BROADCASTING
TELECASTING

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The Newsweekly
of Radio and
Television.

$7.00 Annually
25 cents weekly

Houston draws a
WINNER

Owned by The Houston Post Company
Operators of KPRC
Jack Harris, General Manager
Formerly KLRE-TV
Coffee Call is Kentuckiana's only food merchandising show — it sells groceries!

I had to wait 2 months to get tickets to see Coffee Call — but it was worth it.

Look at the consistently high Hoopers. The latest was a 6.6!

Women from all over Kentuckiana flock to see Coffee Call . . . over 21,000 in eleven months!

The potential is here. Kentuckiana's 1949 Food Sales were $474,196,000!

GIVE US MORE

COFFEE CALL Now Goes 5 Days a Week
Monday thru Friday beginning July 3 — Participations now available

For the past year "Coffee Call" has been selling food products for its participating sponsors as a 3 day a week show. In answer to the demand for "More Coffee Call", this popular show will go 5 days a week beginning July 3. Better check your Petry Man now for availabilities.

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

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

WHAS
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
PRARLOC costs us money...
but it's the policy we support 100%

PRARLOC (Proved Returns At Rates Listed On Card) is the Westinghouse policy of uniform rates... as opposed to “deals” for station time made on a “per inquiry” basis.

Anyone looking at our records might wonder why we, of all people, should be against “PI” business.

Take these examples. In Pittsburgh, three early-morning announcements on KDKA brought more than 3,000 cash orders for a 25c booklet. In Portland, Oregon, a department store advertised girdles at 9 AM on KEX, sold out its entire stock by 3 PM. Similar reports come in regularly from Boston, Philadelphia, Fort Wayne, Springfield.

On a “PI” basis, we would have been able to bill far more than the rates listed on our cards.

But—would this be good for advertising?

It would not. It would mean discrimination in media costs. It would mean that one advertiser would pay more than another for identical media services.

It would mean confusion, uncertainty, recrimination... instead of fair, standardized rates for one and all.

That's why we're backing PRARLOC. We believe it's good for the future of your business and ours... even if it does cost us money today. We believe that sticking to card rates will protect the health and growth of the entire advertising industry.

And as for Proved Returns, we invite you to ask Free & Peters for case histories... like those above... that prove our salespower in six of the nation's leading markets.

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

Closed Circuit

SINDLINGER & Co.'s qualitative study of media vs. "leisure time" to be released shortly claims nighttime television in Philadelphia between 7 and 10 p.m. in 10-month period (April 1949 to February 1960) used up an average of only 11 minutes of radio time. Report also shows 30-month growth in city of 753,000 families with 974,000 radio sets to 607,000 families with 1,153,000 sets in February 1960. TV receivers multiplied seven times over in that same period.

WHILE stressing theme that "radio comes back" in TV homes, Sindlinger report also can be expected to hit hard at surveys of radio-TV sharing of nighttime audiences. Report will claim "sharers" surveys distort picture.

DESPITE efforts to expedite its workload, FCC is not expected to complete its paper work for consideration of clear-channel revision prior to resumption of recessed NARBA sessions in Washington Sept. 6. NARBA, therefore, must deal with status quo in U. S. allocations.

PLANS to build nest of high-power stations on Haiti reportedly being nourished by World Radio Corp., religious organization, with hopes of attracting U. S. sponsors for religious-commercial programs. Organization has been holding rallies in Houston, is said to be talking in terms of 600 kw station on 640 kc and pairs of 100 and 10 kw stations on short and medium waves—if money is available and if terms can be reached with Haitian government.

ALSO in "international" field, at least one Texas broadcaster is reported toying with idea of applying to FCC for shortwave station to beam religious and other programs to Mexico.

LINCOLN MERCURY division of Ford Motor Co., through Kenyon & Eckhardt, New York, preparing radio spot announcement campaign on more than 100 stations to start in August.

ALTHOUGH FCC hasn't yet decided on policy as to licensing of motion picture companies in TV, indications are it will be disposed to follow newspaper ownership philosophy of considering each case on individual merits. For example, motion picture producers which have bottled up talent and film, precluding TV use, doubtless would not fare as well as those companies which have maintained reasonably open market in those commodities.

WITH Labor Day now regarded as earliest likely date for FCC decision on color TV, and all else TV-wise being held in abeyance pending that verdict, it's time to push back those freeze-lift estimates again. Decision in Sept ember would leave less than four months for hearings and decisions on other problems—"general" TV issues, UHF, VHF standards, (Continued on page 88)

Upcoming

June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
July 6-8: South Carolina Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach. (Other Upcomings on page 30)

Bulletins

NBC has sold Fibber McGee & Molly to another sponsor if S. C. Johnson & Son, Racine, Wis. (wax products), decides not to renew program by July 31, time set for decision. Johnson plans entry into TV with full participation on NBC-TV's Saturday Night Review. Programs are also being considered. Johnson agency, Needham, Louis & Brophy.

NAB COMMITTEE APPROVES MEMBERSHIP CAMPAIGN

NAB Board's Membership Committee at Friday meeting approved first stage of planning for "all-out membership drive" to start on the eve of district meeting series opening Aug. 14 in Seattle (see board story page 19).

Sales presentation on which drive is to be based was previewed before board at three-day meeting last week by Robert K. Richards, NAB public affairs director. Presentations will be shown to Washington and New York trade press in near future, according to Clyde W. Rembert, KRLD Dallas, committee chairman.

The committee suggested that district directors be asked to invite non-members in their area to attend this year's district meetings.

Other committee members present Friday were Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAY Columbus, Ga.; Calvin J. Smith, KPAC Los Angeles; William C. Grove, KFBC Cheyenne, Wyo. Attending for NAB were William B. Ryan, general manager; B. Walter Huffington, station relations director; C. E. Arney Jr., secretary-treasurer, and Mr. Richards.

WIBW APPOINTS SEYLER

WES SEYLER, formerly Nebraska vocational agriculture instructor, appointed farm service director of WIBW Topeka by Ben Ludy, general manager. Mr. Seyler recently took 1,700-mile tour with Elkhorn Future Farmers. He is graduate of U. of Nebraska.

NEW DUANE JONES BRANCH

DUANE JONES Co., New York, establishing Chicago office at 221 N. La Salle St. Lawrence D. Milligan, formerly of Aubrey, Moore & Wallace, named vice-president in charge of Chicago office and Hollis C. Dean, Hotpoint Inc., joining as account executive.

Business Briefly

CARLING'S CHANGE • Brewing Corp. of America's Carling's Red Cap Ale to Benton & Bowles, New York. Account was formerly with Leo Burnett Co., Chicago.

GF PLANS • General Foods, New York, through agency, Young & Rubicam, expected to sponsor mystery show as replacement for radio version of The Goldbergs, Saturday, 8:30-9 p.m. on CBS.

WILDROOT BUYING • Wildroot Co. to sponsor 10-minute segment of Saturday Night Revue on NBC-TV and in addition is preparing extended TV spot campaign using 8:15 and 8:30 p.m. station breaks on Arthur Godfrey's Wednesday night TV show. Same station breaks sought by Bristol-Myers Co. for Vitalis. Wildroot agency, BBDO, New York.

B&B APPOINTED • Diamond Match Co. has appointed Benton & Bowles, New York, to handle advertising.

TV SUBSTITUTE • Philip Morris (cigarettes), through Bisw Co., New York, will sponsor Horace Heidt's television next season replacing Candid Camera, Monday, 9-9:30 p.m. on CBS-TV.

CHEESE AGENCY NAMED

NATIONAL CHEESE Co., Chicago, for Daisy Brand whipped butter and cheese, names Newby & Peron, Chicago, as agency. Media schedules expected to be decided this week.

NORGE CONSIDERS TV

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes) will drop sponsorship of Ed Wynn Show, Tuesday, 9-9:30 p.m. on CBS-TV at end of current cycle. Norge refrigerators reported to be considering buying program.

TRANSCONTINENTAL TV LINK APPROVED BY FCC

CONSTRUCTION of microwave radio relay facilities between Omaha and San Francisco—to complete first transcontinental TV network by Jan. 1, 1952—approved by FCC Friday. AT&T was granted 56 relay stations between two cities to provided four microwave channels, two for telephone traffic and one each direction for TV.

Estimated construction cost for new link was given as $20,400,000. Of this amount $17,900,000 is for Omaha-San Francisco facilities and $2,500,000 for additional equipment in Chicago-Omaha section. New York-Chicago portion of route is virtually completed, FCC said, and is expected to be available for intercity TV network service "in the near future." Chicago-Omaha section, under construction, is to be ready for operation in April 1951. Total cost of transcontinental link when completed was cited as $57,500,000.
May 24th, 1950

KRLD-TV
Herald Square,
Dallas, Texas

Gentlemen:

Over a period of the last four and a half years we have used every type of advertising medium, and in many instances have found it difficult to point to any immediate success for advertising dollars.

Our KRLD-TV Programs have been Advertising with a quick punch! Each week we could point to definite sales as a direct result of this advertising, plus a large number of calls making a direct comment about the program. After only eleven weeks, daily someone says, "I saw your TV Show," which we believe to be good institutional advertising.

An example of the results obtained, last week we had on our show a discussion and model of a Swimming Pool, selling for $3,500.00 or above. We received five or six calls, and believe we will sell four Swimming Pools off of this one program, amounting to some $20,000.00 worth of business.

In the course of doing business with various firms, I have not found the personal interest with any organization that I have found with KRLD personnel. Every employee has strived to make our show a success.

We feel that the splendid cooperation we have received is immediately responsible for the success of our show, and the results we have obtained through it.

With kindest personal regards, I remain

Yours very truly,

Roy L. Harding
President

[Signature]

NOW over 55,000 TELEVISION HOMES IN KRLD-TV's EFFECTIVE COVERAGE AREA

THE CBS STATIONS for DALLAS-FORT WORTH

The TIMES HERALD Station . . . Representatives THE BRANHAM CO.

Channel 4
You can buy other radio stations in Flint, Michigan, but

WFDF, in its 29th year of leadership, gives you:

3 TIMES THE AUDIENCE OF ALL OTHER STATIONS in Flint (in the A.M.), and far more than all other Flint Stations combined in all time segments!

* The latest Hooper Radio Audience Index (Dec. '49 thru Apr. '50) is just out. The Katz Agency has full details of WFDF's amazing leadership story.

910 Kilocycles
WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
This is CBS in 1950...
where most network dollars work

Long-established CBS clients like Logel's, Knapp, & Ruben,
Procter & Gamble, Philip Morris, William Wrigley—are increasing their CBS appropriations:

Names like Brock Candy, Carnation, Carter Products, Phillips Petroleum, Quaker Oats, Richfield Petroleum, Rosefield Packing.

in CBS's first 3 months, CBS is the only network to increase its billings.

In 1950, advertisers spent more on CBS than on any other network.
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Want to sell the youngsters?

"TIME OUT"
10 to 10:30 A.M., Saturday
An audience-participation quiz show featuring Philadelphia's top sports commentator Bill Campbell, the Whiz Kids, a trio of teen-age sports experts, and a Saturday attendance of 200 youngsters. This show has top rating for its period, a 5.0. That's 1.0 better than the "Fred Waring Show" on station B.

"RADIO RANGERS"
10:30 to 11 A.M., Saturday
With the younger generation using living rooms for corrals these days, here's a natural for putting your message across. "Radio Rangers" is fast on the draw with cowboy ballads, drama of the old West, and a chance for kids in the audience to put in their two pesos' worth.

If you want your sales story to be a success story, climb aboard WCAU for results that break records.

*Pulse

WCAU
THE PHILADELPHIA BULLETIN STATION
REPRESENTED BY RADIO SALES


THE NESTLE Co., N. Y., names Cecil & Fresbrey, N. Y., to direct Nescafe and Nestle’s Evaporated Milk advertising.

HOLLYWOOD LEGION Stadium, Hollywood, appoints Walter McCreeery Inc., Beverly Hills, to direct advertising. May use radio or TV in fall.

PARK REGION BAKERIES, Fergus Falls, Minn. (Tender Krust bread, sweet goods), names Barney Lavin Inc., Fargo, N. D., to direct advertising. Plans radio.


CHICAGO WESTERN Corp. (Pinafore Chicken) expands TV spots to eight major markets after successful test in Chicago. Plans schedule until fall. Agency: Phil Gordon, Chicago.


BLATZ BREWING CO., Milwaukee, buys spots in four Texas markets for summer campaign. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

AMERICAN SAFETY RAZOR Corp. and FARMA-CRAFT CORP. Inc. (Reed deodorant) alternate sponsorship The Sugar Bowl, musical comedy series, ABC-TV, effective Oct. 5. Agency: Ruthrauff & Ryan, N. Y.


PROCTOR & GAMBLE uses TV spot for American Family Flakes for first time with WTMJ-TV Milwaukee series, to continue indefinitely. Results determine spot expansion. Agency: Kastor & Sons, Chicago. Product now has five-minute daily Cliff Norton show WNBQ (TV) Chicago.

DESERT TREASURES, Palm Springs, Calif. (decorative driftwood pieces), appoints Garfield & Guild, S. F. Will use TV.

JOHN E. SLOANE, manager special advertising and publicity Thomas A. Edison Inc., W. Orange, N. J., named advertising director. LOU SCOTT, Edison sales, appointed sales promotion manager Edison Voice-writer. FRANK PRICE named assistant to advertising director.

J. H. C. GRAY, assistant advertising manager Campbell Soup Co., appointed supervisor of media.
We don't know how well you know Boston, or Fargo, or Seattle—or any of the other cities listed at the right. But to us, they're the most important places in the world. We know them almost as well as our living rooms. If you have any sort of advertising problems, in any of those areas, we'd certainly like a chance to be helpful. Now?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA    DETROIT    FT. WORTH    HOLLYWOOD    SAN FRANCISCO
NEW YORK    CHICAGO
### EAST, SOUTHEAST

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<tr>
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<td>NBC</td>
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<td>Pittsburgh</td>
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<td>WDBJ</td>
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<td>CBS</td>
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<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000*</td>
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<tr>
<td>WDAY</td>
<td>Fargo</td>
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<td>WISH</td>
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<td>KSIA</td>
<td>San Antonio</td>
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### MOUNTAIN AND WEST

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<td>ABC</td>
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<tr>
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<td>Honolulu-Hilo</td>
<td>CBS</td>
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<td>KEX</td>
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<td>ABC</td>
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<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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**The Station That's Tuned to You**

*that's Tuned to You*

**night and day**

it's **WDOK**

*Twenty-four hours a day—seven days a week—Station WDOK is beamed specifically to the tastes and requirements of its tremendous North Eastern Ohio audience—Nearly 2,000,000 people—in the heart of Ohio's richest industrial and commercial area.*

Yes, it's our slogan—"The Station That's Tuned to You"—And it's more than that—it's our watchword, our guide based upon facts and thorough analysis.

The population of Greater Cleveland is composed of 53.5% people of foreign birth or the first generation removed. Nine and one-half hours every week, including the choice period between 7:00 and 8:00 P.M., each day, we broadcast Nationality Programs. Eight different languages are spoken.

Cleveland is a center of culture and fine music—Eleven hours every week, including two hours each day, we broadcast programs of symphonic music.

At well chosen times in our schedule every day we broadcast News, both international and local—Sports—Women's Features—Children's Shows. And don't miss this—five of the livest disc jockeys in the business keep the remainder of our schedule literally "hoppin'" with popular music and plenty of you-know-what to go with it.

Place your business on WDOK—and watch the "OK" show up on every sales report.

LOW COST COVERAGE WRITE FOR CHOICE AVAILABILITIES

serving Ohio's 1st market

24-hours a day

Cleveland

1260 kc. 5000 w.

Represented by Everett-McKinney

---

**ELIZABETH B. POWELL, H. B. Humphrey Co., to Geyer, Newell & Ganger, N. Y., as radio-TV timebuyer.**

**avery mcBEE, manager N. W. Ayer & Son, Honolulu, appointed vice president Hill & Knowlton Inc., N. Y.**


**HERBERT FITCH, owner Fitch Adv., Albuquerque, N. M., to Theodore H. Segall Adv., S. F., as account executive.**

**RALPH FROELICH promoted to production and control manager Grey Adv., N. Y. With firm since 1937.**

**RICHARD B. HENNE, Morey, Humm & Johnstone Inc., N. Y., to Edwards Advertising, N. Y., as account executive and head new business department.**

**ESTHER OJALA, timebuyer Doherty, Clifford & Shenfield, N. Y., whose on all accounts**

**THE GROWTH of W. B. Doner's Detroit and Chicago offices in the past seven years has brought particular satisfaction to Charles F. Rosen, the agency's executive vice president and radio-TV director.**

It is "proof positive" for Charles that his decision to form the teaching profession for the more competitive grind of the advertising world was a wise choice.

Since joining the Doner agency in 1943, Charles has seen the organization swell its Detroit personnel roles to 32 employees and boost its annual billing to over $2 million.

About three-quarters of a million dollars yearly is spent in radio-TV, a fact for which he rightfully can claim a part. Charles helped the agency pioneer in TV, as well as in bulk-buy saturation spot schedules.

Among the accounts in which he has taken a hand in Detroit are Speedway Petroleum Corp., E & B Brewing Co., Faygo Beverages, Everklip Potato Chips, Pressel Sausage Co., Federal Department Stores, Big Bear Markets, Glendale Provision Co., Packers Markets, Rose Jewelers, Annis Furs and some 40 others.

These accounts comprise a heavy schedule of spots and time signals on all stations in the Detroit area, as well as throughout Michigan and part of Ohio, and 13 TV shows per week.

Born in Cleveland, Ohio, Aug. 5, 1910, Charles' first experience in radio manifested itself in winding coils on Mother's Oats boxes which were the popular models of early crystal sets. He received a B.A. from Ohio State U. in 1932, specializing in English, and followed up with an M.A. in Education the following year—an all the time setting his sights on "teaching teachers how to teach English" on the secondary school level.

He implemented this goal with an appointment as head of the English department in a Southern Ohio experimental school. When he visited Detroit in the mid-30's, prior to report-
ing for a teaching position, he took a job for the summer as librarian for Brooke, Smith & French Inc. (Dorrance was added later) where he made his copy debut a short six weeks later. This was the turning point in his career, with adver-

(Continued on page 71)
intentions to join Sullivan, Stauffer, Colwell & Bayles announced fort
ight ago [Broadcasting, June 19], staying with DC&S.

AL MADDEN, CBS, S. F., and SCOTT JOHNSON, Foote, Cone &
Belding, S. F., to Platt-Forbes Inc., S. F.

JOHN MORE, Foote, Cone & Belding, to Brisacher, Wheeler & Staff,
L. A., as copy director.

M. O. JOHNSTON to J. J. Gibbons Ltd., Toronto, as account executive.

LELAND E. BLAIR resigns as vice president-manager S. F. office Bu-
chian & Co. RAY RANDALL named S. F. manager.

CAROLINE W. SPINDT, Young & Rubicam, N. Y., to copy staff Knox
Reeves Adv., S. F.

JOHN L. HANSEN, Knollin Adv., S. F., and JAY Y. TIPTON, vice
president Gillham Adv, Salt Lake City, organize Hansen-Tipton Agen-
cy, San Carlos, Calif. Offices at 1373 Laurel St.

CHARLES F. LOWE, TV director Erwin, Wasey & Co., L. A., in N. Y.
for two-week conferences on fall TV plans.

NORMAN MORK, co-manager Biow Co., S. F., office, named manager.

DANCER-FITZGERALD-SAMPLE, N. Y., volunteers as advertising
agency for Advertising Council’s Savings Bond campaign using network
radio.

LOIS HANSEN KRATZNER, Botsford, Constantine & Gardner, S. F.,
to copy department BBDO, S. F.

CHANGE of address: Doremus & Co., S. F., to 429 Bush St.; tele-
phone Yukon 2-4086. Lockwood-Shackelford, S. F., to 369 Pine St.;
telephone Yukon 6-5030. Small & Gautreaux, Oakland, to 327 21st St.
Woodward & Fris, Albany, N. Y., to Waldorf Bldg., 24 James St.

RADIO and agency executives meet to discuss a cooperative radio test
campaign for Sears, Roebuck & Co. as part of its promotion campaign
for the Southern California area. Company used heavy spot and participation
schedules to push its Homart automatic electric dishwasher on 12 Los
Angeles area stations (KECA KFI KLAC KFVD KMPC KHJ KFAC Los An-
geles; KWKW Pasadena; KFOX KGER Long Beach; KLEY Glendale; KOWL
Santa Monica). Mapping plans are (1 to r): seated, Henry Mayers, presi-
dent, Mayers Co., Los Angeles agency handling Sears account; William F.
Plummer, Sears’ division sales manager; Robert J. McCandrews, managing
director, Southern California Broadcasters Assn.; standing, Maury Gresham,
KLAC radio sales manager, and Stan Spero, KFAC sales representative, both
members of SCBA sales promotion committee which handled the account.
By anybody's
There’s been some pretty complicated arithmetic in radio lately. But the 1950 Winter season is over now and all the figures are in. No matter who totals them ... no matter what you count ... two things come clear every time. Radio’s clear leadership over all media in reaching people. And the continuing leadership of CBS in all radio.

COUNT CIRCULATION... CBS reaches 30,972,700* different families weekly ... biggest circulation in radio. (And far bigger than any other advertising medium.)

COUNT PROGRAM POPULARITY... CBS has broadcast 15 of the 20 most popular programs this year**... more than 3 times as many as the second-place network.

COUNT AVERAGE RATING... CBS has an average nighttime rating of 11.9 ... 32% higher than the second-place network.***

COUNT HOMES PER DOLLAR... CBS reaches the average of 489 ... 17% more than the second-place network.****

COUNT TOTAL BILLING... CBS advertisers increased their investment to $23,911,229***** ... giving CBS the only 1950 network gain ... 8% higher billings than the second-place network.

This is CBS in 1950 — the greatest single advertising opportunity of them all ... and you can count on that.

