experience in associated, won an em- inent and technical ability, copy. Best references. Box 350F, BROADCASTING.

Engineer—Employed. Must have job near Philadelphia. Calling cards. Have car. Box 369F, BROADCASTING.

Chief engineer. Presently employed, invites correspondence with progres- sive broad-casting concern. Thoroughly experienced in every branch of the broadcasting business. Eight years experience in midwest at highest paid si- gnal man in 125,000 station. Must be one of the first. Box 487F, BROADCASTING.

Chief engineer looking for thoroughly experienced, reliable, per- sonal engineer. 478F.

Engineer, desires job with station having position of Chief Engineer, 497F, Desires Engineer graduate, 504F, Experienced Engineer, 520F, Chicago-New City background. Have mechanically inclined man (fre- elancer). Box 522F, BROADCASTING.

First phone license, married, veteran will travel. No experience, ambitious. Box 457F, BROADCASTING.

Chief engineer—8 years experience, now chief of 1 kw network affiliate. Prefer position with opportunity for terminal. Best references. Box 475F, BROADCASTING.

First phone engineer, present experience at 100 watt station. Will move with any board. Box 465F, BROADCASTING.

Engineer—Six years experience FM- AM. Interested in permanent position with opportunity to break in as combination man. Mature, married, will go anywhere. Box 468F, BROADCASTING.

Engineer, 23, single, car, 1st phone. Graduate of University of California, studio, transmitters or combination job. Any location. Box 476F, BROADCASTING.

Engineer—Ten years experience in all phases of radio including research, production, sales, and personnel positions. Rarely finds progressive station. Will consider combined position. Box 483F, BROADCASTING.

Engineer—1st phone, single, have car, experienced in broadcast work. Southwestern states. Box 486F, BROADCASTING.

Chief engineer—Are you looking for a thoroughly experienced, reliable, personal chief engineer to improve your position? Please reply to this ad. Post 

Program director- announcer—advertises in every station. Address Owner, Post Box 690, Des Moines, Iowa.

Situations Wanted (Cont’d)

The experienced man—Five years with commercial radio; looking for PD job with station any size. College graduate with highest references in the business. Have hand-drawn blue prints of design, construction and operation blue prints for argument in air. Will travel anywhere. Box 346F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote full time to well established station. Box 350F, BROADCASTING.

News editor desires position with pro- gressive station. Also wishes to consider TV opportunity. Versed in newsroom operation and special events. Two years experience. College graduate. Will go anywhere. Box 352F, BROADCASTING.

Program director—announces six years experience, including program director, full time. Box 365F, BROADCASTING.

Newsmen seeking station demanding top coverage. Three years radio re- ports, space, special events. BROADCASTING weekly, references available. Box 368F, BROADCASTING.

News writer, University graduate in radio journalism; shows ability. In phases of radio work. Familiar with West Coast, Chicago and other locations. Box 372F, BROADCASTING.

Small market manager, News, com- mercial and script copy. Some advertising. Entertaining. Must be available. Box 375F, BROADCASTING.

Television

Announcers

Desire opportunity in TV station. SRTV and Radio Announcing graduate. College graduate. Single, 28, Box 383F, BROADCASTING, TELECASTING.

For Sale

250 watt independent, one-station city of 9,000. 5,000 output. Fully equip- ped, including design, construction and operation of entire station. 10 years experience, thoroughly trained with a progressive organization. Amateurs, small towns not interested. Box 490F, BROADCASTING.

College student desires vacation replacement transmitter job. Reliable and experienced. Box 491F, BROADCASTING.

Young man desires a position as an engineer in a college town. Single, no experience or disabilities. Available at any time and place. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

New first radio telephone license. No previous broadcast experience. Six years experience with War Department communications network. Prefer mid- west. Box 500F, BROADCASTING.

Engineer, first, inexperienced. Vet- eran in electrical equipment. Would like to work anywhere in U. S. John Phoenix, 1119 23rd St, Des Moines, Iowa.

Production-Programming, others

Women’s and children’s programming. Experienced in radio and film; also wrote and acted in own children’s show on commercial and independent stations. En- gineers and children’s programming is also available. Excellent service and dramatic writing. Box 355F, BROADCASTING.

Radio writer, a B.S. Degree from leading eastern college. Ideas galore. Will do anything. Will work anywhere. Box 360F, BROADCASTING.