---

*NRL, February-March, 1950  
**NRL, January-April, 1950  
***Time and talent night—January-March, 1950  
****FBR, January-April, 1950  
*****FBR, January-April, 1950
"What was wrong with that singing commercial?"

Nothing! But not enough people heard it.

Now, had you put it on W-I-T-H it could have been number ONE on the “Dollar Parade.” Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!
RADIO (and we mean the mass media that use the air) is at the pinnacle of its development. No other art reaches more to John Q. Public. Radio, first without pictures, and now with, has changed our mode of living. It has shrunk the world within earshot of everybody, everywhere. Eye-shot is upcoming.

Any art, pursuit or industry, when it becomes formidable, invites trouble. The more important the medium, the more vexatious its problems.

Take the NAB. It is shot through with discord. The Radio Mfrs. Assn. (now the Radio-Television Mfrs. Assn.) is in the throes of a reorganization. Both are radio and TV from ground to antenna. Till now, they have gone their separate ways.

The discord within the NAB stems from different classes of membership. They are different in size, scope and interest. The same holds, we would judge, within the RTMA, now in quest of a paid executive of commanding stature.

These differences, however, are residual. They are collateral to the main issue—so unique that it does not exist in any other field.

That issue is: Government versus private operation. Call it the American Plan, or Freedom of Radio, or our heritage under the First Amendment. Describe it as you wish.

There's nothing in-between. It is the one precept upon which all in radio and TV and those allied with these mass media must agree. Say it again: Government ownership (which obtains on all continents except our own) versus private ownership. Broadcaster, telecaster, advertiser, agency, manufacturer, component-maker, station representative, program builder, transcriber, all have their stake in the American system.

The broadcaster and telecaster are in the same spectrum and transmit by electromagnetic waves. They are licensed by the same Governmental agency. They are regulated by the same precept. They sprang from the same audition tube.

The manufacturer is on the other end of the line. Everything that concerns the broadcaster inevitably concerns him. The programs transmitted create the market for his goods. The sets sold create the circulation for the broadcaster and the telecaster. The receiver is a miniature of the transmitter—it is a lock and key relationship. The FCC sets the standards for transmitters. It automatically establishes, but does not specify, the kind of circuitry that must be responsive to transmitting standards.

It is apparent that these media have outgrown their association breeches. They are kindred souls that should be travelling in the same direction. They are dissipating brains, energy, time and money.

The time is here to unite all radio and TV forces under a single banner. Call it the National Congress of Broadcasters, Telecasters and Manufacturers, or the Congress of Radio-TV Arts, or United Radio and Television Arts.

The need is for a single fused organization. There should be a single spokesman. There is no bigger job in the nation, short of the Presidency of the United States and his top command. He would have one job—to preserve the American System. He and his staff would be charged with policy, legislative and regulatory relations and public relations.

Under this super-command, responsible to a board representing all segments of the radio-TV arts, would be functional divisions, each with its own director and staff. Services would be on a pay-as-they-use basis. Pre-requisite, however, would be membership in the over-all "Congress" which thereby would derive its support from nominal dues from all classes of membership.

Such a structure could be the answer to the problems of the mass radio media for the foreseen future. It would combine forces on the one precept upon which all must agree—preservation of the American Plan. It would enable the radio-TV arts to retain that outstanding personage who would see in such a structure the opportunity to provide for his nation and for a troubled world a service in the sphere that possesses greatest influence short of Government itself.

The alternative is propagation of a rash of special interest organizations. Several already exist. Others are being proposed.

Let these special interests be served, but under the aegis of an all-inclusive organization. Let those broadcasters and telecasters interested in the Broadcast Advertising Bureau pay their way, but also their lifting to the "Congress" and what it supports.

This transcends the Federal or Washington level. State broadcaster and distributor-dealer organizations would have a common meeting ground. They could coordinate their battles against local ordinances and restrictions. Through team-work there would be more business for both.

The NAB board worked diligently last week, but found itself battling windmills. The RTMA board met three weeks ago and failed to resolve its problems. The Television Broadcasters Assn., at best, is bewitched and between. Two of the major networks are outside the NAB fold.

The plan should be pursued promptly. The leadership that reposes in radio and television and manufacturing should get together.

Fusion of radio and TV? Could it be?"
NAB Board
(Continued from page 19)
separated, the board decided, to achieve "its full function and potential."

Other members of the board's BAB committee are: Charles C. Caley, WMBF-Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen M. Woodall, WDAK Columbus, Ga., and Edgar Kobak, WTWA Thomson, Ga.

The committee plans to start work soon on the separation project, with the first meeting scheduled the third week in July in Washington.

Reorganization of NAB's structure and cutting of the budget are based on recommendations submitted by Mr. Ryan, new general manager, after a two-month study of the headquarters operation. Mr. Ryan already has effected many changes in the management, shaving the fat off here and there as well as streamlining functions to improve efficiency.

His three-committee plan, he contended, will give a media perspective to the association since the AM, FM and TV groups will be interested in their respective segments of the industry. The board accepted this package in toto.

Details of an ambitious drive to sell association services to nonmembers and reskift faith of members in the functioning were being worked out Friday by the board's membership committee.

Sales Pitch

The board previewed a sales presentation in which details of each NAB service were described. R. Walter Huffington, NAB station relations director, is to go into the field next month on a membership drive. He will use the sales presentation as a basic argument. Board members spoke enthusiastically of the presentation, and some described it as one of the best industry sales devices they had seen. Ten new members were admitted.

The board took its foray into FCC encroachment on station rights by adopting a resolution criticizing Commission proceedings involving the G. A. Richards stations (see text page 51), contending this and others of the type interfered with the right of free speech and violate fundamental protection granted stations by Congress. The resolution held broadcasters should act to defend themselves against such "usurpations of power by the Commission" and specified that NAB take steps to prevent "any derogation of broadcasters' rights." The topic was designed for further action at future board meetings.

Operation of the association under the two-month-old Miller-Ryan regime drew unanimous approval of the board, with directors individually predicting the association would attain new efficiency and economy.

A resolution of commendation for the management and staff, introduced by Mr. Kobak, was adopted unanimously. It follows: "It is resolved that the board has been impressed with the reports and plans developed by the management of NAB and recognizes that great progress has been made; that the better equipped and organized to do board is convinced that the staff is the job needed and hereby gives its wholehearted endorsement to the management and staff and pledges to them its cooperation both as individuals and as a board."

After reviewing in executive session criticism of the NAB headquarters operation, based on views of individual members and directors, the board acted off-the-record to clear up any misunderstanding of management's responsibility.

Judge Miller was authorized to prepare and publish occasional editorials on NAB policies; to register as a lobbyist; to poll the membership from time to time as a means of getting views on how the association is doing its job and ideas on new services; to take a tour of Latin America, as requested by the government, on behalf of the U. S. Advisory Committee on Information. Judge Miller likely will take the trip late this year, with the government footing the bill.

NAB's past policies at international conferences were approved in general. The president was authorized to name a staff observer to the next NARBA meeting in the fall, with the understanding that the observer have no authority to vote.

The board's new Convention Sites & Policy Committee, of which Eugene S. Thomas, WOIC (TV) Washington, is chairman, was di-

(Continued on page 51)

GET-ACQUAINTED clinic last Mon-
day at NAB for new board members, with General Manager William B. Ryan at ease. Seated (l to r): Presi-
dent Justin Miller; George J. Hopkins, WISL Indianapolis; John Esau, KTUL Tulsa; Ben Strouse, WWDN Wash-
ington; William B. Fay, WHAM Rochester; Patt McDonald, WHXM Memphis. Standing, Harold Essox, WJS Winston-Salem; Jack Todd, KAKE Wichita; Harold Wheelahan, WWSB New Orleans; William C. Grove, KFBC Cheyenne, Wyo.

NAB BOARD

ELECTS: Mr. Morency, DeWitt

TWO new directors were elected last Tuesday by the NAB board—Paul W. Morency, vice president and general manager of WTIC Hartford, and John H. DeWitt Jr., president of WSM Nashville. Their terms expire in the spring of 1951.

Mr. Morency, who has served many terms on the board, succeeds Harold E. Fellows, WEEI Boston, as District 1 director. Mr. Fellows resigned when CBS withdrew from the association, WEEI being a CBS-owned outlet.

Mr. DeWitt takes the post vacated by William B. Ryan, who had been elected director-at-large for large stations last February but had resigned from KFI Los Angeles when elected NAB general manager.

Mr. Morency was one of the original incorporators of NAB in 1923 and in 1927 was manager of field service for NAB in New York. He became WTIC general manager in 1929. He served on the board from 1939 to 1949 and has been on boards of BMI and Advertising Council. In addition he is a three-term chairman of the NBC Stations Planning & Advisory Committee.

During the war Mr. DeWitt, a colonel in the Signal Corps, achieved worldwide fame when he bounced radar signals off the moon. He entered radio in 1919 and built his first broadcast station in 1922. Since 1929 he has been at WSM. In 1945 he was transferred to the Office of the Chief Signal Officer, U. S. Army. He is a senior member of IRE, member of American Physical Society, president of Nashville Engineering Assn. and has long been active in NAB engineering affairs.

Neither of the new directors was able to attend last week's NAB board meeting. Gilmore N. Nunn, WLAP Lexington, Ky., for District 7, and James D. Shouse, WLW Cincinnati, large station director-at-large, also were excused.

Mr. DeWitt, NAB board

DARNED for BROADCASTING by Sid Hix

"He refuses to be a captive listener!"

Page 20 • June 26, 1950

BROADCASTING • Teletasking
GROWING efforts to take away radio’s freedom, with FCC near the top of the list, was pointed out to the Kentucky Broadcasters Assn. by Robert T. Mason, president of WMRN Marion, Ohio, at the association’s Thursday-Friday meeting.

Ralph W. Hardy, NAB government affairs director, called for support of NAB as a means of preserving the American system of free radio. Mr. Mason appeared on the opening day, with Mr. Hardy appearing Friday.

As long as there is a “politically constituted” public agency with power to license radio stations, broadcasting will not attain complete freedom, Mr. Mason said.

“This matter of encroaching power of the FCC on the freedom of operation of radio is one which will not be settled soon, I fear,” he declared. “It is evident in the temporary licensing of radio stations during periods when stations operation are being checked.”

**KCBS POWER BID**

**FCC Reinstates Request**

BID OF KCBS San Jose-San Francisco for boost to 50 kw, on its assigned channel of 740 kc, was reinstated by FCC last week to reactivate its 10-year effort to acquire the improved facilities.

Action on the application was withheld, however, pending final determination of the Commission’s initial decision, announced simultaneously, to deny the request of Pacifica Foundation, Richmond, Calif., for a new station on 710 kc with 1 kw daytime.

FCC said it had found that KCBS could not financially qualify to construct and operate the proposed outlet.

KCBS (formerly KQW) first filed in 1940 for permission to increase its daytime frequency to 5 kw, operating fulltime on 740 kc. In 1941 the bid was granted but subsequently was set aside on opposition of KSFO San Francisco which sought to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc directionally. A consolidated hearing was held in 1948 and both applications were denied because of the wartime freeze on construction.

In early 1948 the bids were reinstated and further hearings held. Subsequently the stations agreed to switch frequencies and in 1948 the Commission granted the changes.

KSFO, licensed to Assoiated Broadcasters Inc., also owns KPIX (TV) there, then decided to drop the plan and devote more time to television, with FCC ultimately denying both stations an extension of time to complete the switch [Broadcasting, Feb. 6].

Way was left open, however, for KCBS to petition for reinstatement of its original application.

**“If the FCC, through its famous Blue Book can condemn successful radio operation as being over-commercialized, what must be its appraisal of a radio station operated by a university, a farm bureau, a labor union or a religious sect?”**

Mr. Mason observed that “people never criticize radio without including the veiled threat that there is a mighty government bureau which is waiting to crack down and take radio away from the American people as served by free and independent broadcasters. How many times have you had veiled threats of appealing to the FCC thrown into your face when you are asked: ‘Why don’t you do anything for a group which may not deserve such assistance?’”, he asked the broadcasters.

But he said that some of these threats which have been made by the Government against radio broadcasters during the past 10 years “read a little ridiculously at the moment.”

“You’ll remember that at one time the Commission had issued a ukase against ownership of radio broadcasting stations by newspapers. Then came the divestiture of station ownership in the duopoly case and later forced sale of properties involving overlapping service areas. Of course, it seems to have been forgotten and newspapers again are becoming licensees of new grants.”

He charged that broadcasters are guilty of “too much greed,” and lack confidence to fight for gain to radio’s proper respect and appreciation.

Mr. Mason stated there is no justification for criticism of the high cost of radio advertising.

“IT was mass advertising that sold Sunkist oranges, with an estimated maximum advertising cost of about 1/2 cent per dozen,” he recalled. “Bordens, today using about 90 stations, in addition to other media, has added 7/100 cent to the retail price of a quart of milk in its overall advertising cost. Campbell’s Soup advertising cost is 30/1000 of a cent per can—and one of the most expensive and consistent advertisers of all, Coca-Cola, stands less than 1/1000 of a cent per bottle for all advertising.”

Warning of the dangers that can befall an unorganized or partly organized industry, Mr. Hardy recalled that some 2,000 national and regional associations have 1,000,000 business firms as members and they pay $100 million in annual dues. Their common basic aim is to see that business is given due hearing before law-making and law-interpreting bodies, he said, adding that broadcasters have more critical legislative problems than any other industry.

“I do not need any prophetic mantle to tell you broadcasters straight from the shoulder,” Mr. Hardy said, “that to the precise degree we become divided into special interest camps evacuating the areas of united industry action on our common problems, we shall befall easy prey to our adversaries.”

**Members’ Burden**

Each of NAB’s 1,000-plus members “walks with one man on his back,” he said, “for every broadcaster who is a member of NAB there is one who is not.” He explained that dues range from 50 cents a day to $7,500 a year, with stations paying “insurance costs” on the basis of the value of property that is protected.

Mr. Hardy reviewed in detail the work of all the NAB departments and the top-level officers and explained how stations have, in their own representative in the halls of Congress and government.

Referring to recent member defections and budget problems, he said “NAB’s cloth can be cut to suit the banker, but we cannot trim an industrywide membership to scarecrow proportions without making everyone smile but the birds. “NAB is a democratic institution. Its policies are set by its membership acting through elected district directors. If you would to change the course of the ship, get aboard and get your hold on the tiller. Don’t shout directions from the shore. . .

“These broadcasters have looked into stern reality long enough to know that this is the one sound means of guaranteeing that they and those who will one day succeed them will have the opportunity of serving the country, the privileges and the responsibilities that are uncommonly great in our concept of broadcasting.”

Referring again to NAB’s government relations, Mr. Hardy reminded that “not one piece of adverse legislation has been adopted by Congress in five years.”

**GROSS TIME SALES of the four nationwide radio networks during May totaled $16,584,126, a drop of 22%, because network involved a May 1949, according to figures compiled by Publishers Information Bureau.

For the February-May period, the combined network gross time sales totaled $91,836,329, PIB reported, a decrease of 4.2% from the gross of $56,559,878 for the first five months of 1949.

**NETWORK TIME SALES May Gross Off 2.9%**

CBS was top network in time billings, both for May and for the first five months of this year, PIB figures show. This network also held the only one to show increased time sales over the month and five-month period of last year. Network-by-network breakdown follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>May Gross</th>
<th>5 Mos. Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$2,674,448</td>
<td>$16,066,312</td>
</tr>
<tr>
<td>1948</td>
<td>$2,596,952</td>
<td>$32,232,159</td>
</tr>
<tr>
<td>1947</td>
<td>$1,565,589</td>
<td>$7,289,966</td>
</tr>
<tr>
<td>1946</td>
<td>$6,585,186</td>
<td>$27,799,142</td>
</tr>
<tr>
<td>1945</td>
<td>$6,585,186</td>
<td>$28,202,906</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$16,584,126</td>
<td>$81,836,929</td>
</tr>
</tbody>
</table>

**ECA Italian Shows Out**

FIRST of a series of Italian documentary programs produced by the Rome radio unit of ECA has been distributed to several U. S. Italian-language stations by WOV New York in cooperation with ECA. Stations involved in the first program are WSBC Chicago, WMJF Philadelphia, WNHC New Haven, WHOD Homestead, Pa., and WJLB Detroit. Other stations may request the series from John Seccionardi, radio unit of the ECA mission to Italy, Rome.
Narrative text extraction and analysis:

TALENT TREND

Toward Package Buys, Long-Term

DESPITE apparent quiet on the NBC-CBS battle line for talent, networks are continuing their efforts to acquire valuable properties. ABC as a protective move has joined in the play.

With offers including TV as well as radio, strategy taken is to "buy" packaged shows on long term deals and sign talent with sizeable exclusive sections or tax protection contracts.

Having outbid CBS for Groucho Marx and Bob Hope, NBC is continuing to place pressure on Edgar Bergen and Red Skelton to return to its fold upon completion of present commitments. Both have a year to go. Mr. Skelton's MGM contract bids high. Video tapes of Coca-Cola will continue to sponsor him on radio for another season starting in fall. His TV activities are exploratory only, as of now.

Although nothing concrete has come of an informal invitation to Jack Benny to return to that network for TV, the offer still holds. Mr. Benny has two years to go on CBS under sponsorship of Philip Morris Tobacco Co. When the sold Amusement Enterprises to CBS on a capital gains deal, Mr. Benny himself was not included. Therefore he is a free agent, as far as TV is concerned and thus can make a deal with NBC if he so desires. Consensus is that he will stay with CBS because of the many ramifications that such a move would have.

Negotiations Continue

Negotiations continue between Jimmy Durante and NBC for his exclusive radio- TV services. No word has come through as yet on whether Dinah Shore will return to NBC or remain with CBS.

Pitch to Lever Bros. by NBC to shift the $20,000 per week Lux Radio Theatre from CBS has been stallenated, at least for the time being. NBC included a Lux TV Theatre with choice time in its offer, according to reports.

CBS and NBC have both talked to Frank Sinatra about a combination radio, TV deal. The singer also wants TV on a long term contract and is reported as having a sponsor already set should a satisfactory agreement be worked out with either network.

A victory was chalked up by CBS with the shift from NBC of Ralph Edwards' Truth or Consequences starting in early September for both radio and video under sponsorship of Philip Morris & Co. [Broadcasting, June 19]. Mr. Edwards had been on NBC for 10 years with Procter & Gamble Co. (Duo) as sponsor. When the

AUDIENCE ROUT

NBC and CBS Square Off In New Round

NBC AND CBS exchanged another round of statistical salvos last week in their continuing battle for undisputed audience supremacy. As in earlier rounds, each of the two networks cites figures from an unbiased, reliable source to uphold its position. Also, as usual, each network quoted a different authority.

BMM's compilation of network audience data from its second national survey, conducted in the spring of 1949, was released by NBC, which pointed out that these figures give NBC a weekly margin of more than 1.5 million homes in daytime and more than 2.5 million homes at night over CBS, which is delicately identified by NBC as the second net.

Nielsen figures for once-a-week listening during February and March 1950 were quoted by CBS, noting that these data, which "use the same once-a-week BMM concept!" for measuring total network circulation, "bring up to date" the results of last year's BMM study. The Nielsen report showed CBS leading NBC, referred to as the "second-place network," by more than 1.5 million families in the daytime and by 898,000 families at night.

The CBS-NBC argument was described as "more than slightly nonsensical" by a leading broadcast researcher who declined to be quoted directly. "Everybody admits that both NBC and CBS can provide nationwide coverage that is virtually complete," he said, "so what's all the shouting about?" He added that while the once-a-week concept is the same in both studies, there may be some question as to the direct comparability of the BMM figures which were tabulated from ballots returned by 315,000 families and the Nielsen figures which are projected from a sample of 1,600 homes.

The Nielsen circulation figures for the four to a dozen over summer months, February-March 1950, approximately a year later than the BMM figures, were reported by CBS as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Date</th>
<th>Average Audience in Thousands</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>3/24</td>
<td>25,077</td>
</tr>
<tr>
<td></td>
<td>3/25</td>
<td>24,007</td>
</tr>
<tr>
<td>NBC</td>
<td>3/24</td>
<td>30,077</td>
</tr>
<tr>
<td></td>
<td>3/25</td>
<td>28,774</td>
</tr>
</tbody>
</table>

The following table shows the BMM figures which were tabulated data as released by NBC. BMM does not plan to issue any report on the network compilations, according to Kenneth Baker, acting president. Only three networks are shown in the figures as Mutual was not a subscriber to the second BMM survey.

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<td>30,077</td>
</tr>
<tr>
<td></td>
<td>3/25</td>
<td>28,774</td>
</tr>
</tbody>
</table>

GILLETTE BUYS

All-Star Game on Radio, TV

GILLETTE Safety Razor Co. will sponsor the broadcast of the 17th annual All-Star baseball game on MBS and the telecast of the game on NBC-TV as well as on four Mutual stockholder stations.

The telecast will be aired over 32 Mutual stations, including those in New York, Chicago, Washington and Boston where Mutual stockholder stations - WOR, WOR-AM, WOR-FM, WOR-TV and WNBC-TV respectively - will carry the game. Game will be aired July 11 beginning at 2:15 p.m. in New York, the agency.

Doughnut Drive

THE DOUGHNUT Corp. of America and the Bakers of America as part of a $1.1 million advertising campaign will send a kit containing doughnut fixes, a baking pan, newspaper mats, etc., to bakers, grocers and food distributors to promote an all-out doughnut drive in October. Although national advertising will use magazines only, it was understood that more than 50 bakeries throughout the country are planning to use television on a local level.

World Adds

WORLD BROADCASTING System Inc., New York, announced last week addition of 16 stations and renewal of 88 stations, contracting for its library services.

ACKERMAN NAMED

Heads CBS Production

HARRY S. ACKERMAN, CBS director of network programs, Holly wood, was last week named executive producer of the network.

Mr. Ackerman, who was already signed to a term contract, will continue to maintain his headquarters in Hollywood and will be working directly with Hubbell Robinson, jr., vice president in charge of network programs.

He joined the network in 1948 as executive producer, after resigning as vice president in charge of radio program operations for Young & Rubicam Inc. New York.
SYMPHONY OF SUCCESS

By JOHN S. SPAULDING
ADVERTISING MANAGER
SOUTHERN CALIF. AND
SOUTHERN COUNTIES GAS CO.'S
LOS ANGELES

WHEN the six-weekly Evening Concert goes on the air over KFAC Los Angeles on Oct. 2 at exactly 8 p.m., this 5,158d broadcast under sponsorship of the Southern California and Southern Counties Gas Co.'s will mark the beginning of the second decade of this radio phenomenon.

Since October 1940, when these broadcasts were inaugurated, hundreds of thousands of radio listeners in the Los Angeles area have been tuning in on KFAC every night except Sunday to listen to two hours of classical recorded music. And "hundreds of thousands! is no exaggeration. Recent survey shows that in every two-week period more than 625,000 different listeners tuned in to the "gas company program."

At the beginning of Evening Concert there were fears that a program made up exclusively of "heavy classics" would not succeed. Others had been tried in Southern California before, few had survived.

But 10 years' experience has more than resolved the doubts and also has revealed one rather startling fact: The heavier the music, the bigger and more loyal the audience. The famous Three B's of music will outpull Offenbach, Weber or Victor Herbert. Any attempt to introduce dinner-type classics is met with instant protest from a very articulate audience.

This program, which covers over 67% geographically of the gas companies' nearly 1,400,000 customers, has accumulated fan mail in tens of thousands over the years. These letters are revealing in their commendation and criticism as well as their-exuberance.

The Evening Concert has loyal listeners among people from bobby soxers to octogenarians, football players to "long hairs."

It forms the basis of the musical curriculum of the county and several Los Angeles city school systems. Because of its wide listening audience the program has become an important vehicle in the support of community musical activities such as Southern California Symphony Assn., Hollywood Bowl concerts and various seasonal opera organizations. Banks, factories, and many other private businesses distribute the monthly printed program to their personnel.

The entire program for each month is printed in advance and reaches a press run of nearly 50,000 per month. Copies are distributed at all gas company offices to the normal floor traffic, as well as at several of the department store music departments of the city.

There is no known formula to music that will please all musical tastes all of the time, but we have tried at least to please all musical tastes some of the time. Most important part of the activity is the programming.

While each of the first five nights is basically symphonic in character, featured soloists are included for a change of pace and usually follow this pattern: Piano or piano concerts on Monday; violin on Tuesday; a number of vocal selections on Wednesday; Thursday may be wholly instrumental; Friday may carry the special feature concert devoted either to one famous conductor, or ballet music, or new recordings, or a feature such as the "Golden Age of Opera"—which includes the famous recordings of Caruso, Melba, Tetrassini and others; Saturday nights are uniformly devoted to the broadcast of complete operas.

Commercial announcements are limited to three in the two-hour broadcast and average about 25 seconds. They are general in character and promote benefits of gas service rather than straight merchandising.

The Evening Concert is not a "talk" program. It carries no comment relative to the conductor, the orchestra or the intentions of the composer. This general absence of talk is a greatly appreciated element in the Concert's make-up.

Contrary to the speculations of many who contended that such musical fare in such quantity would reduce recording sales, the opposite has been the case. With an opportunity to audition recordings in the home in this manner, it is apparent from record stores' own testimony that the Evening Concert is the greatest single influence in the sale of classical records.

It is believed that this formula would prove successful for any advertiser who can secure the best hours of the day for the family and who will keep the general level of the music high. But above all we have found that the dependability of the program released on six-time frequency makes such listening fare habit-forming. The habit is profitable.

Tom Cassidy currently is announcer and programmer of Evening Concert.

EVENING CONCERT

SAN FRANCISCO SYMPHONY ORCHESTRA

SOUTHERN CALIFORNIA GAS COMPANY

SOUTHERN COUNTIES GAS COMPANY

FRI. NOV. 19, 1954 8-10 P.M.

BROADCASTER-SOUTHERN CALIFORNIA GAS COMPANY

SOUTHERN COUNTIES GAS COMPANY

1100 WYMAN STREET, LOS ANGELES 26

A GIANT billboard on the side of the gas company's Los Angeles office reminds passersby of the Evening Concert.
Anti-Trust Violations

Attending the session, in addition to Chairman Kefauver and Sen. Hunt, was Sen. Alexander Wiley (R-Wis.), Sen. Charles Toby (R-Ind.) and Herbert R. O'Conor (D-Md.) were absent.

In his statement, which reviewed the use of telephone and telegraph facilities of gambling and state gambling activities, Chairman Coy suggested "the possibility that there are criminal violations of the anti-trust involved here."

He said there is a "strong probability" that Continental Press Service exercises an "effective monopoly" in the racing news facility field and felt the Justice Dept. might better advise the committee as to "possible violations."

With respect to an approach to transmitting racing information, Chairman Coy told the committee that FCC's plan, which he had presented to the Senate Interstate Commerce Committee, "would be simply to forbid transmission of all "gambling information on which bookmakers feed."

Sen. Wiley remarked, "You can sell a book to a person in Washington," and asked what could be done about radio stations who announce that a race will be held "at 2 p. m. and whether such actions under be curtailed." Chairman Coy replied: "No, I don't think you can and I don't think you should," and noted the Commission's suggestion for a flat ban on transmission of data on bets, odds, and prices paid. Under such an arrangement, he added, telephone would not be permitted to show pari-mutual boards at race tracks.

Asked by Sen. Kefauver whether enquiring into transmissions was within FCC jurisdiction, Mr. Coy observed that "the Commission is "not without some interest in anti-trust provisions in the field of communications." He pointed out, however, that while "some Federal Press Service leases facilities from a common carrier under FCC jurisdiction, enforcement rests with the Justice Dept."

On further questioning Chairman Coy said that "as far as we know, Western Union has discontinued service where local officials have filed complaints," and added that "FCC doesn't investigate violations of tariff provisions except on specific complaint."

Sen. Kefauver wanted to know whether shortwave radio is a factor in the dissemination of illegal gambling information. Chairman Coy thought it a "very minor factor," though there had been cases, he said, of such operations at the tracks, which had been prosecuted.

"I think the early broadcasting has been much more a factor than shortwave," he asserted. "Many stations have, for several years, engaged in the broadcast of gambling information in deals with Continental Press Service."

He said the Commission must concern itself with the question: "Is it public interest? A large portion of after-noon programming is devoted to racing information, he added."

Chairman Coy cited the case of WTUX Wilmington, Del., which came before the Commission after complaints that it was broadcasting information that "facilitated gambling," he said. The station has "changed its method of operation" and that its application for license renewal is now pending.

WTUX Case Cited

The examiner's WTUX decision last December held that WTUX carried "with almost reckless disregard of their potential use," but proposed to renew its license. Exception was filed by FCC's general counsel.

He said that sometimes the information is furnished by racing news publications, such as Armstrong Daily Sports Inc. In some instances, he said, the service is accepted from Armstrong without charge and spots are sold in time segments featuring racing news, while in others Armstrong pays the station for broadcast of news or time used. Charges are nominal in some cases, substantial in others, he added.

Sen. Hunt wondered whether "local stations" are able to air racing information "so soon after the race is over" and remarked that he didn't have jurisdiction over what goes on the air. Chairman Coy said it has but again cited the public interest test used by the Commission.

Sen. Hunt suggested Chairman Coy listen "some afternoon between three o'clock and six o'clock," that FCC's "have a duty to watch for such programming."

Mr. Coy replied that it is "impossible to monitor all stations" and that "we are dependent to some extent upon complaints from local law-enforcement officials as our best source."

In reply to a query from Sen. Kefauver, Chairman Coy said that "we are not going to original and renewal applications for grants and that to his "knowledge" there were no new applications pending which indicated an intent to program horse race information. He said he would not know "until they come before the Commission."

Sen. Kefauver also asked the status of a pending application (Continued on page 54).

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Sen. Kefauver also asked the status of a pending application (Continued on page 54).
**DON LEE SALE**

No Decision Soon, Brown Says

DESIDERIUS on the sale of Don Lee radio and TV properties is not expected for some weeks, Ben H. Brown, public administrator of Los Angeles, told Broadcasting last Thursday. He said "we are now not ready to make a sale" and added no quick action would be taken on present offers.

The disclosure came after Mr. Brown and Ray Wright, attorney for R. D. Merrill, sole heir of Thomas S. Lee, had conferred the preceding week with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Flotkin. Certain pending matters pertaining to the Don Lee TV situation, it is believed, will be pursued with the FCC prior to consideration of bids.

Reports were current a fortnight ago that a tentative understanding had been reached on disposition of the properties [BROADCASTING, June 19]. CBS at that time was mentioned as the likely successful bidder for KTSI (TV) Los Angeles and the Don Lee headquarters, with price of $1 million reported for the station and about $2,225,000 for 1313 No. Vine headquarters.

In addition to bidders previously reported, a management group in Don Lee, headed by Chairman Lewis Allen Weiss and President Willet Brown, was said to have been formed in anticipation of acquiring all properties except KTSI and the headquarters.

Other bidders reportedly are Ed Paully, financier and oil operator; Liberty Broadcasting System, and Floyd Odum, head of Atlas Corp., giant holding company. In addition to KTSI and the headquarters there are the four owned-and-operated stations of Don Lee, Pacific Coast Broadcasting Co., and a 19% interest in Mutual. Automotive properties had been disposed of previously.

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**THE SENATE** without objection last Tuesday confirmed FCC Comr. George E. Sterling for a new seven-year term. His reappointment is effective July 1 (Saturday).

Sen. Fred A. Ray, chairman of the Senate Interstate & Foreign Commerce Committee [BROADCASTING, June 19], which unanimously approved it after satisfying itself on engineering aspects of various FCC affairs, including the clear channel case, VHF television, UHF and Stratovision, and FM utilization.

The committee vote was not disclosed, but it was learned that at least 10 members had tendered their approval. Two Senators—Sen. Warren Magnuson (D-Wash.) and Sen. Herbert O'Conor (D-Md.)—were absent at the brief executive session during which Comr. Ster-
COUNSEL for G. A. (Dick) Richards claimed last week that a petition in which he conceded accuracy in certain portions of the news-slanting charge against him was prepared following consultation with the chief of FCC's law bureau.

FCC General Counsel Benedict P. Cottone, whose petition was said to have occurred, labeled the claims "complete distortions of any conversations that may have had any connection with this petition at any time in his office.

The claims and counter-claims were made during the second week of FCC's hearing on charges that Mr. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, ordered news slanted according to his personal political and social views.

The situation was one in which Mr. Richards conceded the accuracy of portions of the charges that he ordered news slanted, but insisted news slants of an unspecified kind were not to be considered.

Mr. Cottone undertook to establish that the station had been uncooperative and that some of the records wanted by FCC investigators were removed from the files.

FCC 'Stalling' Hit

Hugh Fulton, chief trial counsel for Mr. Richards' attorney's, said Mr. Cottone had used the petition as the basis for contentions that Mr. Richards had admitted guilt.

"In view of that improper use and improper interpretation of the petition, we prefer that it should not be admitted in evidence, because of the circumstances under which it was filed," Mr. Burns asserted.

Petition Background

"It was filed by and on behalf of Mr. Richards following a conversation with Mr. Cottone which took place five days before Mr. Richards went before the Commission ... it was prepared as a result of these discussions and statements about matters which were not involved in the petition ... and it was denied the very next day," Mr. Burns contended.

He said there is "nothing in the document itself that does constitute admission" but that "only a short time thereafter in a nationwide broadcast it was referred to as an admission, and it cast grave doubt on the sincerity in which the discussions were carried on which led up to its being filed." Mr. Cottone retorted that "all of Mr. Burns' statements without respect to the interpretations of conversations, which he very carefully refrained from trying to be specific about, are complete distortions of all conversations that have been held with respect to this petition or anything associated with this petition at any time in his office.

FCC Examiner James D. Cunningham ruled the petition should be received in evidence.

Still on the stand in the second week of the hearing and expected to continue through most of this week, KMPC Vice President and General Manager Robert O. Reynolds was questioned at length by Mr. Cottone on details relating to the slanting that Mr. Richards' personal views and discussions with staff members.

Mr. Cottone sought to show that many news scripts and other documents had been withheld from FCC investigators. Disappearance of some 25 news scripts was the subject of extended questioning and discussion. Mr. Cottone undertook to establish that the station had been uncooperative and that some of the records wanted by FCC investigators were removed from the files.

Cotone was questioning the KMPC vice president in detail as to each document presented, despite continued offers of stipulation by Messrs. Fulton and Burns.

Mr. Burns protested that "unless Mr. Cottone is trying to draw out my heart, he is at no reason for his procedure," and asserted that "this record is costing us $2.20 a page and amounts to hundreds of dollars a day.

On several occasions Mr. Cottone accused the witness of giving contradictory testimony.

In a flareup Wednesday Mr. Cot- tone characterized Mr. Reynolds—appearing under subpoena as an FCC witness—as a "reluctant, hesitant and hostile witness." Mr. Reynolds slapped the table, snapped back from Mr. Cottone's bent neck, and asked him whether he had been testifying, and retorted: "Mr. Cottone, there are some seri- ous questions here and I am doing my best to answer your questions."

Mr. Cottone dwelt at length on a KMPC file in which Mr. Reynolds kept correspondence from the station owner. Mr. Reynolds said that, so far as he knew, there was no KMPC file when FCC investigators ar- rived in April 1948 and was never removed. Asked whether the in- vestigators had seen it, he said: "I suppose so. Every file was made available to them. They were given a free run of the place, and I must mean that—a free run."

Considerable questioning cen- tered around the KMPC filing sys- tem and brought a statement from Mr. Reynolds that he did not file the letters from Mr. Richards unless he considered them pertinent to station operation.

GOP 'Policy' Denied

Under questioning, Mr. Reynolds denied he told Clete Roberts, former KMPC news man, that the KMPC policy was predominantly Republican. Mr. Cottone showed him a note written by the station owner to Mr. Roberts which said in part: "I wish you would do an all out job of supervising political policy throughout the coming year. It is the No. 1 job."

Mr. Reynolds said he did not consider the note an order from Mr. Richards, but, rather, an ex- pression of his views. He testified (Continued on page 50)
Your Spot Radio Dollar
Is A Better Bargain Than Ever

WHO Costs 52% Less
Than in 1944, and Influences
66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of home radio sets, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that sets make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,240,815,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.)

If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for home sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa Plus."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

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IOWA MARKET COMPARISONS

<table>
<thead>
<tr>
<th></th>
<th>1944</th>
<th>1949</th>
<th>1949 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,240,815,000</td>
<td>$2,423,608,400</td>
<td>95%</td>
</tr>
<tr>
<td>Income</td>
<td>$2,287,000,000</td>
<td>$3,797,100,000</td>
<td>66%</td>
</tr>
<tr>
<td>Farm Income</td>
<td>$1,627,000,000</td>
<td>$2,265,000,000</td>
<td>33%</td>
</tr>
<tr>
<td>Bank Check Transaction</td>
<td>$2,058,885,000</td>
<td>$3,159,176,000</td>
<td>53%</td>
</tr>
</tbody>
</table>

---

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
In Eastern New York
and Western New England

WGY delivers 21 markets

the largest newspaper delivers 1

No advertising schedule in Eastern New York and Western New England is complete unless all twenty-one cities in the area are covered.

No advertising medium penetrates all twenty-one markets from a single source... except radio.

No radio station in the area penetrates all twenty-one markets... except WGY.

The next best radio station penetrates* only twelve cities. The best newspaper penetrates* only one city.

So for complete penetration of all the cities (and their marketing areas), your advertising should be on WGY, the only advertising source in the area that reaches all of Eastern New York and Western New England.

*With coverage of 25% or more of the total families.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
### Comparative Penetration

<table>
<thead>
<tr>
<th>City</th>
<th>WGY Penetration</th>
<th>Newspaper's Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Daytime</td>
<td>% Evening</td>
</tr>
<tr>
<td><strong>New York</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albany</td>
<td>68</td>
<td>86</td>
</tr>
<tr>
<td>Norwich</td>
<td>78</td>
<td>74</td>
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<tr>
<td>Amsterdam</td>
<td>93</td>
<td>96</td>
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<tr>
<td>Utica</td>
<td>56</td>
<td>68</td>
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<tr>
<td>Rome</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Oneonta</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td>Troy</td>
<td>76</td>
<td>84</td>
</tr>
<tr>
<td>Saratoga Springs</td>
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<td>92</td>
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<tr>
<td>Schenectady</td>
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<td>91</td>
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<tr>
<td>Kingston</td>
<td>30</td>
<td>28</td>
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<tr>
<td>Glens Falls</td>
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<td>89</td>
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<tr>
<td>Hudson</td>
<td>80</td>
<td>82</td>
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<tr>
<td>Gloversville</td>
<td>85</td>
<td>81</td>
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<tr>
<td>Johnstown</td>
<td>90</td>
<td>88</td>
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<tr>
<td><strong>Vermont</strong></td>
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<td></td>
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<tr>
<td>Bennington</td>
<td>89</td>
<td>92</td>
</tr>
<tr>
<td>Burlington</td>
<td>33</td>
<td>36</td>
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<tr>
<td>Rutland</td>
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<td>89</td>
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<td>Barre</td>
<td>42</td>
<td>52</td>
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<td><strong>Massachusetts</strong></td>
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<tr>
<td>Adams</td>
<td>76</td>
<td>86</td>
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<tr>
<td>North Adams</td>
<td>72</td>
<td>78</td>
</tr>
<tr>
<td>Pittsfield</td>
<td>53</td>
<td>61</td>
</tr>
</tbody>
</table>

*Less than one percent

Source for WGY penetration: BMB Study No. 2, March 1949. Percentage of total families in city listening to WGY. Source for newspaper penetration: Audit Bureau of Circulations September 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC Spot Sales, New York 20, N. Y. You will find that stations represented by NBC Spot Sales deliver more markets with deeper penetration than any other advertising medium.

---

**Information Available On:**

- Metropolitan New York and New Jersey .... WNBC, New York
- Illinois, So. Wisconsin and No. Indiana .... WMAQ, Chicago
- Northern Ohio and N. W. Pennsylvania .... WTAM, Cleveland
- Washington, D. C., Maryland and No. Virginia .... WRC, Washington
- No. California .... KNBC, San Francisco
- Colorado, Wyoming, W. Kansas and W. Nebraska .... KOA, Denver
- Eastern New York and Western New England .... WGY, Schenectady
BUDDY ROGERS said last week his decision to leave daytime network radio for local or spot market radio was based in "great part" on a survey compiled by Broadcasting in cooperation with Cramer-Krasselt Co. [Broadcasting, May 15, June 5].

The radio-TV-movie entertainer said he had relinquished his daytime radio contract with ABC June 16 in order to concentrate on a new package show, Buddy Rogers Show, which begins July 3 on WOR New York. He had been appearing on ABC's daytime Pick a Date With Buddy Rogers, Monday through Friday, 3-3:45 p.m. EDT.

Mr. Rogers' new show, a PRB Inc., New York, package produced by Mal Boyd and directed by Nat Rudich of Gainsborough Assoc., New York, features interviews, recordings and informal comment. WOR also has signed Mr. Rogers to a three-year exclusive contract for daytime radio and daytime TV which do not conflict with nighttime plans.

Announcing his decision, Mr. Rogers said: "The Broadcasting survey was in great part responsible for my decision to for sake Pick a Date in favor of our new syndicated program series. The figures stated in the Broadcasting survey, showing that 36.1% of the advertising agencies queried believed that radio's biggest gains will be made in selective market programs as against 34.1% who favored network shows, confirmed my own beliefs.

"I was even more impressed and further convinced to enter local radio . . . by the figures Broadcasting quoted for advertisers queried who believed that radio's biggest gains will be made in selective market programs, 36.8% as against 0.0% who favored network radio," he continued.

"Since I had already discovered that in 1949 local radio advertisers spent $180 million as against $170.5 million by network advertisers, I am confident that the future of daytime radio lies in the selective, local market area," Mr. Rogers said.

He also quoted Broadcasting's figures showing the preponderance of opinion among agency-advertiser-station executives in favor of radio making its biggest gains in selective markets. "Television," Mr. Rogers said, "has made such inroads into network radio as to make local radio a 'natural' as is proven by results obtained by Rudy Vallee, Adolph Menjou, Veree Teasdale" and others who have syndicated daytime radio shows.

FCC Actions
SALES of WROL-AM-FM Knoxville, Tenn., for $300,- 999-plus and KMED Medford, Ore., for $290,000 approved by FCC last week along with transfers of 11 other stations. Five new AM stations, including a new daytime station on 1010 kc at Lexington, Neb., to Nebraska Radio Assn., granted by Commission.

Six AM outlets gained improved facilities and two new FM permits granted. Details of these and other FCC actions may be found in Actions on page 73 and FCC Roundup on page 80.

HOME RECEIVERS
Production Up, Says RTMA
Production of home radio sets in May continued the upswing that has marked the manufacturing industry for several months, according to Radio & Television Mfrs. Assn.

The May output of RTMA members, representing around 80% of the industry, totaled 693,592 home receivers. This compares with 648,582 in April.

Television production of RTMA member companies showed a drop in May, a four-week work month, ascribed in part to the introduction of new models. Total number of TV sets produced in May was 376,227 compared to 420,028 in April and 163,626 in May 1949.

Weekly rate of TV set production by RTMA members during the month of May was 94,057, down 10% from the April rate.

Of the home sets produced in May, 98,405 had FM reception facilities and 30,882 TV sets included FM tuners, a total of 116,597 FM receivers for the month.

RTMA announced that its members had received $41,305,390 in orders from the government for transmitting equipment during the month of May. This compares to $37,542,885 in orders received in the first quarter of 1949.

Actual sales of transmitting equipment by RTMA members to the government during the first quarter of this year totaled $30,640,943 compared to $32,353,433 a year ago. Of the first quarter sales this year, $28,590,004 consisted of radar equipment.