PD-newscaster, A.P. experience, col- lege, family, employed midwest, metro- politan area. Fair deal. Box 361F, BROADCASTING.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE
9th and Chestnut Streets
Philadelphia 7, Pa.

WRITE OR WIRE COLLECT

Managerial

Situations Wanted (Cont’d)

If you’re seeking the right man to man- age your program, you are invited to meet our program manager. He is a young man with college education in theatre arts, a five-year record in employing a young man with college education in the management of stations. This is the phase of the broadcasting business. Eight years experience in midwest as highest paid man in 125,000 station. Males. Have car. Box 487F, BROADCASTING.

Equipment, etc.

Universal RCA 73-B, recording lathe. Preets or Alternator (a.c.) amplifier, RCA turntables, Magnecorder tape recorders. Box 488F, BROADCASTING.

Wanted—Used towers, transmitter for 250 watt installation. Five guide to transmitter in sale. Box 477F, BROADCASTING.

If you are in New York or vicinity and need a gal who can do really provoca- tive women’s shows, children’s or re- cord shows, write shows and copy, it’s Box 490F, BROADCASTING.

If you know music, copy, pro- duction; if you have the type of executive ability which gets results, without antagonizing others; if you are looking for financial advance- ment, future security and the oppor- tunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 376F, BROADCASTING

WANTED TO BUY

Radio BROADCASTING

500 kw, fully equipped, except tower and transmitter. Price, age and condition first. Box 503F, BROADCASTING.

WANTED.


*NEW LOOK*

Hub Highlights Radio, TV

COMPREHENSIVE 2-YEAR COURSE IN RADIO AND THEATRE ARTS

ANNOUNCING - THEATRE - NEWMANSCATING - TELEVISON - ADVERTISING - ACTING - SCRIPT WRITING - MAKE-UP - RADIO MUSIC - VOICE PRODUCTION - TELEVISION - THEATRE - STATION ROUTINE

FACULTY OF PROFESSIONALS

Send for list of available graduates.

HAYVEN M. POWERS


FASHION PLATE of Boston radio-papers’ radio pages is go- ing on a new look, according to editors who report from that city. This in- cludes the appearance of the Hub’s first daily column on the media since the end of the war and an increase of two or more pages devoted to the subject in Sunday editions.

The extra space apparently is due considerably to the potent emergence of television on the Boston scene and, subsequently, radio is reaping benefits as well. Dramatic advertising and reader in- terest in TV is shown in results of a poll taken by the Boston Sun-

Help Wanted

Daylight, where a radio-TV columnist asked readers to indicate favorite video shows in various categories. Responses reportedly climbed into the thousands.

Other signs of the times in Bos- ton are “must” requests by adver- tisers for ads to be placed on the radio page, addition of a radio-TV column by the Evening American, a whole page on TV in the Sunday Post and an increase in its radio- TV pages, day-by-day highlights of TV programs in the Sunday Herald and increase in the Herald’s daily radio-TV column and TV news and features by the Globe.

SITUATIONS WANTED

MARTIN K. FOSTER

2380 Bluffton Blvd., Columbus, Ohio.
NEW booklet, How Radio Gets Results for Retailers, was released last week by Broadcast Advertising Bureau. The booklet gives a detailed report based on entries in the 1949-50 radio competition of the National Retail Dry Goods Assn. and the National Assn. of Broadcasters.

Describing the booklet, Maurice B. Mitchell, BAB's director, said it is "a valuable review and morale-builder for a station's sales staff. . ." An introduction to the booklet was written by Howard P. Abraham, sales promotion manager of NRDGA, enumerating 12 reasons why the use of radio advertising by retailers is increasing.

Meg Zahr, assistant BAB director and retail specialist, comments in the booklet on why retailers should "capitalize on radio's personal appeal. . ."

BAB will follow the new booklet with a series of similar ones devoted to retail radio users.

HAAS ELECTED
Heads Nebraska Newsmen

THEODORE L. HAAS, KOIL Omaha news director, was elected president of the Nebraska Assn. of Radio News Directors at its second annual convention in Omaha last month. Meeting featured speeches by Attorney General J. Howard Grath, Nebraska Gov. Val Peterson and Jack Shelley, WHO Des Moines, president, National Assn. of Radio News Directors.

A highlight of the two day convention was a panel discussion on "What Newspapers Think of Radio News Now," with panelists: Mr. Haas, assistant to the publisher, Denver Post; Kermit Hansen, assistant business manager, Omaha World-Herald; Herbert Kelly, news editor, Des Moines Register.