Upcoming
June 23-July 1: WKY-TV Oklahoma City Television Clinic, U. of Okla- homa, Norman.
Aug. 10-13: AFRRA convention, Sheraton Hotel, Chica go.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.
Video Monoscope Camera TK-1A

..."patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television...in TV stations...in laboratories...in TV receiver production. These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary reputation of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.

Radio Corporation of America
Television Broadcast Equipment Section
Dept.19FD, Camden, N.J.
Send me your technical bulletin on the RCA Type TK-1A Monoscope Camera.

Name__________________________________________
Company or station________________________________
Address_________________________________________
City________________________________State________
‘TRAFFICKING’

A UNITED FRONT of opposition to its proposed new rules against "trafficking in frequencies" met FCC in oral argument on the proposals last Monday.

Washington radio attorneys argued that the plan—which would provide for automatic forfeiture of the construction permit of any station which is sold before program tests commence [Broadening, Jan. 18]—exceeds FCC’s authority and, aside from that, is unfair.

It would "penalize the innocent and the honest in an effort to catch a few who do not have the right licenses," Attorney George O. Sutton said in an argument on behalf of a group of 13 stations.

Vernon C. Kohthaas of the law firm of Pierson & Ball, representing 13 other stations, said the law anticipates that FCC will exercise "discretion" and therefore take a case-to-case approach, so that applicants still will have the right at least to apply for CP transfers. If Congress had wanted to forbid all transfers of permits, he said, it would have done so more explicitly.

Even so, he asserted, he would oppose any legislation designed to bar CP transfers, on grounds that sometimes they are necessary and justified in normal business practice.

Mr. Sutton, finding no real distinction between "forfeiture" and "revocation," offered a substitute proposal providing for revocation of either a CP or a license "if the applicant therefore does not actually intend to construct and operate the station as applied for," or if negotiations for its sale are conducted, without FCC being informed, prior to issuance of the grant.

Plausibility of Plan Doubted

His suggestion, which also provided that FCC will look for signs of "trafficking" in "all assignment and transfer applications filed within a short period" after the issuance of a grant, drew from Comr. Rosel H. Hyde the observation that FCC would have to become more adept at "mind-reading." Mr. Sutton felt his proposal nevertheless was better than FCC’s "quick death" plan.

On behalf of the Federal Communications Bar Assn., Chairman Percy H. Russell Jr. of the FCCA Committee on Practice and Procedure insisted the Commission’s proposal would cause "many, many hardships" and is not within FCC’s authority. He said it also would discourage prospective applicants, since they would know that—regardless of what might happen—they could not transfer their station before it started program tests.

Vernon L. Wilkinson of the firm of Haley, McKenna & Wilkinson, appearing as amicus curiae, said legislative history and court decisions both oppose the rule. He felt that if FCC can provide for automatic forfeiture of permits, it might also provide for automatic forfeiture of licenses. Congress, he pointed out, has refused to enact past proposals to forbid CP transfers.

NAB waived argument, relying on its earlier statement that FCC “lacks authority to make the rule,” and that the rule "will result in undue hardship without any real benefit." As a matter of practice, NAB held, the "trafficker" who is financially able to do so would "delay entering into a contract for the assignment or transfer until program tests have been concluded," so that "it is only in the hardship cases...that the rule would be apt to work a forfeiture."

Although all participants in the oral argument opposed the Commission’s proposal, at least two statements had been filed in support of the plan. These were submitted by E. B. Craney of the XL stations of the Northwest, and by KBOW Butte, Mont.

Craney Scores ‘Menace’

Mr. Craney, asserting that "hawkling of permits" has been "a genuine menace to the radio industry in recent years," said he had "personal knowledge of several recent instances in which the holders of construction permits...made no serious efforts to construct a station, but very strenuous efforts to sell the permits."

Spokesmen for KBOW said that "in recent months the holder of a permit to construct a station which would have been competitive with KBOW made diligent efforts to sell the permit to Copper City Radio Co.," licensee of KBOW.

Proposed FCC Rules Meet Opposition

KDON Power Increase

KDON Santa Cruz, Calif., has commenced program tests with a new Westinghouse 8 kw transmitter following FCC approval of power increase from 1 kw. KDON is owned and operated by Salinas Newspapers Inc. and broadcasts on 1460 kc. In addition to Santa Cruz, studios and offices are maintained in Salinas, Monterey and Watsonville.

Strawberry Sale

RADIO’s ability to sell—in this case fruit—got further endorsement this month when several one-a-day spot announcements on WINK, Hampton, N. Y., sold a full railroad car load of strawberries. The Green Lantern Fruit Stand used no other advertising medium in the promotion and gave full credit for the sale to the short spot announcement campaign on WINK.
Boston still speaks for itself

Boston is Boston... and there's no place quite like it. Remember the old story of Priscilla and John Alden and Miles Standish? It's the same today. Boston still makes up its own mind. And goes its own way. In radio, too.

That's illustrated by WEEI's full-hour daytime program, "Beantown Varieties." This WEEI local live talent show competes with one of the most popular "other network" daytime programs in the country. Yet in every quarter-hour "Beantown Varieties" attracts a bigger audience than any other Boston station. Delivers a Pulse rating of 5.2!* "Beantown Varieties" is on WEEI because WEEI knows what Boston likes.

No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.* And today WEEI's much bigger audiences are giving sponsors more for their money than ever before.

*Pulse of Boston Mar.-Apr., 1950
NATIONAL Nielsen RATINGS* Top Radio Programs
(Total U. S. incl. small-town, farm and urban homes—including telephone and non-telephone homes)

EVENING, ONCE-A-WEEK, EXTRA-WEEK, May 14-20, 1950

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Lux Radio Theater (CBS)</td>
<td>21.0</td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td>Guy Kibbee's Talent Scout (CBS)</td>
<td>19.3</td>
</tr>
<tr>
<td>3</td>
<td>6</td>
<td>My Friend Irma (CBS)</td>
<td>19.3</td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>The Jack Benny Program (CBS)</td>
<td>19.2</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td>The Mule (CBS)</td>
<td>19.2</td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>Mystery Theater (CBS)</td>
<td>18.4</td>
</tr>
<tr>
<td>7</td>
<td>15</td>
<td>The Fred Allen Show (CBS)</td>
<td>18.1</td>
</tr>
<tr>
<td>8</td>
<td>11</td>
<td>The Goon Show (CBS)</td>
<td>18.0</td>
</tr>
<tr>
<td>9</td>
<td>13</td>
<td>The Lunt-Fontanne Show (CBS)</td>
<td>17.4</td>
</tr>
<tr>
<td>10</td>
<td>12</td>
<td>Day in the Life of Dandi (NBC)</td>
<td>17.3</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "Nielsen-Ratings" formula [(100)^2 x 64,000,000] x 0.28% estimate of total United States radio homes.

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

Copyright 1950 by A. C. Nielsen Co.
Caution to Summer Drivers—
WATCH OUT FOR HOT ROADS AHEAD!

Remember how last summer's hot weather damaged America's highways and parkways?

BEWARE WHAT THIS SUMMER'S HEAT WILL DO, TO MAKE THIS SUMMER'S DRIVING MORE DANGEROUS THAN YOU THINK.

—As, for example, the typical pavement-heave in the photograph above.

FOR YOUR OWN SAKE: WATCH THE ROAD AHEAD . . . SO YOU CAN DETECT THESE UNEXPECTED DRIVING HAZARDS IN TIME TO SLOW DOWN.

During the intense heat of July 1949, you heard radio and newspaper reports like these:

—Near Jamesport, N. Y., a 50-foot section of State highway pavement raised up 6 inches.
—On U. S. 60 near Owensboro, Ky., a section of pavement bulged up 18 inches, with State Troopers re-routing traffic around it.
—Near Valley Stream, L. I., on the Sunrise Highway, a 15-foot slab of concrete shot up 17 inches.

This year, the same thing is bound to happen. Our drivers will soon be reporting such instances—to us and to the authorities. One of these may be the highway you travel.

* * *

It is difficult, perhaps, for the average person to understand how mere sun-heat can cause such catastrophic damage.

But here are the facts, as highway engineers know them:

No matter how well a highway is constructed, when the weather's cold it's got to contract; when the weather's hot it's got to expand.

Highway engineers know this; they try to provide against it. Even so, the best highways can't always take it under extremes of heat or cold.

So drive cautiously, as you always drive. BUT DRIVE EXTRA CAUTIOUSLY WHEN THAT HOT SUN BEATS DOWN.

HEAT CAN BLOW UP A PAVEMENT.

And that same heat, in torturing the roads, can cook your goose for good.
WRVA'S EXTRA STEP MEANS EXTRA SALES FOR YOU!

Even a tot-size budget can fill big sales-shoes on WRVA, through our extra-step programs that give you top, big-time talent at little more than announcement cost! Participation in these established programs with proven personalities and planned promotion can step your sales up from the bootee class into seven-league boots!

OLD DOMINION BARN DANCE
Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.)

GRADY COLE TIME
Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N.C.)

CALLING ALL COOKS
Saturdays, 10:00-10:30 am. Audience participation quiz from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE
Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.
Loyalty vs. 'Liberalism'

FBI DIRECTOR Hoover says the Communists now have gone underground, except for a few decoys, who are known anyway. The administration, which, to our minds, has made haste slowly, has given G-Man Hoover carte blanche to ferret out those whose allegiance is to the Kremlin.

We have warned in these columns about infiltration of radio. We know it exists, but not the extent. Mr. Hoover told a Senate Committee:

"In the communications field, they have as their primary objective the control of communication facilities in the event of an emergency. In 1946, the cultural section of the Communist Party was given a special directive to penetrate the radio field. Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing. Many Communist fellow travelers and stooges have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chintaze the management and the ever-present group boss of having thousands of monitors in every section of the country who will take up a letter-writing campaign against any commentator who disagrees with what they advocate."

Within the last fortnight, the CIO, at long last, taking cognizance of the political tide, has expelled a number of unions because of pro-Communist leanings. Among them was the American Communications Assn., with 10,000 members.

"Need more be said? It should have been obvious all along that the Kremlinites could not ignore radio or TV—the swiftest and most potent means of reaching the people."

"The station management steps to root out possible subversives is too meager and infrequent in view of our spotters' reports to the FCC."

In a letter to the FCC, the CIO, furnishing the "air" which the licensee uses and the "ear" to which he appeals, says: "I can't go free without the other. Yet the partnership in the great enterprise that is radio is too little understood.

In Denver Hugh B. Terry, energetic vice president and general manager of KLZ, decided to do something about it. He inaugurated a new program (see story page 49), titled "Let's Talk It Over" in which he intends to put the potential radio listener right into the picture of who owns the air into a position of mutual understanding. He proposes to make the listener feel that he is actually on the inside of the station. The listener dines it out, and the broadcaster, if need be, takes it in.

"Says General Manager Terry: 'It is an honest effort to lay it on the line so that the public may know, may understand and may be part of the radio stations which are licensed to serve them.'"

This isn't a 'first'. There are few in radio these days. It's the timing that counts, and, as always, the execution of the idea.

We like the KLZ approach. We think it could well be emulated. David Sarnoff once said radio gives the average man that which the richest man could not buy for himself. Radio has worked miracles in selling goods. It's high time it started selling itself.

What Hath TV Wrought?

TV, WHICH already has outdone Grimm's Fairy Tales, now threatens to knock for a row of Blackstones the time-honored concepts of American jurisprudence.

A poor mixed-up man of 60, presumably with an eye for the spectacular, elbowed his way into the TV booth at the Houston ball park the other day, sat down beside KLEE-TV telecaster Dick Gottlieb, and shot himself.

Among the at-home televiewers was Justice of the Peace Tom Maes. He returned an inquest verdict of suicide, without ever leaving his home.

"I saw the man on television," said the JP. On the same day, in Kansas City, a 36-year-old laborer had scammed up the WDAF-TV tower to the 478-foot level, and threatened suicide. He finally descended after being promised a personal appearance on TV. Instead he was carried off in the paddy-wagon.

It won't be long now until some pittance ventures forth with a tome titled What Hath TV Wrought.
Oct. 5 '49... Early Birds (WFAA-820, 7:15-8 a.m.) contest for car award draws 32,000 replies.

Dec. 12 '49... "Laugh with the Ladies," initial broadcast, Stokely's Finest Foods sponsorship.

Feb. 13 '50... Mrs. Tucker's Shortening begins seventeenth year of programming on WFAA-820.

Mar. 17 '50... WFAA staff takes over KBTV after FCC approval of purchase.

May 7 '50... Nineteenth year for "One Man's Family" on WFAA-820.

May 9 '50... Awarded Sigma Delta Chi prize for radio reporting of disastrous plane crash at Dallas' Love Field in November, 1949.

May 21 '50... WFAA-TV on the air, replacing KBTV.

May 24 '50... FCC approves installation and new site for 570 transmitter for improved coverage of Dallas area.

June 13 '50... Only station to telescast Secretary of State Dean Acheson's dramatic foreign policy speech.

THOMAS P. EGAN, account executive, WCUE Akron, Ohio, named executive merchandising director. Will establish merchandising, publicity and promotion campaign for WCUE timebuyers. Was WHKK Akron promotion manager.

WILLIAM V. HUTT, promotion manager Arkansas Gazette, Little Rock, to KLRA Little Rock, Gazette station, as general manager. With Gazette since January. Before that with WKY Oklahoma City. Succeeds EDWARD V. MURPHY, resigned, who remains consultant to station.

HAL FROELICH, account executive Adam Young Television Inc., Chicago, national TV representative, to KTVO (TV) Tulsa, Okla., sales staff.

C. R. (Hi) BRAMHAM, sales staff WKDA Nashville, to WSM-TV Nashville as local sales chief. Was with General Outdoor Co. until 1947 as national contact and local salesman. Will work with IRVING WAUGH, WSM-AM-TV commercial manager.

CHARLES L. UNGER, KNOR Norman, Okla., to KGLC Miami, Okla., sales department. Was with KBYE Oklahoma City.

DON L. CHAPIN, WLWT (TV) Cincinnati, to WKRC-TV Cincinnati as local sales manager. With WLWT nearly two years. Before that announcer and sales manager WMOH Hamilton, Ohio.

DICK WELLS resigns as general manager Upper Michigan-Wisconsin Bestig Co. stations WJMS Ironwood, WIKB Iron River, Mich., and WATW Ashland, Wis.

S. R. SAGUE, president WSRS Cleveland; H. G. PABST, assistant to president; JACK D. KELLY, WILLARD L. DOUGHERTY and Chief Engineer BEN WHITTAKER named to WSRS advisory board to coordinate operations various departments.

JAMES E. LOWELL, WSSV Petersburg, Va., salesman, named commercial manager.

JACK MAJOR, general manager WREN Topeka, Kan., named general manager KJAY Topeka.


KWTC Barstow, Calif., joins Liberty Broadcasting System. Concurrently names Western Radio Sales, Hollywood, as representative.


RALPH E. MCKINNIE, CBS-TV network sales and formerly DuMont TV network sales, to Paul H. Raymer Co., N. Y., as account executive.

ARTHUR H. SHERIN Jr., account executive Avery-Knodel Inc., N. Y., named director TV sales. N. R. MADONNA, Donald Cooke Inc., replaces Mr. Sherin.

JOHN R. CONLEY to commercial staff KJCK Junction City, Kan., as local sales representative.

DON RICH, advertising and business departments Convention Magazine, named account executive WMID Atlantic City.

AL ALBINGER, station manager WCOL Columbus, Ohio, named commercial manager KTMS Santa Barbara, Calif.

FRANK PRICE, public relations man American Railway Express, Xenia, Ohio, to KTMS Santa Barbara, Calif., sales staff.

RICHARD J. QUIGLEY Jr. to John Blair & Co., St. Louis, as account executive July 1. Was salesman MBS New York and KXLW St. Louis.

FORT INDUSTRY CO, Birmingham, Mich., office changes telephone numbers.

---

50,000-watt WBT is the biggest single

Because WBT reaches the most people (a total of 577,880 radio families every week)!
number from Birmingham 4760 to Midwest 4-7700. Detroit line remains JOrdan 4-5910.

MARYN R. BRIGGS, KECA Los Angeles sales staff, to KECA-TV sales staff.

Personals • • •

LEE FONDREN, national sales manager KLZ Denver, elected secretary Denver Lions Club. . . . ROBERT M. SMITH, commercial department WSAZ Huntington, W. Va., re-elected secretary Huntington Advertising Club. . . . ALEX C. KEENE, sales staff WFAA Dallas, named chairman radio-TV committee Dallas Advertising League's Community Service Committee handling publicity-advertising Dallas County 1950 Community Chest campaign.

WILLARD L. DOUGHERTY, account executive WSRS Cleveland, returns to station after month in hospital for emergency appendicitis and ulcer operation. . . . IRVING E. ROGERS, publisher Lawrence (Mass.) Eagle-Tribune, president-treasurer Hildreth & Rogers Co., owner and operator WLAW Lawrence, presented first annual Rabbi Joshua Loth Liebman Award June 14 for "outstanding promotion of inter-racial tolerance."

JOHN FINDLEY, salesman WBBM Chicago, to marry Geraldine Briede in Chicago July 1. . . . DON McBAIN, vice president-chief engineer KCMJ Palm Springs, Calif., father of boy, James Webster. . . . AMOS BARON, radio sales manager KECA Hollywood, returns to desk after recuperating from broken leg suffered in fall 15 months ago. . . . JACK S. YOUNTS, president-general manager WEEB Southern Pines, N. C., appointed to Governor's Advisory Committee on Highway Safety. Also serves on advisory committee of State Communication Study Commission.

Ringgold Promotion

HANQUE RINGGOLD, Eastern sales manager, Edward Petry & Co., was elected vice president in charge of Eastern sales and a director of the company at a recent board meeting. Petry board now has five members, as authorized by the New York State Court of Appeals [BROADCASTING, May 29], including Edward Petry, president; Henry Christal, secretary and treasurer; Edward Voynow, Chicago manager; Gordon Gray, vice president, WIP Philadelphia, and Mr. Ringgold.

DURING his inspection of WSAP-AM-FM-TV Fort Worth's radio-television center, Edward J. Noble (l), chairman of the board of ABC, tells Harold Hough, director of the outlets, that the plant is "the finest, most compact layout anywhere." Mr. Noble was in Fort Worth June 5 on his way to look over some Texas oil properties he is interested in.

ELECT REAGAN

Heads Hollywood Ad Club

J. NEIL REAGAN, manager of the Hollywood office of McCann-Erickson Inc., has been elected first vice president of Hollywood Advertising Club. Homer H. Boelter, Homer H. Boelter Lithography, was elected president.

Other officers named were Robert J. McAndrews, managing director, Southern California Broadcasters Assn.; second vice president; Georgia Wash Holbeck, assistant advertising manager, Van de Kamp's Bakeries, secretary; Wade E. Bennett, vice president, Hollywood State Bank, treasurer.

WWL Farm Tour

HEADED by George Shannon, farm service director for WWL New Orleans, some 50 farmers have left on a 17-day goodwill tour of the capital cities and agricultural regions of six Central American countries. Tour is sponsored by the International House of New Orleans and Pan American Airways, in conjunction with WWL. Mr. Shannon will make on-the-spot recordings during the trip which will be used on his WWL Farm Front Reporter program.

advertising medium in the Carolinas!

try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS • REPRESENTED BY RADIO SALES CHARLOTTE, N. C.
EVERYBODY knows the big story. Any way you say it—audience, cost or results—50,000-watt KMOX is by far the best advertising buy in 73-county Mid-America.*

Now Pulse reveals the inside story!

IN METROPOLITAN ST. LOUIS (4-COUNTY HEART OF MID-AMERICA), KMOX DELIVERS A BIGGER AUDIENCE THAN ANY OTHER STATION.† AT A LOWER COST-PER-THOUSAND.

It’s one inside story you can shout about. Daytime, you get almost twice as many listeners per average quarter-hour...at a 13% lower cost-per-thousand! Nighttime, you get a 65% larger audience...at a 30% lower cost, only $1.55 per thousand!

And anytime, all of KMOX’s listeners in the other 69 counties are a whopping bonus!

You can say that again. Inside St. Louis—as well as outside—KMOX gives you more listeners at less cost than any other station!

*BMB 50-100% daytime listening area, 1949; 66 counties nighttime.
†The Pulse of St. Louis, March-April 1950, Monday through Friday ratings for St. Louis City and these counties: St. Charles, St. Louis, Madison and St. Clair.

50,000 watts • The Voice of St. Louis KMOX
Columbia Owned • Represented by Radio Sales
WENDELL WILSON, new graduate, CARL BAREFOOT, assignment CBS to announcing department Calif., KRON-FM-TV San LANSING BAILEY staff.

CHUCK LAWSON, WGTC production manager.

NIGHTINGALE, WBBM Chicago, announcer drama producer.

transferred Atlantic City,

MARTIN RITT, WVAM DEANE erage in You're 44 RUSSELL named (TV) -Rad Productions Inc., San

Six months to Paris, France. MARTIN ZIEVE, KRON staff member, substituting.

ARYV CHRISTENSEN, winner fourth annual KFAB Omaha-U. of Nebraska Scholarship Award, to KFAB staff for summer.

ELLIOTT LEWIS, producer-director-actor, named to produce and direct CBS Suspense upon its return to air Aug. 31. He replaces WILLIAM SPER, resigned.

DAN ECKLEY, new to TV, named stage director KECA-TV Hollywood Nocturna Varietes.

JERRY JEROMI, arranger-conductor, named musical director WPIX (TV) New York.

E. M. PLUMSTEAD, program director WSGN Birmingham, to U. of Alabama as instructor radio department.

BILL ROBINSON, announcer CKBB Barrie, Ont., to CHUM Toronto.

ROBERT WHITAKER, announcer-news caster WPAY Portsmouth, Ohio, resigns to enter stock brokerage work in Houston.

EDWARD P. HASSETT, WERS (FM) Boston, to announcing staff WLAB Lawrence, Mass.

SAM BRADLEY, KCBS Hot Springs, N. M., to WLDY Ladiesmith, Wis., as combination engineer-announcer.

MARIANN ANDERSON, receptionist on WPRV-TV San Francisco, promoted to program department.

BEN STARR and LARRY KLEIN signed as writers NBC Sara's Private Eyes.

BOB PROVENCE, WKNA Charleston, W. Va., program director, to receive honorary title of "State Farmer" from Virginia Aern. of Future Farmers of America at 22d annual state convention in July.

ARTHUR FLYNN, announcer-news caster WLAB Lawrence, Mass., Republican candidate for sheriff in Essex County.

BEE CANTERBURY, NBC Hollywood press department, elected president Los Angeles Alumni Chapter, Theta Sigma Phi, national honorary Soror ity for women in journalism.

JO STAFFORD, singer CBS Carnation Hour and Club 16, awarded Gold Heart by American Heart Assn. for outstanding assistance during 1950 Cam paign for Funds to Combat Heart Disease.

JIM MOORE, KGO San Francisco anouncer, father of boy.

JIMMY LYONS, KNBC San Francisco disc jockey, named "Disc Jockey of the Year," by Metronome, national music magazine.

HOWIE LEONARD, staff announcer-disc jockey WALE Fall River, Mass., and Lily Stein announce marriage.

WILLIAM C. TRACEY, publicity-promotion director, WSAF-AM-FM-TV Huntington, W. Va., elected to board of directors Huntington Advertising Club.

STAN WARWICK, announcer KION Portland, Ore., father of boy, Scott, June 18.

ED SPRAGUE, traffic manager KTMS Santa Barbara, Calif., father of girl, Karen Gale Willis, May 27.

WILLIAM TAYLOR, WBKB (TV) Chicago director, and Dr. Gloria Hillier announce marriage June 17.

News • • •

ROBERT M. SMALLEY to Don Lee Network as special writer for Sam Hayes newscasts. Was announcer-writer Armed Forces Radio station WWOD Admiralty Islands.

BRUCE MacFARLANE, newswriter MBS in Chicago, and WILLIAM L. THOMPSON, Chicago manager Broadcast ing, initiated into The Headline Club, Chicago professional chapter, Sigma Delta Chi journalistic fraternity.

E. W. ZIEBARTH, newscaster WCCO Minneapolis, leaves on assignment to cover Europe and Middle East.

DON RATCHFORD, graduate U. of Notre Dame, and PETE EDWARDS, graduate Washington U., St. Louis, to news department KXOK St. Louis.

JIM SNYDER, news department KDKA Pittsburgh, and Anne M. Rule married June 17.

CHET CAMPBELL, NBC Chicago press writer, and Alice Jayne Carpenter married June 10.

THE PONCE SHOW
Blazes Success Trail

SOMETIMES it takes such factors as a coffee manufacturer's first business look at radio and a program that has universal appeal to make a radio success. Those very factors have melded at WROV Roanoke, Va., to skyrocket a program from one station to a seven station lineup in two years.

Over a year ago, Hayden Hud- dleston, WROV sales representa tive, interested the management of the Ponce De Leon Hotel Restau rant in the possibilities of a breakfast-type, once-a-week audi ence participation show. Called Breakfast at the Ponce, the program went on the air under the restaurant's sponsorship. Ladies attending are served breakfast and members of the audience receive prizes.

When Harold Woods, owner of Woods Bros. Coffee Co., one of the South's leading blenders and

roasters and a Ponce supplier, heard the show, he was attracted and a few weeks later assumed sponsorship, adding a number of features. As good results were obtained, the coffee firm added WWOI Lynchburg, WKEY Covington, WPVU Pulaski and WMVA Martinsville. A spot check of sales a few weeks later moved Woods Bros. to expand to two North Carolina markets—WCOC Greensboro and WSAT Salisbury.

Now the program—production and clearance handled by WROV—is being considered for still additional markets.

UN Radio-TV Meet

MEETING of managers and program directors of Southern California radio and TV stations has been called for Wednesday (June 26) by Mrs. Dorothy Lewis, co ordinator of U. S. United Nations Radio Station Relations. Purpose is to acquaint Southern California stations with UN radio plans and explain the basis for commercial sponsorship of UN radio productions. Meeting will be held in Don Lee's Studio 2.

Page 44 • June 26, 1950

THE VOICE OF ALTOONA FIRST

You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

Represented by Weed & Company
Here are 119 excellent reasons for making yours a 300G

Before building their new stations or replacing their obsolete transmitters, the one hundred and nineteen 250-watt broadcasters listed below made a critical study of available equipment. They chose the thoroughly engineered, well constructed, completely reliable Collins 300G because its reputation and their examination convinced them it would serve them and their listeners best.

You can profitably follow their example. This wide-spread ownership is a powerful recommendation. Whether your plans call for new construction or modernization, be sure to get in touch with your nearest Collins representative.

Collins 300G 250 watt AM transmitter

Owners of 300G transmitters

<table>
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<tr>
<th>Call Letters</th>
<th>City, State</th>
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JOE KNIGHT, KRMG

where

caricature

in

visitors

POST

music.

community

graved bronze plaques,
practices and leadership. Awards,

daily

Referral

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p.m.

"production

Theme is

of Commentator

radio

ABC Hollywood

daily series,

Letters sent

for

.. Today

in

Hollywood."

OLD-FASHIONED PICNIC

WKY Oklahoma City, July 4, co-

sponsors with Oklahoma Publish-

ing Co. old-fashioned American

picnics for 400 distress cases Fire

Dep't in conjunction with Greater

Cleveland Safety Council.

***************

TAKES OVER STORE

WITZ Jasper - Huntingburg, Ind., sales staff took over St. Angelo's Men's Store when owner was called out of town.

BROADCAST "Battle of Witz show every Friday night. Varieties from with special gifts draw 60% increase in business that Saturday over corresponding day before. Result: Sponsor St. Angelo renewed his contract for show.

***************

CORN GROWER CONTEST

WKY Oklahoma City sponsors third annual corn growing competition in search for Oklahoma's "Corn Grower Title" will go to farmer reporting highest yield of corn entered in 1950 contest. All growers who enter and produce yields of 50 bushels per acre or better will receive certificates signed by Gov. Roy J. Turner.

***************

FAMILY PICNIC

WBEL Beloit, Wis., held first an-

nual family picnic for 4,000 listen-

ers. With improved program included softball game between li-

ters and sponsors with listeners, captained by Bob Burns, WBEL sports announcer. Sponsored by 13-10. Sponsors' team players included "Miss Wisconsin!" J. A. Reilly and John Phillips, Armour & Co.'s Chicago advertising department.

***************

TEEN-AGE FROLIC

KEYL (TV) San Antonio, Teen Center's 1, 5 p.m. Presented corner drug store move into study with soda fountain and all. Youth opportunity show where talent competes for weekly honors. Highlight is coronation of "Teen Television Queen of the Week." Frank Benchack Jr. is m. c.

***************

PROMOTES HOPALONG

CKLB Oshawa, Ont., used spot announcements and station breaks announcements to promote 7 p.m. daily series coming to Oshawa. Announcements tied-in Hopalong movie to appear at local theatre and mentioned article about him in Life magazine. Also used sound truck touring city streets.

***************

PUBLIC MEDICAL SHOW

WKY-TV Oklahoma City, June 7, 2-3 p.m., lecture and demonstration for public on treating polio. Other talk show, on closed circuit, were shown for Oklahoma Medical Assn. annual meeting June 5-7. Demonstrations originated from Crippled Children's Hospital by means of station's mobile unit.

***************

TALENT HUNT

WRFD Worthington, Ohio, June 25 started hunt for talent in state. Called "Ohio Auditions," project under direction of Joe Rockhold, WRFD staff. Will choose one group or solo act who will compete in district contest where three finalists will be picked. Winner gets year-long contract with station; runners-up receive shorter contracts.

***************

TV DOG SHOW

WTG (TV) Washington and Atherson Pet Shop co-sponsored dog show June 24. WTCO's Cal Pierson was judge. Prizes awarded for "Best Behaved Dog," most unusual feat or trick dog and "Dog-gie of the Day." Winner in each class picked on Pierson's Pet Shop Show and presented with silver loving cups.

***************

RESORT SAFETY CARDS

WEAU-AM-FM Eau Claire, Wis., advocates safety in swimming at summer resorts by distributing 6,000 cards to 75 resorts in Wis-

cconsin's Indianhead Country. Also lists outlets' news schedule.

***************

MERCHANDISING BULLETIN

WRYA Richmond, Va., distributing WRVs' free to drug and grocery trade in area. Contains merchandising news of spot and program schedules.

***************

BEATING THE DRUMS

MBS mail folder headed "Mister Plus Beats 'em All," piece invites sponsors' inspection of recent pro-

motions and adds to each network's stations for food company, razor

firms and drug manufacturer. Sub copy adds: "... You can't beat 500-on copy we can ... and Mutual offers you 800—on nearly twice as many Main streets as any other network ever trod."

***************

Airs Hoffman Speech


man, commended by New York Gov. Dewey and other notables for handling, and station for alertness arranging broadcast.

***************

Fan and Ball

WIRI, Peoria, Ill., issues new pro-

motional unit for Peoria sponsors' use in show window or display room. Floor fan for beach ball gives new spin on sponsor's pro-

gram printed on ball. When fan is turned, ball rotates slowly, sup-

ported only by air currents.
Seek Health Show Data

EDITOR, BROADCASTING:

In preparation for a national meeting of the American Public Health Assn., the New York State Dept. of Health is anxious to get details of low-budget, local health programs which are broadcast by stations throughout the country.

If possible, I would appreciate your inserting a small item... asking stations with such programs to submit details concerning them to me.

Miles Heberer
Director, Radio Bureau
Dept. of Commerce
State of New York
Albany

Notes Record Speed

EDITOR, BROADCASTING:

In regard to the free advertising copy offered stations by a record player manufacturer [BROADCASTING, June 19, p. 70], I observe that the sample announcement published... states that radio stations have obtained higher fidelity recordings as a result of the use of the slower speed. Actually, the reduced speed has nothing to do with the improvement in fidelity or quietness; in fact, it is even more difficult to obtain good high-frequency response with the lower speed, and the high quality that has generally accompanied 33 rpm recordings represents a triumph over the special difficulties presented by the speed itself.

J. T. Boyer Jr.
Washington

* * *

Likes BBC Programming

EDITOR, BROADCASTING:

May I add my humble opinion to the comments of Dr. Bartlett [OPEN MIKE, BROADCASTING, June 6] on your editorial titled "John's Other Bull" [BROADCASTING, May 8]. Both the editor of BROADCASTING and Dr. Bartlett deserve the highest praise for bringing a vital radio issue before the public—radio programming.

... As an American who has observed and worked in radio since 1930, I like the American way of free enterprise, with the FCC as the only government control of radio.

But... as an observer of BBC while stationed in England with the U. S. Army, I like their program idea whereby they use three wave lengths—the "Light" (mostly variety shows and dance music), the "Home" (slightly heavier fare), and the "Third Program" (strictly cultural)... By having powerful stations and boosters strategically located, one channel would carry music (popular, classical and folk) all the time, one channel would carry news and special events all day, and the third would carry comedy or variety programs all the time. Then the listener could hear the type of program he wanted WHEN he wanted it, by dialing one of these channels...

Ed Galbreath
Radio Instructor
Stateville, N. C.

[EDITOR'S NOTE: We're pleased that Mr. Galbreath likes our discussion. We too have heard BBC and understand why the stations in Luxembourg, Normandy, and other non-British points, are tuned in by so many Britshers. You see they use delayed recordings of U. S. commercials, soap operas and all...]

PROGRAM ADS

Refused by 'Journal'

SCHEDULE of six 120-line advertisements promoting the Lucky Social Security Numbers programs, heard on WMAW Milwaukee, was refused Wednesday by the Milwaukee Journal (WTMJ). The ads were placed by Saxton Agency for its client, Roth Appliance Distributors. The Journal contended the program constituted a lottery under the state's anti-gambling laws. The Milwaukee Sentinel is carrying the program promotion. Lucky Social Security Numbers programs are also broadcast in Wisconsin on WAUX Waukesha and WRJN Racine.

FIRST... with a SLIM TRIM DYNAMIC for TV

- New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response - Pop-Proof - More Rugged, More Versatile - Individually Laboratory Calibrated

Here, for the first time, you have a slim, trim microphone with all advantages of dynamic performance and utility! Because of the ingenious Acoustalloy diaphragm and other E-V developments has become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio partitions moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the 655 pop-proof. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind ruffle in outdoor pickup. Field proved.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.

Model 655. List Price $200

Before you buy in Hartford... See WDR's new Market Study... for Hooper ratings, coverage, market figures, subscribers. WDR is your best buy! Write Wm. Muno, Connecticut's Pioneer Broadcaster, 750 Main St., Hartford, Conn.

ElectroVoice, INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

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Respects

(Continued from page 38)

least three offers of teaching jobs. And there was that constant urge to write—a skill at which Melvin Brorby excelled even during his undergraduate days at Wisconsin. To add to his dilemma, he had strong leanings toward mathematics and musical composition.

By 1925 he had made up his mind to cast his lot with Maurice H. Needham, who was just starting his own Chicago agency by that name. Years before, fresh out of high school, young Brorby had worked for Mr. Needham in another enterprise. A strong mutual respect bound the two together—a respect which is even greater today, after 25 years of continuous association.

Melvin Brorby was born in Delaware, Iowa, where his father was a real estate man. He spent most of his life in Chicago, however, where the family moved when he was eight years old. At Wendell Phillips High School his proficiency at mathematics won him a scholarship to an engineering college. But not one to rush into anything, he decided he was not ready for higher education. He took a job with A. W. Shaw's System magazine. His boss was Maurice Needham, head of the Advertisers' Service Bureau there.

Readership Study

At System, Mr. Brorby turned out the publication's first research study on readership. After three years, he entered the U. of Wisconsin where, among other things, he played Big Ten tennis on the same team with Arthur Nielsen, president of the A. C. Nielsen Co. He got a B.A. degree before leaving for the Army in 1917. He belonged to Wisconsin's exclusive senior honorary society, Iron Cross, and to Phi Delta Theta.

Mr. Brorby's postwar studies and travels abroad were extensive. Under his American Field Service fellowship, he attended the U. of Strasbourg, U. of Paris, and Ecole Libre des Sciences Politiquest, also in Paris. He also was at Oxford for a time. After studying in various "League nations," he roamed the Near East and Far East. In India he was adopted into the family of a Maharajah. He admits that the diplomatic corps was most tempting, but he has never regretted becoming an advertising man.

During his first years with the Needham agency, Mr. Brorby was mostly a junior copywriter.

When Jack Louis joined the firm, followed by the formation of Needham,Louis & Brorby, Mr. Brorby added the handling of accounts to his former duties. He has never lost his creative touch, however. For years he wrote the commercials for Johnson Wax's Pibber McGee show, and has even had his musical compositions on the air.

Sears Major Accounts

Over the years Mr. Brorby also has had a voice in the shaping of programs for such major agency accounts as Kraft Foods, Swift, Derby Foods, Morton Salt, Lever Bros., and Quaker Oats.

Mr. Brorby is of the opinion that the impact of TV in the larger cities "will emphasize sectional-local radio's importance." He thinks it will be quite a while before use of daytime radio is important.

"We must look at radio with a fresh eye," he says. "Now we have an opportunity to show it as our most powerful regional and local medium. To achieve this, we must just our selling message and advertising pressure to the different complexities of modern life. Radio is going to be an important advertising and social force for us; it is an important part of our population for a long time to come."

With the upsurge of TV, Mr. Brorby believes is that an adjustment in radio rates he made. But he questions whether, even then, advertisers can afford the high cost of developing TV to the same extent. He feels that TV will not long remain as "just an imitation of radio," and feels that "supplemental ways" of financing TV development will be worked out.

Music and Art Interests

Mr. Brorby is married to the former Rowena Williams of Chicago, also deeply interested in music, as well as art. A son, Harry Lee, 25, whose paintings adorn his father's office, was graduated this year from Harvard U. where he was a student of the social sciences. Daughter Virginia Vance, 20, is a student at Smith College, where she is majoring in piano and composition.

The Brorbys live on Chicago's north side, and spend much of their time at a beautiful country home on Dresden Heights, overlooking the Desplains, Kankakee and Illinois Rivers. Known as Three Lakes House, the 138 acres is primarily a feeder farm for Aberdeen Angus cattle, Chester White hogs, and a flock of turkeys which this year will number 750. Mr. Brorby also has large athletic fields, which also has his tennis court, as well as a swimming pool and riding horses.

Mr. Brorby is a director of BMB

SPORTS FEES

Seattle Court Fight Opens

Over Radio-TV Rights

LEGAL fight involving the Seattle and television rights for high school athletic events during the 1950-51 season opened Wednesday at Superior Court in Seattle.

Bruce Bartley, owner of Bremerton Broadcast Co. (KBRO Bremerton, Wash.), has filed for an injunction against the school board for the latter's decision to offer an award an exclusive contract to KING Seattle after bids were asked from all stations in the city. KING was the only station to submit a bid at a reported $2,500 for radio and TV rights.

Mr. Bartley questions the legal right of a tax-supported institution to ask fees for exclusive contracts and also questions whether competitive bidding was actually maintained. Mr. Bartley, also counsel for Washington State Assn. of Broadcasters, has confidently stated that the WSAB would support his court effort although the broadcasters group has taken no official action.

Testimony Wednesday of a witness in the Seattle suit could be considered a test case for the State of Washington. Last April, WSAB at its annual meeting in Wenatchee had taken an official stand in opposition to exclusive sports broadcast rights by schools. A special meeting of the group has been called for June 28 in Seattle to discuss the matter.

The board had awarded a KING contract in a vote at a special meeting on June 16 following receipt of a communication from Mrs. A. Scott Bullitt, principal owner of KING, in which the station offered to release the school board from the contract if desired. The board also voted to permit prospective sponsors, as well as

and former chairman of the Central Council of the AAAA. He served on the board of the 4As four years, as a member of the National Outdoor Advertising Bureau. He is a sponsor of the National Society for Crippled Children and has helped raise funds for Chicago Provident hospital. He also serves on the board and executive committee of the Chicago Council on Foreign Relations.

During Chicago's Community Fund and Red Cross drives, he is often a section leader and he sits on the board of trustees of Putney School in Vermont; where his son and daughter attend school. He also is a past president of the Lake Shore Club in Chicago.

P&G on WSM

SPOT series in unprated time for its product, Tide, has been pur-

chased by the Nashville Broadcasting Com-

pany. Reportedly Procter & Gamble's first purchase of such time, the firm's new series, "Hits from the Hills," featuring talent from the Granton Valley Band started June 12. Show is heard 6:15-6:30 a.m., Monday, Wednesday and Friday. Agency is Benton & Bowles.

P & G TT

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BROADCASTING • Telecasting

For INCREASE in SELLER}

Joseph Hersh, McIlvain, Inc., Murray Hill 2-8755

For INCREASE in EFFECTIVE coverage. For INCREASE in SELLER

PAGE 48 • JUNE 26, 1950
WANTED your products...

...by more than half a million natives and summer visitors to the North Country.

From East, West, North and South, hundreds of thousands visit New York State's VACATIONLAND...

Sell them your product over...

A PUBLIC INTEREST feature that should go far toward cementing radio's public relations at the consumer level has been initiated as a weekly feature at KLZ Denver under the personal supervision of General Manager Hugh B. Terry.

The series is designed to share with listeners behind-the-scenes news of radio and television and, more specifically, KLZ operation.

"We want to take the listening audience more fully into our confidence," Mr. Terry says, "and we feel the only way to do it adequately is sit down regularly and talk cold turkey."

This is precisely what Mr. Terry and his department heads do each Saturday on Let's Talk It Over from 12:15 to 12:30 p.m. They discuss the "whys and wherefores" of KLZ operations and urge listeners to write in suggestions, criticisms or questions.

Specific objectives of the series are: (1) presenting station policy on the air, (2) having department heads explain respective operations, (3) discussing the history of station licensing and (4) reserving portions of each program to answer listeners' queries.

"We feel this show can do a great public relations job," Mr. Terry explains. "It is an honest effort to 'lay it on the line' so that the public may know, may understand and may be a part of the radio stations which are licensed to serve them."

Conducting the first show in the "Let's Talk It Over" series are Mr. Terry (l) and Matt McEniry, KLZ public affairs director.

To that end Mr. Terry, without script, appeared on the first broadcast to explain to listeners why Denver has no television thus far and the prospects for TV. These questions arose to prominence following FCC Chairman Wayne Coy's appearance in Denver last month.

It is the hope of Mr. Terry and KLZ that the series not only will satisfactorily explain the periodic queries on why certain favorite programs go off the air or reasons for last-minute schedule changes but also will strengthen the listeners' bond with the station and the radio industry.

TOM HARKER

"SO WE TOOK the four million....."

The speaker was Tom Harker, national sales manager and vice president of the Fort Industry Co., and the "four million" was the figure in the most successful sale in which Mr. Harker was ever involved.

Purchaser in the transaction was the Coca-Cola Co. in 1941 when that advertiser bought the Coca-Cola Spotlight Bands show, six times a week, and Morton Downey five times weekly on ABC, then the Blue Network, where Mr. Harker was serving as salesman.

"A million bought more in those days," Mr. Harker recalls, nostalgically. "There was another nostalgic period in his career when Mr. Harker could measure finances in doughnuts rather than dollars. The time was the first World War when Mr. Harker served as a driver in the French Ambulance Corps, for which service he was awarded the Croix de Guerre.

Mr. Harker returned to the U.S. in 1919 to rejoin the General Tire & Rubber Co. where he had worked briefly after leaving Michigan State Normal before the war. He was made branch manager in (Continued on page 58)
Richards Case  
(Continued from page 86)

that "to my knowledge" Mr. Richards never ordered or suggested "directly or indirectly" that items unfavorable to Jews be broadcast and those favorable suppressed.