STATIONS in Augusta, Ga., dropped individuality in a recent test of the combined selling strength of radio as an advertising medium. Force of the promotion for "Radio Savings Day" over all four outlets—WBQB WGAC WJBF WRDW—set the community in a wave of buying at retail stores.

Retailers reported the largest crowd of shoppers since Augusta's record Christmas season of 1948 with increases in business ranging from 10 to 25%. One local furniture store reported an unexpected jump in dollar volume estimated at 50% above the same week last year.

"Radio Savings Day" was planned by the stations in cooperation with some 40 retailers in the downtown shopping area. The city proper and the surrounding trading area in Georgia and South Carolina were appealed to by radio messages beginning on the Wednesday of the promotion week. Preceding days were given over to "teasers." By Thursday, opening day, crowds jammed the city. Saturday, an estimated 40,000 shoppers packed downtown streets and stores. Incentive to the shoppers was to use of "radio money" which was sold at a ratio of $100 to every real $1 spent in shopping during the campaign. The "radio money" was issued by the stations and distributed through the stores.

Climactic windup of the campaign was held Saturday at 6:30 p.m. when 2,000 persons took part in an auction using their "radio money." Larger items of merchandise sold at the auction were obtained from manufacturers and distributors in return for radio publicity; the smaller items for the most part were purchased direct by the stations.

Retailers already have expressed their enthusiasm by asking for another such campaign in the near future. The stations feel they have shown advertising can do a bigger and better job of building retail traffic at lower cost.

"TALKING COW"
Broadcast Booms WSAV-Mail

LISTENERS to WSAV Savannah's early-morning Country Cousins program have been deluging the station with thousands of letters—ever since "Cousin Bee" hillbilly m.c., read a letter from a South Carolina farmer who claims he has a talking cow.

Station reports it has created such a stir throughout the area covered by WSAV that "Cousin Bee" has promised listeners he will try to track down the cow and put her on the air.

Meanwhile, hundreds of people have reported driving around Ashley, S. C., where the cow is supposed to be grazing to see if the talking bovine is just another "shaggy dog" fable, according to WSAV. Country Cousin is aired daily from 6 to 7 a.m.

$25,000.00 Opportunity

Due to certain favorable circumstances that make possible a plan of financing far more liberal than usual, a capable operator can obtain 100% ownership of a valuable facility for $25,000.00 down payment. This station is located in a very desirable eastern market with high retail sales and per family income considerably above the average. The profit opportunities in this situation are large.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
Sterling 641-2
CHICAGO Harold K. Murphy Ray V. Hamilton 225 Montgomery St.
SAN FRANCISCO Randolph 6-4539 Exbrook 2-5672

WEBSTER COPY
Draws Station Protests

SIX announcements promoting three-speed replacement units for record players, submitted by Webster-Chicago Corp., have drawn protests from some stations to which they have been sent on the ground that they actually are advertising copy.

George H. Jaspet, WCCM Lawrence, Mass., suggested that any AM, FM or TV station carrying the free announcements makes an out and out advertisement to the radio buyer and should charge the radio manufacturer for it. Other stations held similar views.

In submitting the copy, Webster-Chicago Corp. stated, "Because so many of your listeners are record fans, we think these non-commercial comments on the three-speed record situation and the problems of your listeners in respect to them will be of interest. These comments, for use between records on record programs, are yours to use or adapt to suit your needs. We hope you will find them helpful."

A sample announcement:

Radio stations have had to insist on high fidelity recording when they buy records for their own use, so for years they have been using the slower speed records. Finally the record companies figured out a way to make a record more available to the public and that's what we present to you. You will find this album of country records—less surface noise and much greater clarity. If you come straight out of one of those new three-speed-record-changer in your house you can tell what we mean. Those of you who haven't yet replaced your old record phonograph can hear what we are talking about by recording at 33 1/2 revolutions per minute just like radio transcriptions.

RINGSON NAMED Heads Georgia Group

RAY RINGSON, manager of WRDW Augusta, has been elected president of the Georgia Assn. of Broadcasters. He assumes office July 1, following the expiration of the current term of office, and succeeds Edwin Mullinax, general and commercial manager of WLGA LaGrange.

Other newly elected BAB officials are: Ben Williams, WTCG Savannah, vice president; Fred Scott, WKTG Thomasville, secretary-treasurer; L. H. Christian, WFRC Athens, and Shed Carter, WSFT Thomson, directors. Mr. Williams is the association's retiring secretary.

Ohio U. Ad Meet

OHIO STATE U.'s annual advertising and promotion conference, scheduled for the week of Oct. 5-7, will be jointly sponsored by the school and Fifth District of the Advertising Federation of America, it was announced last week by Dr. Kenneth Dameron, general conference chairman, that the first day's program will include addresses, clinics and other meetings. Second day's program will be business sessions.
**FCC ROUNDP**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**SUMMARY TO JUNE 15**

**Summary of Authorizations, Stations On the Air, Applications**

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**Docket Actions . . . .**

**TRANSFER GRANTS**

Piedmont Bestf., Co., Greenville, S. C., and William M. Drace, Greer, S. C.—Assignment of license to grantee of Piedmont Bestf., Co., for new station at Greenville on 1490 kc., 250 w unlimited (cond.). Denied for the following reasons: (1) license to Greer for same facilities, Commission staff not participating. Final decision June 12.

**ORDER**

Savannah Bestf. Co., Savannah, Ga., and Brennon Bestf. Co., Jacksonville, Fla.—Accepted order to grant new station to Georgia Bestf., Co., for new station at Greenville on 1450 kc., 250 w unlimited (cond.). Denied for the following reasons: (1) license to Greer for same facilities, Commission staff not participating. Final decision June 12.

**WCAV Norfolk**

WCAV Norfolk, Va., last Thursday switched to fulltime operation with 1 kw on 860 kc. Station, which had operated parttime on 1 kw daytime only on 860 kc., received authorization from the FCC to change its power and frequency earlier this year. Changeover was celebrated yesterday (Sunday) by a studio party.

**RELIGIOUS SHOWS**

Receive Radio Trophies

FIVE religious programs earned trophies at the annual Light and Life Show, which was held June 15, and was conducted by the National Religious Broadcasters Assn., at Valparaiso (Ind.) U. June 13. Top three shows in the national transcription class were The Light and Life Hour, which won first place for the third year; Showers of Blessings, and Reviel Time. Quipspiration was chosen the best show with novel techniques, and Student Radio Workshop earned for the second year the rank of "best youth show" for WPTL-FM, Providence, R. I.

Storm Whaley, manager of KUOA Siloam Springs, Ark., was contest judge. Rev. Dr. Myron F. Boyd, director of the Light and Life Hour, and new NRB president, spoke at the presentation banquet. Dr. Sherman Lawton of the radio department at Oklahoma U. talked on "A Lesson in Aural Style" and "Who Is Your Audience?"
Counsel Clash

(Continued from page 19)

presented by FCC witnesses at the first hearing.

He denied he has received or will get any "bonus" from Mr. Richards for his activities in connection with the hearing.

He said he has been general manager of KMPC since January 1941 and that his present salary is $18,000 a year.

Witnesses subpoenaed by FCC for appearances this week included Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and president of the Richards stations; John Baird, program supervisor of KTVL, Missoula, Mont., and Charles H. Querci, promotion-publicity director of WJR, and Rowena Geraghty, secretary to Mr. Reynolds.

Mr. Reynolds, who was expected to be on the stand through Wednesday (June 21), was questioned in detail about facts surrounding a dinner in Los Angeles attended by representatives of the three Richards stations on Jan. 26, 1948. As that happened to be Gen. Douglas MacArthur's birthday, it was said KMPC had arranged a special salute to the General and the program was tuned in during the dinner.

In the midst of this otherwise laudatory broadcast, Mr. Reynolds asserted, Clete Roberts, then KMPC director of public affairs, gave a pessimistic report on Gen. MacArthur's health. As a result, the witness continued, Mr. Richards reprimanded Mr. Roberts in front of other guests.

In the previous hearing Mr. Roberts, testifying as an FCC witness, dwelt at length on Mr. Richards' anger at what he said the station owner considered defiance of "orders" always to present Gen. MacArthur in a "favorable light" on KMPC broadcasts.

Mr. Reynolds testified that the station owner was a great admirer of Gen. MacArthur and "became very angry when this material was included in the birthday salute."

Questioning on the MacArthur incident alone consumed about an hour and a half, Examiner Cunningham finally interjecting that "I think you are dwelling too long on this subject."

Mr. Reynolds' ownership of KMPC stock was the subject of extensive examination, with Mr. Cottle frequently questioning the KMPC executive's answers.

Dr. Thomas, called to testify on the question of Mr. Richards' health, said he had treated him for a heart ailment since 1938, describing him "several times a year."