It was brought out at the Wednesday session that Mr. Roberts had arranged, allegedly at Mr. Richards' suggestion, a transmitted broadcast which was composed mostly of quotations from a speech by Sen. John W. Bricker (R-Ohio) against the appointment of David E. Lilienthal to the Atomic Energy Commission. It attributed sympathy with Communististic principles to Mr. Lilienthal.

Acknowledging the speech was of a controversial nature, Mr. Reynolds said neither he nor Mr. Richards took any action to "present the other side," but insisted that "our newscasts carried both points of view." He then said he thought the responsibility for seeing that the station carried a "fair representation" of the matter was primarily Mr. Roberts' or the station program director's.

"Isn't it a fact," Mr. Cottone asked, "that in this incident Mr. Richards said: 'To hell with the other side. If they want time, let them pay for it'?'"

"(I don't know that he said that and I don't believe that he did," Mr. Reynolds answered.

He said it was "not my understanding the FCC rules at that time required the station to locate and present persons having a point of view opposed to the point of view broadcast in controversial matters. The station was not bound actively to seek out someone else to make favorable comment on the matter, and the station on the other hand would not have refused anyone such an opportunity."

Mr. Cottone, alluding to telephone calls and notes to KMPC staff members, wanted to know whether Mr. Richards ever expounded his views about Communism to anyone else.

"Mr. Richards was apt to talk to anyone," Mr. Reynolds asserted. "In some respects he is a lonely man. He just wants to talk, wants to visit. His physical illness confines him pretty much to his home, but he is still mentally active."

Mr. Reynolds admitted the station owner had discussed "Jews" with newscasters, "particularly in his general discussion of Communism."

"He believed that many Jews or Jewish people were susceptible to Communism," Mr. Reynolds said, but insisted Mr. Richards expressed "opinions" not "instructions" to station employees. He said other conversation of Mr. Richards included politics, sports and business.

Examiner Cunningham told Mr. Cottone at one point that he could see no relevancy in testimony concerning a station owner's personal feelings about individuals or groups if it could not be shown that these feelings resulted in distortion of news on broadcasts.

Mr. Reynolds said that "over many years I have called to Mr. Richards' attention many of his statements." He said he thought they were not "proper. It was my duty as general manager. . . ."

Followed Regulations

He said Mr. Richards instructed him to follow FCC regulations whenever any of his orders were "off base," and that he knew of no instance of any FCC rule by KMPC.

"Mr. Richards never gave me any instructions or any employe any instructions to slant news in any fashion," Mr. Reynolds said. "At one time he did make the comment or suggestion that he felt news concerning the Republicans was not being given equal treatment with that concerning Democrats and that he thought a proper balance should be re-established."

Mr. Cottone showed him an affidavit by Mr. Roberts which contained news-slanting charges. The witness said "a large part of this is absolutely untrue and other parts exaggerated."

Among the assertions in Mr. Roberts' affidavit was one which said "Mr. Richards made it clear to me that he wanted all news casters slanted in favor of his Republican party."

Mr. Reynolds said the station owner "may have given suggestions about the Republican party, but it was false of Roberts to say that he was ordered to slant all broadcasts."

He said "Mr. Richards is all wrapped up in politics. He believes that the general release of news is generally favorable to the Democratic party, that every governorship has a publicity department, pumping out news to wire services, magazines and every other place. He frequently complained that news broadcasts to KMPC carried a preponderance of favorable news about the Democratic party."

Mr. Richards did not want to suppress news about Democrats, he insisted, but instead wanted more "Republican items" to "balance the news."

Mr. Cottone said the station owner "fed" from California to Detroit and showed a "consciousness of guilt" when he learned of the charges filed against him. Mr. Fultons denounced the station as "scurrilous," declaring that Mr. Richards went to Detroit for the opening of new WJR studios.

"Mr. Cottone said the owner's personal view was that after these accusations were published in a trade magazine, Mr. Richards became a prisoner of the FCC and ordered the station to move from one home to another," Mr. Fultons said. "If a disgruntled employee puts a complaint in a trade magazine, does that make the radio station owner prisoner of the FCC?"

Examiner Cunningham sustained Mr. Fultons objection to "the time, or move from station to station, of Mr. Richards' being made a prisoner of the FCC."

Mr. Cottone, an unfortunate example of the General Counsel to show that Mr. Richards "had not made himself available" to FCC investigators who attempted to interview him.

Mr. Reynolds insisted he discharged Mr. Roberts on his own initiative, and that Mr. Richards knew nothing about the discharge far, far forward. He said his reasons for dismissing the one-time news editor included his "general stubborn attitude," he MacArthur's sudden decision to confer  

Rodino Protest

Hits FCC's Richards Case

REP. PETER W. RODINO (D-N.J.), last Wednesday added his voice to that of other members of Congress who have criticized FCC for conduct in its hearings on the license renewal applications of G. A. (Dick) Richards [BROADCASTING, June 19].

Calling for a probe of FCC "at the quickest possible moment," Rep. Rodino recalled the notorious Blue Book and dressed down the Commission for "intent to control all that goes out over the air."

Demands that the Commission account for its conduct in hearings involving the news policies of Mr. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAN Cleveland, previously had been urged by Reps. Anthony F. Tauriello (D-N.Y.), Hugh J. Addonizio (D-N.J.) and Stephen Young (D-Ohio). Each had requested that a bi-partisan committee be named to confer with FCC.

Rep. Rodino scored the Commission for "government meddling" as charge at the time of the controversial Blue Book a few years ago, and demanded that FCC "and its discredited witness" apologize "before an outraged Italian public opinion begins its attack on a national basis." He referred to testimony given before FCC during hearings by Clete Roberts, former KMPC newscaster, who has been accused of making "scurrilous" remarks against Italians of Southern Italy.

House Speaker Sam Rayburn has taken no action thus far, presumably pending introduction of a resolution that would authorize the appointment of such a group.

Elect Cisler

THE ASSOCIATED Press Radio Chapter of Kentucky, meeting last week in conjunction with the annual sessions of the Kentucky Broadcasters Assn., elected Fred Cisler Jr., vice president of WKYW Louisville, as president by unanimous vote. Mr. Cisler succeeds E. J. Paxton Jr., general manager of WKYB Paducah.

KFAc Sales Peak

HIGHEST sales peak in its 19 years of existence was reached in May of this year by KFAc Los Angeles, Calvin Smith, general manager, sources confirmed. With the exception of a single half-hour, Mr. Smith said, time now is sold out from 3:30 p.m. to midnight daily.
NAB Resolution on Richards Case

NOW, THEREFORE, it is the sense of the Board of Directors of the NAB that (1) such proceedings as those above mentioned are of vital concern to the public and to the broadcasting industry; (2) broadcasters should take all necessary and proper steps to inform themselves of the issues involved and defend themselves against such usurpations of power by the Commission by all appropriate methods, including bringing the same to the attention of the Congress and of the people; and (3) the NAB management should watch proceedings of this nature closely and be prepared to take such steps as may be appropriate to prevent any derogation of broadcasters rights; and (4) the matter should be referred on the board's agenda for further consideration to determine whether and to what extent the NAB should move actively to participate in this and similar proceedings.

NAB Board
(Continued from page 20)

rected to pick time and place for the annual convention in 1951, after polling the membership. This action was taken because of the poor attendance at some of the high-level speeches during the April convention in Chicago. Member criticism of the convention agenda was frequent and violent.

Activities of the industrywide Television Per-Program Committee were endorsed. The committee is trying "to effectuate the acquisition of a fair and equitable per-program license from ASCAP." The board noted that failure to reach a fair agreement might cost the TV industry millions of dollars annually. It reviewed committee activities since its formation last September and recalled the broadcasting industry's successful battle with ASCAP in 1940.

Per Program License
The committee was urged to make all "reasonable expenditures" necessary to obtain an equitable per program license from ASCAP and to ask NAB members holding licenses to permit themselves to pay committee expenses. Deduction formula for members of both NAB and Television Broadcasters Assn. was approved.

In instructing Judge Miller to register under the lobbying law, the board decided that status of Don Petty, general counsel, and Ralph W. Hardy, government relations director, be unchanged. Both are now registered as NAB lobbyists.

The board expressed interest in retaining Mr. Petty as general counsel despite his resignation, submitted recently to President Miller. The president was directed to discuss with Mr. Petty his availability as general counsel. Funds for additional legal seminars, a project started by Mr. Petty, were approved.

A resolution was adopted by the board providing that the FCC amend its rules of practice to require applicants for new facilities, or for change in present facilities, to file copies of all engineering data with existing stations adversely affected, in conformance with limits of the Commission's engineering standards.

A substantial increase was approved for television broadcasters. It was prepared by BAB. The proposal to consider TV Standards of Practice was referred to the authorized Television Committee.

New recording standards, approved by the NAB Recording & Broadcast Licenses Committee, were sanctioned by the board. Some of these standards affect magnetic recording.

Resolution praising Harold E. Fellows, WEEI Boston, for his service on the board since 1947 was adopted. Mr. Fellows resigned due to separation of CBS and its broadcast stations from the association.

Another resolution lauded John J. Gillin Jr., WOV Omaha, for his service in connection with NAB-Canadian Assn. of Broadcasters activities.

Appointment of a joint NAB-American Bar Assn. committee to consider common problems was approved.

Behind the board's action in setting up the three-committee structure was Mr. Ryan's argument that the advisory groups will operate with media viewpoints. The AM committee will consult with all NAB departments in drawing up projects and then recommend policies to the board. The FM and TV committees will work the same way.

Media Problems
This idea of relating NAB activities directly to media problems presented a favorable note with the board. The general advisory committees will hold two two-day meetings a year and confer with Mr. Ryan and President Miller.

The committee, as it will be known, will have at least three board members, plus six others for a total of nine. The AM committee will have five members, two of whom are to be board members. The Television Committee will have seven members, two of them from the board. None of the board members on the AM committee can have TV affiliation.

Judge Miller is to name all three committees. Elements to be considered in the appointments will include size of station, class of license and size of market. Both affiliate and nonaffiliate stations will be considered.

Eliminated by this action is the committee structure set up last year, a condensed version of the old setup which totaled 150 members. By trimming the membership from 150 to about 50 and then to the new total of 21, the board will effect a saving of $10,000 in travel and service expenses.

Committees dropped by the board were: Assn. of Women Broadcasters, Broadcast Advertising Bureau, Employ-Employer Relations, Engineering, Govern-

WHEREAS the FCC has commenced certain proceedings involving the licenses of three important broadcast stations in the United States (KFW Los Angeles, WGBR Cleveland, WJR Detroit);

WHEREAS such action constitutes an interference with licensee responsibilities to the public, and

WHEREAS, it appears that both in these proceedings and others instituted in recent years the Commission is attempting

1) to exercise censorship over radio programs and to interfere with the right of free speech in violation of the First Amendment to the Constitution and of Section 332 of the Communications Act;
2) to violate the fundamental precepts of due process of law and the procedures required by Congress in prosecuting licensees with whom it disagrees,

NOW, THEREFORE, it is the sense of the Board of Directors of the NAB that (1) such proceedings as those above mentioned are of vital concern to the public and to the broadcasting industry; (2) broadcasters should take all necessary and proper steps to inform themselves of the issues involved and defend themselves against such usurpations of power by the Commission by all appropriate methods, including bringing the same to the attention of the Congress and of the people; and (3) the NAB management should watch proceedings of this nature closely and be prepared to take such steps as may be appropriate to prevent any derogation of broadcasters rights; and (4) the matter should be referred on the board's agenda for further consideration to determine whether and to what extent the NAB should move actively to participate in this and similar proceedings.

(Continued on page 58)
HONORS in the Cleveland Press' local poll for November 25th were given to WGAR, CBS affiliate owned by G. A. (Dick) Richards, and to WEWS (TV), Scripps-Howard outlet, respectively, who topped their fields in the newspaper's 5th annual poll conducted by Columnist Stanley Anderson (Broadcasting, June 19). Network programs were not considered.

The CBS affiliate garnered 46 out of a possible 84 points while WGAR took 27 out of a possible 42 votes in the video category. Scoring was tabulated on a basis of three points for first place, two for second and one for third, with Press readers filling out sample ballots.

WGAR missed only two firsts out of 14 categories in piling up its 46 votes, compared to WHK with 18, WTAM with 9, WERE with 8 and WMO with 7, and WODK, 1. WRSR was disqualified reportedly for a promotion it launched to get votes.

In television, WEWS 27 gave it a clear cut margin over WNBK with 11 and WXEL with 4.

Fifteen categories were set aside for radio (14 plus an additional for advertisers with best commercials), including a "public service" classification in which the Richards outlet drew first and second places.

Eight were listed for video.

**Table: Video Categories and Winners**

- Ohio Story: WGAR, Bob Leonard, WHK, WERE, WEWS.
- Best Performance - Individual: Alice Merriwether, Dick O'Heren, WTAM, Louise Anderson, WHK.
- Best Program - National: CBS, Ride with the Stars, American Broadcasting Co., Mutual, Movies, Mutual, Canadian Broadcasting Co., Mutual, WOR, Mutual, WHX.

**Cleveland Poll**

**WGAR, WEWS (TV) Win Top Local Honors**

**Radio Values Sets Radio-TV PI Deals**

Radio Values, Inc., new Chicago firm which places mail order items on radio and television stations on a per inquiry basis as well as at card rates, expects to have a minimum of 100 stations "lined up by fall."

This is the objective of Harry Hobbs Jr., president, who anticipates 50 of the 100 stations to be "top-flight." Despite heated trade uproar about the PI part of the business, Mr. Hobbs says, 40 of WNBK 900 stations approached him initially a month ago and he agreed to accept Radio Values items, if properly screened.

"Between 20 and 25 of the 40 are reluctant to accept PI advertising, but will," he added.

**Neale's Letter**

Although the corporation was chartered in Illinois in April, no word reached the trade until one of the four stockholders, J. James Neale, vice president of Dancer-Fitzgerald-Sample, New York, wrote 100 station managers. In the letter, he explained that he, Mr. Hobbs and Lowery Crites, media director of General Mills, had organized the company for direct sales of merchandise to radio and TV stations. Mr. Neale outlined a plan by which time would be paid for at card rates or on PI terms. He asked that his name and that of Mr. Crites remain confidential.

Mr. Hobbs, former buyer at Dancer-Fitzgerald-Sample, is the only active stockholder. A fourth investor, who acts as treasurer, remains anonymous. He is not associated with the agency or broadcasting business, Mr. Hobbs said.

Because June, July and August are slow months, Mr. Hobbs plans to conduct sporadic tests of merchandise in primary markets during the summer, readying a heavy campaign for fall. Tests of products for audience response were initiated far back as Christmas, when business was placed in two markets for three weeks.

Referring to broadcasters' reaction, Mr. Hobbs said "almost every station" receiving Mr. Neale's letter answered it. "Most, however, reported they did not accept advertising on a per inquiry basis. Sene said he would think about it and let us know later."

Mr. Hobbs stresses that Messrs. Crites and Neale are inactive in the corporation and that "only stockholders" He maintains a Chicago office at 100 W. Monroe St.

**Mosby Protests FCC TV Restriction Plan**

In Further protest against FCC's proposed restrictions on separate operation of the rural and urban transmitters in television, President A. J. Mosby of KGO Missoula, Mont., has told FCC that sale of test-pattern time will be necessary if television is to reach small communities and rural areas.

Following up FCC's oral demand on the question [Broadcasting, June 5], Mr. Mosby wrote FCC Chairman Wayne Coy that "TV programming will be limited to Kinetoscope, local sports, and public service origins until coaxial service or relay service is low enough in cost to warrant direct network service in the smaller communities."

"When we enter TV, which we hope to do within the next five years," he continued, "our only chance for success will be through short commercial announcements during the daytime test-pattern periods."

He referred to claims that the commercialization of test patterns might increase competition with FM, saying "this is a weak argument for FM, who might also ask the FCC to accept the right of commercialization."

JUNIOR Chamber of Commerce certificate awarded WING Dayton, Ohio.
SINDLINGER SUIT

Asks Nielsen Files Be Opened

SINDLINGER & Co., Philadelphia media analysts, asked a U. S. District Court in Philadelphia last week to open certain files of A. C. Nielsen Co., Chicago, dealing with TV and radio audience rating service.

At the same time, Sindlinger withdrew his suit against C. E. Hooper Inc., of New York, that it had interfered with the former's investors and patents.

These actions heightened court argument last Monday before Judge Guy K. Bard on a motion by Nielsen and Hooper that the $2 million damage suit filed against them by Sindlinger be dismissed [BROADCASTING, April 8].

Nielsen also asked that if the suit is not dismissed, court jurisdiction be waived to an Illinois court. Judge Bard indicated that a decision, which also involves the question of files to be produced, may be forthcoming in three or four days.

Sindlinger's suit charges the Nielsen and Hooper companies with "malicious and unlawful interference" with the Philadelphia firm's business rights and accuses Nielsen of an illegal filing of patent applications.

Attorney Robert Wolf, of Wolf, Block, Schorr & Solis-Cohen, Philadelphia, said Nielsen's files contain information allegedly proving what "type of business" it conducts in Eastern Pennsylvania and other evidence "pertinent to the case." Nielsen counsel had contended the Chicago firm is not engaged in interference as defined under the Clayton Anti-Trust Act and therefore not liable to Sindlinger's charges of alleged conspiracy to monopolize and of restraint of trade.

Cites 'Monopoly'

Mr. Wolf argued that Sindlinger's main allegation is that as a consequence of Nielsen's purchase of the Hooper rating service [BROADCASTING, Max 6] a monopoly has been created.

Phil E. Gilbert, of Moore & Gilber, Chicago, representing Nielsen, said some millions of papers would have to be sifted to meet the files request. Grant of the Sindlinger request that Nielsen show in evidence records involving research methods in measuring audience response and also patent applications, Nielsen counsel said, "would greatly damage" the firm's interests.

It was argued that many records contain "trade secrets," among them certain methods still in the developmental stage. Judge Bard ordered Sindlinger attorneys to show cause why the records should be produced and asked for an answering brief from Nielsen counsel.

Sindlinger's suit alleges the Nielsen company knew certain applications for patents on electronic measuring methods were about to be filed by Radox (Sindlinger) and proceeded to file patent applications of its own, blocking Radox patent plans. A patent dispute between the two companies now is in progress in U. S. patent courts, Washington.

The damage suit also seeks an injunction to prevent the continuation of the alleged acts and in validation of all contracts entered by Nielsen and Hooper with customers since January 1946, date Sindlinger claims it began experiments with Radox.

In New York, C. E. Hooper said his company's action in obtaining patent charges against his firm "confirms our position that the charges are entirely without foundation." Mr. Sindlinger, meaning to新常态 that he considered the Hooper announcement that it would not fight jurisdiction of the case an admission by the company that "it transacts business in Philadelphia." The Hooper firm said it agreed it was doing business in Philadelphia.

Three counts were dropped against the Hooper firm. They were (1) that Hooper was a party to a patent development program designed to prevent Sindlinger and others from entering the TV measurement field; (2) that Hooper was involved in fraudulently filing patent applications for the purpose of preventing Sindlinger's business, and (3) that Hooper had unlawfully interfered with the business relations of Sindlinger by dissuading investors from investing in the firm and by threatening litigation with Sindlinger and others.

Agreement on the charges to be withdrawn came after a conference Monday among the attorneys representing the three parties in the suit.

WRDW APPOINTS

Headley-Road Effective July 1

WRDW Augusta, Ga., has appointed Headley-Road as its national representative, effective July 1, according to Ray Ringo, general manager.

Mr. Ringo, treasurer of Radio Augusta Inc., licenee of WRDW, is president-elect of the Georgia chapter of Broadcasters. James S. Ayers is WRDW sales director. Other officers of Radio Augusta are: Ernest D. Black, president; Allen M. Woodall, vice president; Emest McKenzie, vice president; Charles W. Pittman, secretary.

Radio Augusta's officers also are interested in the operation of WDKI Columbus, Ga.; WBMU Macon, Ga., and WCOS Columbus, S. C.

CITES SHEPARD

NAB Board Pays Tribute

RESOLUTION paying tribute to John Shepard 3d, Yankee Network founder who died June 11 [BROADCASTING, June 19] was adopted last Tuesday at the opening session of the NAB Board of Directors in Washington. The resolution follows:

Whereas this board has learned with deep regret of the death of John Shepard 3d,

And whereas Mr. Shepard was a pioneer among radio broadcasters in this nation who, with courageous foresight and devotion, took that field as a leader in the development of this medium,

And whereas his leadership and his devotion were reflected as well in his unselfish service as a committee member and board member of the NAB,

And whereas his departure from our midst represents a grievous loss in friendship and service to the members of the broadcasting profession,

The resolution reads: "This board hereby adopts this memorial to Shepard, a tribulation to his memory, without self-interest and generosity, and that every suit be remitted to the family of John Shepard 3d with this board's sincere condolences in the time of their sad loss."