"Don't you think that if Mr. Richards can attend sporting events, night clubs, parties, and take trips to the desert, he can come to this hearing?" Mr. Cottle wanted to know.

The heart specialist said Mr. Richards did those things against his advice but that such activities were safer because they are forms of recreation—"and this hearing could not be called recreation."

Dr. Thomas said he "told Mr. Richards in 1939 to get out of some of his business activities or he'd fall over one these days. He had too many irons in the fire."

Dr. Thomas was asked to produce records and cardiograms to substantiate his statements on Mr. Richards' physical condition.

The hearing, expected to last for several weeks and to include sessions at Detroit and possibly Cleveland, involves charges that Mr. Richards ordered witnesses to slant news according to his personal political and social views—particularly against members of the late President Roosevelt's family and certain minority groups.

Mr. Richards' plan to transfer control of the three stations to a trusteeship is at stake, along with the station's renewal applications.

The Commission's order granting the General Counsel's appeal for reversal of the Examiner's ruling on the order of procedure was adopted on a 3-2 vote in a special meeting Monday.

"It is our opinion that a balancing of the equities in this case requires that the original order of procedure remain in effect, at least for the Los Angeles hearing," the majority said.

Hearing Order Question

The Examiner said the General Counsel, "out of an abundance of fairness to the applicants," agreed to proceed first in the original hearing, and that counsel for Mr. Richards failed to give notice that they wished to proceed first in the new hearing.

"It was not the General Counsel but the applicants who precipitated the present conflict by their request for a de novo hearing," said the majority, and although the Commission acceded to their request, they cannot be permitted to change the prior procedure in the presentation of testimony."

The majority claimed the Commission's power to adjourn the hearing if the General Counsel's appeal stems from rules giving FCC the right to review an examiner's rulings.

Comr. Rose H. Hyde dissented, contending "the Examiner's exercise of his discretion should not be over-ruled." He joined the majority however, in voting to deny Mr. Fulton's request to be heard in oral argument on the procedure question. Oral argument, the majority held, "would serve no useful purpose."

The majority consisted of Acting Chairman Paul A. Walker and Comrs. E. M. Webster, George E. Sterling, and Frieda B. Hemrock.

Chairman Wayne Coy and Comr. Robert F. Jones were absent and did not participate.

Mr. Fulton, leaving Washington for Los Angeles shortly after the decision was announced, dispatched a sharp telegram to Chairman Coy protesting the "capricious and high-handed interference with the proceedings."

"This is a poor beginning of the hearing and certainly casts grave doubts upon the Commission's intention to provide a fair and impartial hearing," he wired, adding: "I hope that this interference with Examiner Cunningham in his conduct of the hearings will not be continued."

Mr. Fulton asserted: . . . [The Commission's action] is a violation of the Commission's own rules and of the Administrative Procedure Act. It unfairly throws a great burden and expense upon radio stations that had no part in asking for the new procedure."

The refusal to hear me as to the facts in this case before deciding it, after I had flown across the continent for that purpose, contrasts most clearly with the prefatory language that the adjournment requested by the Commission's General Counsel. It was sufficient for him to telephone his assistant and obtain action without regard to the Commission's lack of knowledge of the record and without regard to the disruption of the plans of witnesses involved.

National Advertisers
When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask JOS. WEED & CO. 350 Madison Ave., New York They also know about our new 5000-WATT TRANSMITTER MALIBAX NOVA SCOTIA CHNS MALIBAX NOVA SCOTIA

YOUNGEST and the oldest "omateur disc jockeys" on KXLY Spokane's disc show Houseparty—One Day (11), 63, and Barbara Ann McBride, 24—get ready to compete for the honor of being named by listeners as favorite d. j. of the week. Cuing Barbra is Disc Jockey Warren Durham.

WCHS
Charleston, W. Va.

I want my own copy of

Broadcasting

ONE YEAR—$7

[Image of a broadcast logo]

CLOSED DIAL

NAME

COMPANY

ADDRESS

CITY  ZONE  STATE

Page 72  June 19, 1950
TAX PROPOSAL

May Hir School Stations

A PROPOSAL to tax profit-making business enterprises of certain educational institutions—including their commercial radio stations—was under consideration by the House Ways and Means Committee last week.

Although committee authorities declined to make public details of the proposal, it was understood that stations and other enterprises of religious institutions would be exempt under the plan.

There was no indication, however, as to where or whether the proposal would draw the line between commercial stations operated by lay schools and colleges and those operated by religious institutions.

The plan under consideration was said to provide that educational and charitable organizations be taxed up to 38% on their profit-making “unrelated” activities.

The committee meanwhile voted for a 10% tax on the declared dividends—not corporate earnings—of farmer and other cooperative organizations, whose activities in some instances include broadcast stations.

Distinction Necessary

If the committee finally votes to tax educational institutions, its distinction between educational and religious educational schools presumably will determine whether the tax should be applied to such stations as WWL New Orleans, KGA Spokane, WEW St. Louis and KWBU Corpus Christi, which are operated by religious schools, as well as to WCST Atlanta, WISC Ithaca, and other stations of lay institutions.

The committee also approved a provision whereby residents of Puerto Rico would be automatically prepaid on any income tax withheld from Puerto Rican sources and the income tax paid in the United States. Any individual who would be exempt from U.S. tax on income earned in Puerto Rico would have to qualify as a bona fide resident of Puerto Rico.

The committee meanwhile confirmed a prior agreement to reduce from 6 to 3 months the period of time which an asset must be held to qualify for the reduced capital gains tax, which has figured in several recent network talent acquisitions. But the committee recommended an alternative agreement to reduce the effective tax on such capital gains from 25 to 16%.

Propects of Congressional action on a tax bill at this session remain problematical. The committee hopes to whip its proposals into bill form within about 10 days, but Congressional leaders appeared doubtful of securing passage before the early-August target date for adjournment of Congress.

KENTUCKY MEET

Hardy Will Discuss NAB

NAB'S FUTURE will be discussed by Ralph Hardy, director of government relations for the association, at the 1960 meeting of the Kentucky Broadcasters Assn. Thursday and Friday in Louisville at the Hotel Seelbach.

Other speakers will be Robert T. Mason, president of WMKN Marion, Ohio; Louis J. Bosse and Willis Munro, Kentucky industrialists, and George Partridge, director of the Kentucky State Fair. Also on the agenda is a sales clinic, with Edwin E. S. Weldon, vice president of WKY Louisville, as chairman; a BMI program clinic, and a panel discussion on “How To Hold Operating Cost Under Income.” led by W. T. Isaac, president of WHIR Danville, Ky.

The 1960 meeting will be dedicated to BMI, which is observing its 10th anniversary this year.

In addition to the meeting of Kentucky broadcasters, Hotel Seelbach will be the scene of a regional Mutual meeting this week, with Frank White, network president, scheduled to attend. Mutual affiliates within a range of 300 miles of Louisville will be represented at an afternoon session Wednesday.

The BMI men have been invited to remain for the state association meeting, according to Hugh O.

When We BMI Pin Up His—Published by Bulletin-Henstout

BIRMINGHAM BOUNCE

On Records: Red Foley—Dec. 46234; Tex Williams—Cap. 1006; Lionel Hampton—Dec. 27041; Art Lund—MGM 16713; Pee Wee King—Vic. 21-1332; Jack Moss—Coral 64044; H. Gunter—Voc. 1014; Leon McAuliffe—Col. 70688; Chuck Merrill—MGM 10695.

COLUMBIA RECORDS Inc. announces new low-cost LP changer attachment, designed to play all sizes of 33-1/3 LP records automatically.

When We BMI Pin Up His—Published by Bulletin-Henstout

FULL PRICE $49

WHOL ALLENTOWN

Elects Bauman President

HENRY K. BAUMAN, Allentown, Pa., postmaster, was elected president and Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., was re-elected vice president and director of Allentown Broadcasting Corp. (WHOL Allentown), at the firm's annual stockholders meeting last Tuesday.

Mr. Bauman, formerly treasurer, succeeds Lewis Windmuller who has resigned as president of the corporation. Also re-elected was Charles G. Helwig, local attorney and secretary and director of the firm. Mr. Helwig also becomes treasurer, replacing Mr. Bauman. Messrs. Bauman and Helwig were re-elected as directors as was Edmund H. Scholl. Hazleton stockholders Helen M. Deisroth, George M. Chisnell, E. H. Winkley and Mr. Diehm attended the meeting as did stockholders from allentown and Washington.

LINDO . . . Here's Your Answer!

The BOARDMASTER Tells You at a Glance

Save time and prevent errors with the BOARDMASTER Visual Traffic Control. Across-the-board at a glance—all programs and announcements in proper sequence, color-coded, highlighted by color. Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter-hour segment and stationbreak cards, post on board. Simple system, easy to maintain.