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WBWS The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

June 26, 1950 • Page 53
Radio Outpulls Papers
(Continued from page 26)
Radio 61%; newspaper 7%; both 16%; other 16%.
Combined totals for the three tests were:
% Traffic—Radio 43.6%; newspaper 14.6%; both 91% other 32.7%.
% Traffic Purchasing — Radio 61%; newspaper 70.8%; both 93.3%; other 46.3%; total 63.6%.
From these figures, ARBI found that using the total traffic (105 customers) who purchased advertising as the constant, the purchasing percentages would be: Radio 46.7%; newspaper 16.2%; both 13.9%; other 23.5%.
Another series of tests was conducted in five Safeway Stores in Butte, all featuring the same test items during a five-day period. Summary of combined totals for the surveys follows:
% Traffic—Radio 23.5%; newspaper 14.5%; both 41%; other 57.9%.
% Traffic Purchasing — Radio 99.3%; newspaper 98.9%; both 100%; other 99.1%; total 99.1%.
% Dollar Value of Purchases—Radio 53.5%; newspaper 16.6%; both 59.3%.
Ten surveys were conducted in department, apparel, furniture and appliance stores in Missoula, Helena, Bozeman, Great Falls and Spokane. Summary of combined totals for the surveys follows:
% Traffic—Radio 32.2%; newspaper 23.2%; both 9.7%; other 31.9%.
% Traffic Purchasing Test Merchandise—Radio 64%; newspaper 65.9%; both 68.5%; other 40.5%; total 57.5%.
ARBI pointed out that using the total traffic (568) as the constant, the purchasing percentages by media would be: Radio 39.1%; newspaper 26.5%; both 29.8%; other 22.5%. ARBI adds that this method of tabulating (purchases of test items only) ignores the complete pulling power of advertising since it does not take into account the other purchases, such advertising may have stimulated.
The ARBI booklet summarizes two surveys, one in Portland one in Butte, which it described as "not acceptable." In a test at Roberts Brothers, Portland, radio's pull was double that of newspapers but the results were not deemed accepted because investment in radio and newspaper advertising was not equal ($248.40 in newspapers and $55 in radio) and the results were not given for a test at Howard's in Butte, because of insufficient response ascribed to several winter weather conditions.
Concluding, the ARBI booklet claims that for the same number of advertising dollars the XL stations, in 92.9% of the accepted tests, preferred or approved partners participating more traffic, which meant more sales.

TAX BILL ACTION

MOVING with unprecedented speed tentatively set for early August, House Administration leaders last week whipped the omnibus tax bill floor where action is expected this week.

The 1960 revenue bill encompassed a host of varied proposals, among them one to tax profitmaking enterprises — including radio stations — of educational and charitable organizations [Broadcasting, June 19].

Administration leaders hope to present the package, formally introduced as a bill last Thursday by Rep. Robert L. Doughten (D-N.C.), for consideration on the floor on Tuesday and possible vote Wednesday. The bill was offered by Rep. Doughten following extensive study and hearings by the House Ways & Means Committee, of which he is chairman.

The giant bill, which comprises cuts in certain excises and increases in certain corporate taxes, would affect the manufacturers' tax on radio receiving sets in effect since 1941.

No TV Set Tax

No tax would be levied, however, on television sets at the manufacturers' point as advocated early this month by Treasury Secretary John Snyder. The committee held hearings on the Administration's proposal to impose a 10% levy on TV sets, but rejected it following testimony opposing from Radio & Television Mfrs. Ass'n and a number of individual firms.

The committee voted, however, to include the bill in the proposal of his father, Donald M. Lee; the second, filed Dec. 13, 1948, was for transfer from Thomas S. Lee to Lewis Allen Weiss and Willett papers and $55 on KXLY by the committee as reported to the House floor call for reduction on musical instruments from 10% to 5%; on domestic telegraph, cable or radio dispatches, 25% to 10%, and no change on the latter's international use from the present 10%.

Religious organizations would be exempt from the proposed tax to be imposed on "unrelated business income" of educational, charitable, labor, agricultural, re-

Strikers at Work

NEW YORK Newspaper Guild last week wound up its Monday - Saturday quarter hour series on WLIB New York for a unique news program produced by striking newsmen when it approved at the New York World Telegram & Sun. The show, aired 6:45-7 p.m., began Friday. Guild members in charge of the World Telegram & Sun to suspend publication, are continuing to cover their usual news beats and make reports on the guild-sponsored program, which is called Seven-Star-Final.

Racing Data

(Continued from page 24)

involving request by Arthur B. McBride for transfer of WMIE Miami, Fla., from Lincoln Operating and Broadcasting Co., of which he is co-owner [Broadcasting, June 12]. Chair-

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SPOT TV delivers more...

Adds sight, sound and action to your story. TV has no equal as a sharp tool for sales. It becomes even sharper when you aim it toward the markets where you need sales—toward the stations that draw your customers. That's Spot TV for you.

If you want success insurance in big television markets, use any of these big league stations:

- WSB-TV .......... Atlanta
- WBAL-TV .......... Baltimore
- WNAC-TV .......... Boston
- KFI-TV .......... Los Angeles
- WHAS-TV .......... Louisville
- KSTP-TV .......... Minneapolis-St. Paul
- WSM-TV* .......... Nashville
- WTVAR-TV .......... Norfolk
- KPHO-TV .......... Phoenix
- WOAI-TV .......... San Antonio

*On the air September

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
WKZO-TV opens its inter-city relay for network service the week of July 9, 1950—is now a member of the CBS Basic Network.

A careful dealer-distributor survey showed 57,222 TV sets within 40 miles of WKZO-TV, as of June 1—70,012 sets within 50 miles.
APPLICATION for transfer of WOIC (TV) Washington from General Teleradio, subsidiary of R. H. Macy & Co., Inc., to WTOP Inc., and of WOR-FM, located at 205 Broadway, New York, will be filed with the FCC early this week. The transaction, announced last Tuesday by Theodore C. Streibert, General Teleradio president, and Philip L. Graham, president of WTOP Inc. and publisher of the Post, is understood to involve a figure of approximately $1,000,000.

The joint announcement culminated several weeks of active negotiations. WOIC, affiliated with CBS, will be continued jointly with WTOP, 50,000-w CBS outlet, and WTOP-FM. Upon FCC approval, the television outlet probably will become WTOP-TV. WTOP Inc., is owned 55% by the Post and 45% by CBS.

WOIC, assigned Channel 9 (186-192 mc), began operation in January 1949. It has been operated in conjunction with WOR, WOR-TV and WOR-FM in New York under the policy direction of Mr. Streibert and the local management of Eugene S. Thomas, former WOR sales manager. The station is understood to represent an investment in tangible equipment and real estate of more than $1,000,000.

ZIV TV FILMS

Announces Sales to Stations

ZIV Television Productions, New York, last week announced the following sales of its programs:

Yesterday's News — WOC-TV Davenport; WHIC-TV New Haven, for sponsorship by Whalley Motors Inc.; WPDB-WO Toledo, for sponsorship by Brondes Motor Sales; WTMJ-TV Milwaukee, to be sponsored by Kinsey Broadcasting; WBAA-TV Huntington, West Va., for sponsorship by Pancake Realty, and to WABD (TV) New York.


and, with operating losses, in excess of $1,250,000.

The transaction is the fourth involving a TV station since TV's meteoric postwar rise. Other transactions — with newspapers — were the acquisition by WFAA (Dallas News) of KBTV (TV), a new WFAA-TV, and by KPRC (Hou- ston Post) of KLEE-TV which becomes KPRC-TV. Other sale was the acquisition of KRSC Seattle by KING, that city, with call letters KING-TV.

CBS-WTOP Agreement

John S. Hayes is vice president and general manager of WTOP Inc. While CBS holds a substantial minority interest, Mr. Graham acts as its voting trustee. The Post acquired control of WTOP for $855,470 on Feb. 9, 1949. The application for transfer specified that CBS would leave those assets in the WTOP Inc. treasury toward further expansion and development of operations, including TV. The Post and CBS further agreed to advance additional funds specifically for TV.

No Other Sales Seen

Mr. Streibert, queried by TELECASTING, said that General Teleradio for the present will confine its activities to the New York metropolitan area. There is no inten- tion, he said, of disposing of any other radio, TV or FM interests.

“Our plans for intercity expan- sion went by the boards when the freeze went into effect,” he stated. Immediate effect of the sale of WOIC, he added, “will be to take a little load off our shoulders.”

Mr. Streibert, who also is chairman of the board of directors of Mutual, said that the network neces- sarily is holding its TV plans in abeyance until the end of the freeze.

WTOP Inc. has had pending before the FCC a petition for Channel 12—one of the many caught in the TV freeze. That petition presum- ably will be withdrawn coincid- ently with the filing of the WOIC transfer application.

The formal application for transfer is being drafted by Leland Zias, Young & Jansky for WTOP Inc.

It was presumed that most of the personnel of WOIC would be absorbed in the WTOP organiza- tion. Whether Mr. Thomas, a vet- eran 15-year man in the WOR organization, would continue with the Washington operation or return to New York was not resolved last week.

FCC DROPS PROBE

Cables and wire were drawn in several complaints to the Commission during recent months that the freeze was not functioning properly.

CITED VIOLATIONS

FCC held at the time that NBC's first offer to affiliates and also a second one violated the network's rules, holding that in effect the stations which accepted them gave NBC an option on station time without NBC being similarly bound at the same time (TELECASTING, Feb. 25). The opinion FCC said, violated the rules in that it could be exercised on less than 56 days' notice and was exclusive against other net- works.

The Commission also found other "objectionable" features in the original plan, pointing out that purchase of time for resale to unidentified advertisers—the spons- ors had not then been signed—"raises serious problems." Subsequently modifications in the plan, however, satisfied FCC's objections. The Commission's letter to DuMont noted:

"As a result of these changes, NBC has been offering the program on different terms under which the individual stations are informed in advance of the nature of the program and sponsors, and may accept or reject separate segments of one-half hour, of which the financial detriment accruing from a rejection of one or more such segments.

These conditions for the sales of time appear to obviate the Com- mission's objections to the previous arrangements, to the extent that they resulted in options of time to NBC on terms inconsistent with Sec. 3.104 of the Chain Broadcasting Regulations, and the diminution of licensee responsibility.

The number of stations carrying the "Revue," which is now in summer hiatus but due to return next fall, has varied. The largest number taking any half-hour segment was 22 interconnected stations and 20 on kinescope. Commercially, authorities say a sell-out is as- sured.
C H I C A G O ' s divorce total for 1949 is two less than it would have been because of television.

This is the claim of a South Side minister, who advises battling spouses to watch Clint and Jeanne Youle, "the ideal couple" on The Weatherman show. Their daily spats and subsequent adjustments, sandwiched between commercials and chalk-talks on the weather, are responsible for at least two couples giving up divorce plans, the cleric maintains.

Young Clint and Jeanne (33 and 31) typify a suburban-married couple for WNBQ (NBC) televiewers, who hear mentions of Jeanne's new hairdresser, Clint's eaten-up 1929 Cadillac, their daughters' measles, and the number of new shoots in a lilac bush in the back yard. These tidbits are incidental to the meat of the 10-minute show five nights weekly. These same tidbits, however, are responsible for more and more sales of Ceresota Flour.

Standard Milling Co., Chicago, which manufactures Ceresota, Aristos and Heckers' Flour, just renewed the show from June 1 for another 13 weeks—the third consecutive 13-week renewal. The Weatherman was sponsored as a test starting last September, and has rolled along casually yet purposefully ever since—selling bags of flour (from 2 to 106-pound sizes) to consumers and retailers alike.

Although Standard Milling has a pretty fair idea of how much additional trading is done across the counter as a result of its entry into video, "sales are not directly measurable," according to P. L. O. Smith, vice president in charge of sales and advertising for the grocery products division. Mr. Smith, who thinks TV is great, has watched a set in his recreation room for more than two years. Five men on his staff are just as TV-conscious.

Mr. Smith admits, however, that Ceresota successfully competes with two other top-brand names in the Chicago area, Pillsbury and Gold Medal, and surpasses grosses of some 23 other brands distributed there. Mr. Smith is convinced that video is a fine advertising medium for consumer package goods. The firm traces some gain in public acceptance by increased retail and grocery sales, response to self-liquidators or premium offers, fan mail and favorable mentions by store owners.

Difficult to Trace

Any actual increase in sales is "almost impossible" to trace directly to television, because "in the flour business sales can unaccountably soar in areas where no advertising is used and can drop to the bottom of the barrel when we buy three or four media in one locality." Standard is accustomed to this fluctuation, as the grain market is such that package flour prices may change as many as 30 times yearly, Mr. Smith said.

To determine the character of the television audience, Ceresota has offered three self-liquidators in the past few months—an apron, starfish scatter pin and Christmas cards. "We use these premiums only when absolutely necessary, and take them off the show as soon as we've found out what we want to know about reception, coverage and impact. We don't want to spend time or money plugging premiums. It takes away from show content and detracts from the commercial impact," Mr. Smith believes.

Standard Milling, which distributes Ceresota in Ohio, Pennsylvania, Minnesota, Illinois, Wisconsin, Indiana and New England, plans to use more television, but the growth of TV ad budgets will be slow. "Television is going through the same growing pains suffered by radio, which is why we're taking it easy for awhile. Maybe some of the pressure will be off when stations go into daytime programming, and prices will level out. We're only interested in what we can get back for every dollar we spend."

Ceresota Buys

Ceresota bought the show through John W. Shaw agency last fall after The Weatherman had been telecast as a local sustainer.
since January 1949. In the interim it had gained a national reputation. A five-minute feature until it went commercial, the program was expanded to a half-hour format so that a middle commercial situation and open and close sponsor mentions could be included.

Clint Youlé was a news writer at NBC Chicago when Bill Ray, news and special events chief, began developing the weather-news package. While Mr. Ray was shopping around for a one-man talent lineup, Clint volunteered his services and told his boss for the first time that he had learned meteorology during a stretch in the Army.

Clint auditioned, sold his brand of carefree, uninhibited weather reporting to management, and carried on casually for several months. His entire report is ad lib, although the sequence is charted in advance. It wasn't until Ceresota started paying the bill that the distaff side of the family was drafted. "The Weatherman said "yes" when the client asked if his wife was attractive. Jeanne stumbled through her first commercial, readily adopted an off-the-cuff manner, and the Youlés became the talk of TV town without either having any experience in acting, radio or television.

Covers Wide Territory

Formal weather terminology is limbered up after the weather reporter visits the U. S. Weather Bureau nightly. For an hour and a half he exchanges notes and notions with airway and regional forecasters. His resume stresses Chicago weather conditions, but overlaps into Wisconsin, Minnesota, Iowa, the rest of Illinois, Indiana and Michigan.

He and Jeanne, "chatting with just about anyone to become bosom buddies of viewers," hit a common denominator of loneliness with their audience. Jeanne said once she started sketching to become bosom buddies of viewers, "you know how they feel. When you forget to put gas in the car or leaves the windows open before a downpour.

SELL-OUT OF NBC-TV'S 2 1/2 hour Saturday Night Revue is assured as Bill Connolly (seated), general advertising manager for Johnson Wax, contracts for Johnson sponsorship of a segment. With him are (1 to r) I. E. Showerman, NBC Chicago vice president; Josh Lewis, Needham, Louis & Brabey, and Ed Stockman, NBC-TV sales

SLOAN PREDICTS

$1 Billion-Plus TV Sales

OVER $1 billion will be spent by American consumers for some five million TV receivers during 1950, F. M. Sloan, manager of Westinghouse Television and Radio Division, told members of the Westinghouse Agent Distributors Assn. meeting in Hot Springs, Va., last Tuesday. Firm's promotion and sales plans were outlined to management representatives of distributors who gathered to see a display of 10 new TV receivers and seven radios in Westinghouse's new fall line.

With only 24 million of 44 million U. S. families having TV service available, Mr. Sloan stressed importance of a "prompt solution" of problems resulting in the current TV freeze. He said improved programming, better receiver performance, replacement sales and comparatively low saturation in TV markets "guarantee an even brighter future" for television.

Mr. Batson

Batson Succeeds Markham

CHARLES A. BATSON, assistant director of NAB's Broadcast Advertising Bureau for a year, re-joins NAB Washington headquarters July 1 as director of the Television Dept., succeeding G. Emerson Markham. Mr. Markham resigned June 16.

In announcing the appointment, William B. Ryan, NAB general manager, recalled that Mr. Batson had directed an extensive survey of TV from the station management viewpoint. The study was titled "Television: A Report on the Visual Broadcasting Art." The results were presented to NAB members at the 1948 district meetings.

Mr. Batson joined NAB in early 1948 as information director, after release from active duty in the Army. After conducting the TV study he was attached to BAB under Maurice B. Mitchell, director. There he has been active in TV advertising, working on standard rate cards and contract forms as well as techniques of commercial production and other aspects of the art. He prepared analyses of TV for Sears, Roebuck & Co. and others and set up the BAB Dealer Cooperative Advertising Service.

In the service Mr. Batson was in charge of broadcasting from the North African theatre to the U. S., United Kingdom and other allied nations, including announcement of the Italian surrender. He entered radio in 1955 in Greenville, S. C. as program director of WBFC.

PULITZER SHOW

Sponsor Prospects for TV

SEVERAL advertisers are interested in sponsoring a television series based on material which has won Pulitzer awards, Dean Carl W. Ackerman of the Graduate School of Journalism of Columbia U. told TELECASTING last week. The Journalism school, administratively, has deanship from the time of its conception in 1917, is asking $100,000 for the TV rights to the series, tentatively titled Pulitzer Prize Plays, he said.

Dean Ackerman declined to identify any of the potential sponsors of the Pulitzer video series, which is being handled for the school by William Morris Agency. It is known, however, that Schlitz Brewing Co. of Milwaukee has expressed considerable interest in the program through its agency, Young & Rubicam, Inc., Chicago [Broadcasting, May 22], and that the Pulitzer Awards Committee, after serious and lengthy deliberations, will establish safeguards, the dignity of the awards not be imperilled by brewery sponsorship.

No Sponsors Yet

No offers have been received for sponsorship of a Pulitzer radio series, Dean Ackerman said. Price of $50,000 is being asked for the radio rights to the Pulitzer material, he stated, pointing out that the Morris agency has received countless requests from a potential Pulitzer Prize winners to provide material for a year's series of hour-long radio or video shows. No format has been set yet for either a video or a radio series, Dean Ackerman said.

It was pointed out to Dean Ackerman that there was a somewhat ironical aspect of the school's approach to radio TV bidding over the judges have consistently rejected all proposals that the awards be expanded to include broadcast as well as printed journalism, either in new or musical creations. He replied that the idea for a broadcast television series, if it materializes, "in itself will constitute Pulitzer Prize recognition of television."

Color Deadline

FINAL BLOWS in FCC's hearing on Color TV battle—the proposed findings and conclusions by participants in the lengthy proceeding—are echoing down Commission corridors. Findings are due today (Monday) with July 10 set as deadline for replies, the Commission has announced [Broadcasting May 29]. The predicted legal and political color decision cite early fall, but FCC Commr. E. M. Web- ster last week indicated this may be too optimistic (See story TELECASTING p. 6).
COLOR DECISION

Webster Dims Hopes Of Quick Action

POSSIBILITY the color TV decision may take longer than certain predictions optimistically indicate—in view of the "magnitude" of the decision and the press of other "important business of the Commission"—was suggested last Monday by FCC Comr. E. M. Webster.

Addressing the eastern regional convention of the American Taxi-
cab Assn. at Atlantic City's Hotel Traymore, Comr. Webster ex-
pressed concern over being "forced to devote 90% of my time to prob-
lems involving broadcasting and television" when many other policy
problems are pending which require careful consideration.

Webster stated he has concluded the way to beat the
-growing work load will be to dele-
gate specialized responsibility to individual Commissioners or groups
of them. He saw FCC's current
staff reorganization along func-
tional lines as able to "alleviate
the situation, somewhat".

Explaining to the taxicab group that after many months of hear-
ings on color television "we now have the stupendous job of making a
decision," Comr. Webster stated:

Decisions of this magnitude are just not made overnight. There are those
—and incidentally they do not have
any responsibility under the Commu-
nications Act—who would have been
kind enough to set up a suggested
framework and an outline for a com-
mission, which, if followed, would
mean a decision sometime early this
fall. The question is whether they are enti-
ately given any consideration to the
physical capabilities of the individual
Commissioners and the staff. On the
record, study the matter thor-
oughly, discuss it among themselves,
and render a formal decision. They
forget that during all of that time we
should also be attending to other im-
portant business of the Commission.

Comr. Webster indicated he is
"deeply concerned" that the radio
problems of the taxicab industry and
other services of "vital impor-
tance" to the public "are not get-
ting the attention that you de-
serve." He asked if he was being
done justice to you and the other radio
services when I tell you that back in
Washington I am forced to de-
vote 90% of my time to broad-
casting and TV problems.

The "dilemma," he said, is what to do
"about the numerous out-
standing policy problems con-
tantly before the Commission, some
of which have a direct bearing on
your industry. The number of
the problems flowing before the
Commissioners is so great that
only a few can be decided with the
degree of celerity which they
merit," he continued.

Neither our Chairman nor the other
six Commissioners can, in my opinion,
be well enough acquainted with all
the policy problems before us to set
up priorities that would result in more
efficient decision making. I have come
to feel that the only way we
Commissioners can render the
public the kind of service they have
a right to expect to meet the ever-
growing volume of work that is thrust
upon us is to delegate to individual
Commissioners, or groups thereof,
limited responsibilities of decision in
specialized fields of communications.

Particular need for greater aid
from applicants was cited by Comr.
Webster in view of the continuing
reduction of FCC staff. Because
of personnel cuts required by Con-
gress through so-called "efficiency
measures" (see story this issue).

Comr. Webster saw the possibility of reduced service by the Com-
mission even if the current reorgani-
ization increased its numbers and cut
red tape. With the FCC staff total-
ing 1,348 at the end of May 1949
and 1,285 today, he saw FCC able
to have only 1,170 employees the
next fiscal year because of finan-
ces.

WEBSTER TALK

Johnson Mulls Reference

SEN. ED C. JOHNSON (D-Col.)
said last Thursday he did not be-
lieve Comr. E. M. Webster was
"making any mistakes" in that portion of his Atlantic City
speech dealing with the Commissi-
on's proposed color TV timetable
(see adjoining story).

The chairman of the radio-
minded Senate Interstate Com-
merce Committee offered the com-
ment in response to speculation
that the FCC may have had in
mind when he stated "there are those—and incidentally they
do not have any responsibility under the Communications Act—
who would have been kind enough to set up a suggested timetable
and schedule for the Commission
which, if followed, would mean a
decision sometime early this fall."

Sen. Johnson pointed out that
FCC Chairman Wayne Coy and
Comr. George E. Sterling had
made "frank statements from the beginning of the color hearings" on
FCC's proposed agenda.