COMPACT & ATTRACTIVE

 filmed size for 100% visibility. Permanently constructed of Aluminium with black finish. Precision workmanship. Weight, 9 lbs. Immediate delivery.

TESTED AND ACCEPTED: The BOARDMASTER system is used by over 1800 AM, TV and FM stations.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS

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FREE

June 19, 1950 • Page 73
TWO NAB OFFICIALS ARE PRAISED BY RYAN

TWO NAB department heads who resigned last week were praised Friday for services to association by William B. Ryan, general manager of NAB's New York office, page 17. (S. D.)

Commenting on departure of Arthur C. Stringer, with NAB 13 years, Mr. Ryan pointed out he had managed NAB convention, exhibition and exhibit; directed station management seminars; developed NAB radio news clinics and operated summer news internships for college journalism teachers.

G. Emerson Markham, TV Dept. director, "has established a reputation in the radio and television profession" which is well known to broadcasters, Mr. Ryan said. He added that the TV post will be filled immediately.

WKRCL-TV NAMES CHAPIN

DON L. CHAPIN, sales executive with WLWT (TV) Cincinnati for almost two years, named local sales manager of WKRCL-TV Cincinnati, effective June 26.

NAC APPOINTS DE BEER

ROBERT H. DE BEER, former assistant manager of salary and wage administration section for R. H. Macy Inc., appointed supervisor of records and research department for NBC's personnel department.

WGAR TOPS ANNUAL POLL

WGAR Cleveland missed only two firsts out of 14 categories in the Cleveland Press 6th annual radio poll, conducted by Radio Editor Stanley Anderson. The station won 46 points of a possible 60, WHK was second with 58 and WATTM 5rd with 8. Other points were WEAO, WJMO, and WDPK (WDPK went on the air only a few weeks ago). WSRS was disqualified for the poll because of a promotion it was using in getting votes. In television WNEV received 27 votes, WNKN 11, WEXL 4.

MOTOROLA DIVIDEND

MOTOROLA has declared a quarterly dividend of 37 1/2 cents per share payable July 14 to stockholders of record June 30.

OSGOOD GOES TO NBC

STANTON M. OSGOOD, former director of TV production at CBS, named manager of film and television division of NBC television network film department.

TWO JOIN SSC&B

JEAN CARROLL, with Compton Adv., and Esther Ojala, with Doherty, Clifford & Shenfield, both timebuyers, will join Sullivan, Stauffer & Cobey, late this month succeeding Jean Lawlor, who joined Benton & Bowles fortnight ago.

JOINS FARGO AGENCY

RICHARD C. ROSENTHAL, former national advertising manager for Para, (Public Opinion) joins Barney Lavin Inc., Fargo, N. D., agency, as account executive.

EWALD NAMED BY NBC

ALAN EWALD, with NBC's radio sales planning, sales promotion department, named supervisor of research of network's national spot sales department.

DON'T BAN TELEVISION, MEDICAL GROUP WARNS

"DON'T ban television" advises American Medical Assn. in message to parents of school-aged children, published in AMA official organ, Today's Health. In article by Elizabeth B. Hurlock, Ph. D., of Philadelphia, parents are told TV is here to stay and children must learn to live with it. Dr. Hurlock offers these suggestions:

Don't ban TV but apportion child's viewing time; help child select suitable programs; select programs with program guide, viewing chart, use program to help child's viewing time; pass up bad ones; regard TV as form of education as well as amusement; serve as starting point of discussions and related reading; encourage interest in other forms of play, especially outdoors. Since many parents unwittingly encourage viewing of programs with child's approval.

ANTI-HISTAMINE FIRMS REACH FTC AGREEMENT

FEDERAL TRADE Commission proceedings against five anti-histamine manufacturers were terminated with FTC announcement Friday that companies have agreed to stop unjustified claims for their products in treatment of colds (lossen Gour, June 12).

Under stipulations, FTC said, companies agree not to claim their drugs will "cure, prevent, abort, eliminate, stop, or shorten the duration of the common cold" if they are free to claim use of product relieves, cures, and in many cases stops symptoms or manifestations of cold, such as sneezing, nasal congestion, simple throat coughs, etc. They also may advertise that product is "safe if taken in accordance with the directions on the label."

Companies and products involved: Bristol-Myers Co. (Resistabase), Anachist Co. (Anachist), Whitehall Pharmaceutical Co. (Kriptin), Union Pharmaceutical Co. (Inhistin), and Grove Labs. (Antamine).

COLUMBIA RECORD CHANGES

WILLIAM C. NEU, former advertising production manager for Columbia Records, last week appointed sales promotion manager, and Robert R. Hayes, former art director of Hayes, Lawrence Adv. Agency, New York, named art director.

BAILEY ELECTED

STEPHEN M. BAILEY elected vice president of Chicago Federation of Labor, which owns station WCLF. Mr. Bailey is business manager of local Journeymen Plumbers Union, and succeeds William A. Lewis, former secretary-treasurer of Chicago Allied Printing Trades Council.

U. S. URGED TO BUILD TV RELAYS ABROAD

PROPOSAL that private American companies construct relay systems for television networks abroad offered in Senate late Thursday by Senator Mundt (R-S. D.) as follow-up of plan to establish U. S. global TV networks (early story page 53).

Sen. Mundt also suggested amendment to pending overlapping appropriations bill to author-ize federal TV station construction aid to Latin America and proposed foreign countries with community TV receivers finance cost of constructing system. He said Edward W. Barrett, assistant to the president, had assigned two staff members to study "practicability and feasibility" of television.

Clifford J. Durr, former FCC left-winger, who's giving up general law practice in Washington to move to Denver, reportedly as general counsel for farmer organization with possibility he'll also open private law office.

PONTIAC DIVISION of General Motors Corp., and Pillsbury Mills (fourth), both negotiating with CBS-TV for sharing quarter-hour each of half-hour Arthur Godfrey and His Friends program released by Liggett & Myers (Chesterfield). L&M will retain sponsorship first half-hour of show, 8-9 p.m., Wednesday. Decision expected early next week.

THAT CONDUCTED tour of BBC and European radio (government-operated) proposed by Prof. Kenneth C. Bartlett, of Syracuse U. [BROADCASTING, May 23, June 6] has been cancelled. Project was under attack as BBC-inspired, which Prof. Bartlett vehemently denied. He said he had procured sufficient entries because of late solicitation ascribed as responsible for cancellation.

MUTUAL board was greeted with what one director described as "the most favorable report in years" in May meeting in New York last week. High tribute was paid to President Frank White, rounding out his first year, for his stewardship.

PABST SALES Co. (Blue Ribbon beer) about to sign contract to sponsor Blue Ribbon Sport King featuring Dr. Amédée covering races from Chicago, starting in July on NBC, Saturday, 5-8 p.m., Warwick & Legler, N. Y., is agency.

LIGGETT & MYERS (Chesterfield) considering Ferry Como, three-time weekly on NBC-TV, if he agrees to accept assignments. Decision expected within fortnight. Agency, Cunningham & Walsh, N. Y.

HALF-HOUR television version of one-hour Late Show, sponsored by Leveson Brothers on CBS, submitted by J. Walter Thompson Co., New York, as format for TV show.

FALL ADVERTISING plans for Pepsi Cola Co. include television program—possibly Stock Club on CBS-TV—submitted by its agency, Biow Co., New York. Definite decision expected next week.

KENYON & ECKHARDT, N. Y., agency for Lincoln-Mercury cars, sponsors Ed Sulli- van's Toast of the Town on CBS-TV, negotiating with network for exclusive rights contract with Mr. Sullivan. Latter understood willing to sign long-term contract (at least five years) with agency if CBS will release him from its agreement.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, decision purchase of national TV west or TV network version of Bob Elson on the Century for Krank's shaving cream and Mar- 0-Oil shampoo. Only TV used has been Krank commercials in Chicago. Agency, Rutherfurd & Ryan, Chicago.

WXRT SILENT FOR MONTH

WXRT Chicago, all-classical FM station, is off air for month while transmitter is moved from atop Sheraton Hotel, north of the Loop, to west-side building which houses station's AM affiliate, WSBC. Manager Robert Miller is asking power increase to compensate for lowered antenna height.
The KMBC-KFRM Team

Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan—just off the press—shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made—and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, current proof, not moth-ball evidence.

**The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!**

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.
WWJ-TV is taking circulation for granted! The number of television sets in the Detroit market has passed the quarter-million mark!

Words like "experimental"..."test"..."pioneering"..."infancy" and the rest of the vocabulary of a new medium are out. TV has come of age!

We will back our belief in the stability of television with our new rate card (#8) which will be guaranteed to advertisers for one full year!