Possible schedule for Commis-
sion action on the color question
and its TV allocations had not
been cited by Sen. Johnson last May
following a meeting with officials
of the National Society of Televi-
sion Producers who had conferred
earlier with two Commission mem-
bers on the FCC timetable [BRO-
DCASTING, May 1].

Comr. Webster had "no com-
ment" to offer to his Atlantic City
speech, or whether he had al-
luded to Sen. Johnson. "There are people who have made suggestions
to me and other Commissioners from
time to time," he remarked.

Sen. Johnson added that he has
"hopes" the Commission may
 tackle the clear channel problem
before the year's end, as indicated
by Comr. Sterling [BRODCASTING,
June 10]. He said he realized,
however, that the issue "must be
associated with the NARBA pro-
blems and tied together in such a
way as to render a solution that is
two-fold."
COLOR ON COAST
CBS Showing at Medical Meet

CBS color television will be demonstrated on the West Coast for the first time at the national convening of the American Medical Assn. in San Francisco June 26-29. The colorcasts will be microwaved six miles from the Fort Miley Veterans Administration Hospital to San Francisco's Masonic Temple.

Sixteen receivers will be installed for the demonstration. Smith, Kline & French Labs, Philadelphia pharmaceutical firm, will present the demonstration in cooperation with the Veterans Administration and the Stanford and U. of California medical schools. Dr. Peter Goldmark, director of engineering research and development for CBS, will also participate.

SEMINAR in television production heading program class at NBC's Teaching and Information at Cornell U., Ithaca, N. Y., in connection with its advanced class in radio broadcasting.

ABC-TV NEW BUSINESS

ABC-TV, one of the nation's television networks, is planning its first television show, "The Don McNeill Show," which is expected to start next October, on ABC-TV Wednesday nights.

AN ESTIMATED $6 million in television billing was sold, or nearly so, by ABC last week.

Eight programs, including one starring Don McNeill who has been signed to a 20-year contract by the network [BROADCASTING, June 19], were involved.

The contract with Mr. McNeill, the toastmaster of the radio show, Breakfast Club, on ABC for the past 17 years, is the longest continuing radio agreement ever signed with a personality. It is effective Jan. 1, 1950, and includes the entire McNeill family—Mr. McNeill; his wife, Kay, and three boys, Tommy, 15; Dennis, 14, and Bob, 9. In addition, the network will get the first option on the boys' services if they decide to follow in their father's footsteps.

The television program will be called The Don McNeill Show and is expected to start next October, on ABC-TV Wednesday nights.

GROSS TIME

Henry Kasperowicz, of the Allen B. DuMont Labs, inventor of the new DuMont three-color direct view television tube, patent for which has been granted [TELECASTING, May 22], stands beside video equipment at DuMont's research division in Passaic. A resident of Passaic, Mr. Kasperowicz filed for the patent on the tube in October of 1945, when he was only 27 years old.

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The television program will be called The Don McNeill Show and is expected to start next October, on ABC-TV Wednesday nights.

The present sponsors of the Breakfast Club, Swift & Co., Philco Corp. and General Mills, all are currently negotiating for sponsorship of the TV show. Details are expected to be consummated shortly.

Chicago Origination

The newly signed 20-year contract calls for Mr. McNeill to originate his program in Chicago for nine months out of the year, an eight-week vacation annually, two weeks origination in New York and two weeks in various points around the country.

Among the television shows that ABC-TV has already signed up is the United Press Wire Service, bought by Chrysler Sales Div., the Chrysler Corp., Monday, 8-8:30 p.m., starting Sept. 11, through McCann-Erickson, New York.

The screen actors Guild, seeking to further clarify its position in the current dispute with Television Authority over TV jurisdiction, last week issued a 16-page brochure to its members outlining its contract proposals for telecast motion pictures, comparing them with TVA proposals and reviewing disputee between the two groups.

SAG BROADCASTING EXPLAINS STAND ON TVA

Sag actor's Guild seeks further clarification with TVA.
TELEVISION costs, already lower per thousand people reached than those of leading national magazines, are continually declining as the TV audience grows.

This is graphically depicted in "Television Profile," slick-covered brochure prepared by NBC's TV Sales Planning and Research Dept. "to provide advertisers and their agencies with a convenient, up-to-date report on the latest developments in a rapidly changing medium."

Comparing the cost—time and talent—of a half-hour evening TV program on NBC's 25 interconnected TV stations and that of a black-and-white magazine page, with 15% added for art and mechanical cost, NBC states that as of April 30, 1950, when the 25-station network reached 4,073,100 homes, its cost per thousand viewers was $3.60 compared with $4.49 for Look, $5.25 for Cosmopolitan, $5.25 for Saturday Evening Post, $5.30 for Life, $7.53 for Woman's Home Companion and $8.56 for American Magazine. In 1948 NBC estimated that NBC's 25-station TV hookup would reach 5,055,000 homes at a cost of $2.90 per thousand.

In the third edition of network television's cost per thousand with that of leading newspapers in the 25 cities, NBC reports an average for the newspapers of $5.68, compared with the NBC-TV network cost of $3.60 as of April 30.

Circulationwise, the brochure points out, the 1 million TV sets in use as of Jan. 1, 1950, were more than the circulations of Glamour, New Yorker or Fortune; on Jan. 1, 1950, TV's 3,950,000 circulation was greater than that of American Magazine, Cosmopolitan or Time; and by July 1 of this year it will reach 6,400,000, surpassing Life, Ladies Home Journal and Saturday Evening Post.

Looking ahead, NBC predicts that the nation's TV homes will total 8,600,000 by Jan. 1, 1951; 14 million by Jan. 1, 1952, ahead of the circulation of the newspaper supplement magazines American Weekly and This Week; and 24 million by Jan. 1, 1954.

Cities Survey

The brochure also cites a survey made for RCA by Elmo Roper & Staff in July 1949 in 25 TV cities, which showed that TV families are more prosperous; have more consumer durables such as washing machines, electric refrigerators, telephones, autos and homes of their own; are younger and are larger in size than non-TV families, with the median number of persons per family being 3.4 for TV families compared with 2.9 for non-TV families.

The Roper study showed the median number of viewing hours per week per person as 14 hours, 24 minutes, with 6.6% viewing less than 3 hours, 26.3% viewing 3 to 10 hours, 51.1% from 10 to 25 hours and 18.3% more than 25 hours.

The average viewers per set from 6 to 11 p.m. was 1.14 men, 1.26 women, 0.94 children—a total average of 3.34 viewers per set.

** Three Stations Issue New Rate Cards

NEW RATE CARDS have been announced by three television stations — WBBZ-TV Boston, WRGB (TV) Schenectady and WTVJ (TV) Miami. At WBBZ-TV an hour of live-studio Class A time (6-11 p.m., Mon.-Fri., 12 N-11 p.m., Sat. and Sun.) becomes $700 while an all-film telecast in the same period becomes $600 an hour. Twenty-second and one-minute slide or film announcements in Class A time become $125 on July 16 when the average rates are effective. Live-studio rehearsal charges also are increased and will become $50 per half-hour. Rate protection will be given to Jan. 15, 1961, to present clients providing no lapse in schedule occurs.

On July 1 new rates become effective at WRGB. A base hourly rate of $350 gross will apply during Class A time (6-11 p.m.). Three-fourths of the base rate will apply during Class B time (5-6 p.m., Mon.-Fri., 1-6 p.m., Sat. and Sun.). At all other times half the base rate will apply. Base rate for one-minute announcements, (Continued on Telecasting p. 13)

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**Grow Like Magic**

The WDEL-TV audience in the rich Wilmington, Delaware market

In one year, WDEL-TV has been phenomenally successful in building its audience in this wealthy market, fifth in per capita income. Set sales in this area have jumped more than 700%. Consistent prosperity, NBC network shows, local skillful programming, clear pictures assure continuous audience growth.

Represented by ROBERT MEEKER

Associates

Chicago San Francisco New York Los Angeles

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**Weekly Television Summary** — June 26, 1950, Telecasting Survey

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**Editor's Note:** Source of set estimates is based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
RESULT STORIES are piling up at WGN-TV!

Here's another you should know about:

A letter from an advertising agency states,

"You might be interested to know that the first week's response of 598 pieces followed by 623 on the second week is the highest mail response reported by any of the 28 stations currently carrying ...(program)...It exceeds the mail count in cities such as New York and Los Angeles both of whom currently have more television sets than Chicago. WGN-TV certainly can take a bow on the strength of its showing so far."

Whatever your business...whether it's cars or cigarettes, sewing machines or soft drinks...your station for results is WGN-TV, Channel 9 in Chicago.
Mr. Hance goes into action with a KSTP-TV film camera as the drama of the Ruben Shetsky murder trial was filmed in St. Paul. Mr. Hance's appearance on the witness stand.

Portions of Mr. Hance's film work also were used by NBC-TV, which had previously utilized its Winnipeg flood TV film coverage May 7 and 8 on the Camel Televison Newsletter. Mr. Hance is northwest representative for NBC-TV news, and has covered two airplane crashes, the Bistrom brothers manhunt, and "Operation Haylift." Telefunco News is sponsored by KSTP-TV by Cribben & Sexton (Universal gas ranges) Tuesday, at 6:55 p.m.

WRGB (TV) RELAY

FCC Denies Reinstatement

GENERAL ELECTRIC Co.'s WRGB (TV) Schenectady was denied permission by the FCC last week to reinstate its private microwave relay to New York to pick up baseball teleticles originated by WGBU (TV) New York. The Commission cited the GE's statement in January that regular common carrier facilities are available. FCC deleted the relay in February.

GE requested reinstatement of the relay on the grounds that common carrier facilities for single station operation would be prohibitive, but FCC ruled a grant for this reason would "undermine the purpose" behind its policy on intercity TV relays [Broadcasting, Dec. 26, 1949]. FCC said it believed GE had received ample time to amortize its investment since the relay was operated nearly 2 years and the equipment before that had been used for developmental work.

PHILCO CAMPAIGN

$25 Million Is Set For 1951 Line

PHILCO CORP. and its dealers will spend approximately $25 million to advertise the company's 1951 line of radios, TV sets, ranges, refrigerators, freezers and air conditioners.

H. Carmine, Philco executive vice president, at a Monday news conference announced the company had introduced its new products to some 6,000 dealers and distributors. Television will continue as a major medium in Philco's advertising. Mr. Carmine said, with Philco Television Playhouse remaining in its Sunday evening hour on NBC and the company also retaining its local TV shows.

He announced that Philco also has the Don McNeill TV program planned for the fall in addition to its sponsor-ship of the final 15 minutes of Mr. McNeill's Breakfast Club on ABC's radio network five mornings a week. Magazines, newspapers, billboards and direct mail also will be used, Mr. Carmine said.

Philco's 1951 TV line includes 44 models in 27 models listed for radio receivers.

Orders totaling more than $100 million at factory level were booked by Philco for delivery through the first half of the year for the two-day dealer re-actor meeting preceding the dealer sessions, Mr. Carmine reported.

The current orders from the company of its 1,200 distributors included orders for 343,000 TV sets.

William Balderston, Philco presi- dent, told newsmen that with sales of approximately $140 million for the first half of 1950 his company anticipates total sales for the year to reach the $300 million mark, compared with $215 million for last year. Sales of TV sets will account for nearly 60% of total he stated.

Sees Million Philcos

Pointing out that Philco has manufactured and sold more than 400,000 TV sets this year, Mr. Balderston estimated that the company will produce and sell more than a million video receivers before the year is over, out of an estimated total of about six million TV sets for the entire industry.

Answering questions about the probable effect of the inauguration of color TV on the set sale situation, Mr. Balderston said he expects a continuing demand for black- and-white sets for some time to come, particularly if the standards agreed upon are not ready for a compatible color system.

Pressed for an estimate of the cost of the first color receivers, he said the least expensive sets in the color line might well be priced at $850 to $1,000. These prices will decline with experience and mass production, he said, but he expressed the opinion that color expense will always be 30% or more than monochrome receivers.

If color standards are set this fall, as is expected, it will be at least a year and perhaps 18 months or two years before color broad-
ADDED doubts that interconnection between Western Union and American Telephone and Telegraph Co. intercity TV relay facilities would be technically practical — let alone desirable — were expressed by Bell System officials last week at further FCC hearings on the issue. Held before FCC examiner Elizabeth C. Smith, the further sessions ran Thursday through Friday and were principally devoted to cross-examination of F. R. MacFarland, program service manager of AT&T's Long Lines Dept., and Frank A. Cowan, engineering chief of the Long Lines Dept., who previously had testified [TELECASTING, June 12, April 24]. It was expected the hearing would be recessed Friday until early July at which time Western Union would give its rebuttal evidence and testimony on how it proposes to divide tariff revenues with AT&T should the Commission allow interconnection.

At the conclusion of this further hearing it is proposed to recall various broadcasters for additional examination on their TV relay needs and views on interconnection. Earlier they generally indicated interconnection would foster rapid growth of TV, with certain exceptions [TELECASTING, May 8].

Mr. MacFarland testified that since September 1949 there has been no need for allocation of service from New York to Philadelphia and from the latter city to Washington. Five southward channels, he said, provide one channel for each of the four TV networks on a monthly basis with one channel left over for occasional use.

Channel Summaries
Two channels northward are allocated, said Cowan. Mr. MacFarland said, and service must be allocated first between Philadelphia and New York because of allocated service from the West. New radio relay facilities between New York and Chicago will relieve this situation when they are put into effect late this summer, he said.

Summaries of network use of the channels in March, April and May were presented by Mr. MacFarland, who testified the reports showed the second northward channel actually was used on an average of less than one hour daily. He concluded that even though another channel was added, interconnection between New York and Philadelphia there would be no more usage than at present. Western Union's existing TV radio relay is between these cities.

As reported by Western Union counsel, William E. Seward, if need for extra channels there existed in June 1949, Mr. MacFarland said, the extra allocation was made in 1949. To further questioning, Mr. MacFarland stated the Bell System would have allowed interconnection with Western Union at the time of the need for extra channels but no request for interconnection ever was made. AT&T policy against interconnection with Western Union was made when the Bell Sys-
FCC last week said it still was not convinced that Zenith Radio Corp. did not over-promote its pay-as-you-see television system. Until further information can be supplied, the FCC stated in a letter to Zenith's president, Comdr. Eugene F. McDonald Jr., the hold-up on Zenith's request for an extension of the date on which it was to have started Chicago tests on Phonevision will continue (TELECASTING, June 5).

Specific information was lacking, the Commission said, on Zenith's reported contingent credit plan with manufacturers and its stand on encouraging installation of decoder outlets in the manufacturer of TV receivers. Subsequently, FCC asked Zenith for detailed explanations of agreements with manufacturers and its future plans in connection with decoder outlets.

Earlier this month, FCC had instructed Zenith to file a verified statement on its Phonevision promotion after asserting that Comdr. McDonald had solicited manufacturers to start building Phonevision decoder outlets and that advertisements have been running stating "Phonevision will soon be here."

In reply, Comdr. McDonald had written to FCC that Zenith's letter to manufacturers was "marked confidential and not intended for publication." Letter's purpose, he said, was to suggest outlets be installed in TV receivers now so that if and when FCC approves Phonevision, the public would be able to have the necessary decoding unit installed at "great saving." He also denied that Zenith had published or "approved" any advertisements containing the assertion "Phonevision will soon be here.

FCC said:

"... The Commission's letter also stated that the Commission believed that a serious question was raised as to whether the actions have been consistent with the conditions imposed on your special temporary authorization. Specifically, condition 3 that Zenith avoid action or give impression that Phonevision has been approved or will be authorized on a regular basis or that the authorization constitutes Commission approval of the manufacturer's product to the extent of the transmission principle. The Commission has reviewed carefully your letter of June 2, 1950, and is of opinion that your actions have not been consistent with the condition quoted."

"Decoder Issue"

In reference to Comdr. McDonald's assertion that his firm suggested the manufacture of decoder outlets in TV sets to protect the public, the FCC said:

"It is not clear from the situation in case of Phonevision is comparable to the analogies you draw to the manufacturer's provision for the hand FM receivers and television receivers with turret tuners which you state are capable of being readily converted to receive UHF transmissions. In the latter two cases, the new or changed service had actually been proposed or authorized by the Commission, while in the case of Phonevision not only has the Commission not made provision for it but it has indicated clearly that serious legal and policy reasons remain to be answered.

"Emphasizing that the Commission believes any proponent of a new radio service "can best serve the public" in the experimental stage by "exercising restrained restraint" in the service and in advertising, selling or distributing apparatus to be used, FCC's letter warned that actions to the contrary would lead to "squelched investment by the public in the service." The Commission pointed out that it had expressly forbidden promotional activity in the Zenith case.

HAYES FILM FIRM

Claims Low Cost Library

NEW television film distribution plan, described by its originators as the "cheapest cost per minute program plan in the television field," has been announced by Sam Hayes Productions. Detroit, under the new plan, was called "TV Film Thesaurus," stations may be provided with from 39 to 78 weeks of programming under different titles, ranging from 130 minutes to 240 minutes per week. Rates range from 75 cents to $1.75 per minute, based on the number of TV receivers in the market.

Plan calls for cash credits to be applied to future bookings after service is used for a certain period, two showings of films per week and substantial TV discs during daytime or late evening programming. The Thesaurus comprises an entire library of 3,600 reels of motion pictures recently acquired from Hollywood Film Enterprises Inc.

See also "I'll Sell Your House" Realty Firm Sponsors Program on WWJ-TV!
Telestatus (Continued from Telecasting p. 8) participation and 20-second station breaks will be $60 live. An additional charge of $10 per announcement will be made on live announcements requiring special production. Current advertisers will be protected through Dec. 31. Also on July 1 new rates become effective at WTVJ. A one-time hour in Class A time (5-11 p.m., Mon.-Sat., all day Sun.) becomes $300. In Class B time (all other times) the basic hourly rate will be $225. These rates are for film programs only. Spots, either film or slide, in Class A time become $50 on a one-time basis. Class B spots start at $38. Rate protection will be given current advertisers through Jan. 1, 1951.

Advertest Surveys Variety Programs MILTON BERLE’S Texaco Star Theatre was the most frequently remembered and viewed television variety program in the New York area during April, according to a report released last week by Advertest Research Information is based on 816 personal interviews in New York-New Jersey television homes and covers television variety programs. Projecting the sample to the entire number of TV homes in the area, Advertest reports that Texaco Star Theatre was viewed regularly in 921,300 New York area homes in April. Of these viewers, a slight majority were in homes with yearly income of over $5,000. When respondents were asked to name the TV variety program which they considered the family favorite, 25.9% named Texaco Star Theatre, 14.3%, Show of Shows, and 12.5%, Toast of the Town.

Of the two variety shows presented on film—Alain Young and Ed Wynn in Theatres in Space—a majority of respondents said they did not recognize the programs as being on film.

In a question on the content of commercials on favorite variety and dramatic programs, 15.3% of the respondents could adequately describe program commercials but not dramatic program commercials, Advertest reports. Only 9.7% could describe dramatic program commercials but not variety program commercials.

A majority (81%) of respondents said they liked hour-long variety programs best.

TV Has Little Effect On Newspaper Circulation TELEVISION has exerted "negligible" impact on newspaper and magazine circulation, according to a research study prepared by Owen & Chappell, New York advertising agency. The study compared newspaper and magazine circulation in three big television markets, New York, Philadelphia and Los Angeles, and in three of the largest non-television cities, Portland, Ore., Denver and Des Moines.

Owen & Chappell found that "overall the impact of television (on newspaper circulation) is indicated as being negligible" and that "there is no evidence that television has played any role in a part in shaping magazine total circulation trends.

Canadian Set Sales Reach 13,500 SALES OF TV receivers in Canadian border areas continue to boom. By latest official count 13,500 Canadians had bought TV receivers at an average cost of $400. There are no TV stations in Canada as yet, but viewers in southern Ontario, where most sets are sold, receive U. S. stations by Buffalo, Rochester, Syracuse, Erie, Cleveland, Toledo and Detroit. In the Vancouver area, Canadians can receive KING-SF, Seattle.

There are now 13 companies making TV sets in Canada, with production in the first four months of 1952 set at 6,500 sets. Planned production for the year is 13,000 sets. Receivers are now 90% Canadian content. Canadian General Electric is reportedly producing cathode ray tubes at the rate of 4,000 a month, with about half the output going to the United States.

Summer Affects Chicago Television JUNE viewing is as high as that in May for late evening movies and Sunday shows, despite other changes reflecting summer audience patterns, according to a study made by Jay & Graham, Chicago, publisher of Videodex ratings.

Contrasting the top 10 Videodex shows for June and May, the firm discovered that the number of tuned-in sets dropped as much as 20%. Popular early-evening network telecasts "had a very significant decrease in audience," with drama programs suffering most and variety the least, the report shows.

Popular Shows Among the most-popular features reaching less homes in June were Philco Playhouse, Silver Theatre, Studio One, Kraft Television Theatre, Firestone Theatre, The Goldbergs, Mama and Martin Kane. Movies, however, appeared to hold audiences, especially if the films were top-flight, because they generally are programmed later in the evening, the report shows.

A survey of Chicago viewing found that only one motion picture lost its audience this month, and this was telecast at 8 p.m. Although the initial results of the viewing study were garnered from diaries submitted in the Chicago area only, Jay & Graham reports that the pattern is similar in all other major TV markets on the cable.

June ARB Reports For N. Y. and Chicago LATEST report on televiewing in New York and Chicago released last week by American Research Bureau showed Milton Berle’s Texaco Star Theatre to be the leading program during the check week of June 1 to 8.

Top 10 programs in the two cities were as follows: as reported by Nielsen follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rank</th>
<th>Number of TV Homes Reached in Total U. S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>1</td>
<td>64.2</td>
</tr>
<tr>
<td>Toast of Town</td>
<td>2</td>
<td>52.7</td>
</tr>
<tr>
<td>Godfrey Friends</td>
<td>3</td>
<td>42.8</td>
</tr>
<tr>
<td>Talent Scouts</td>
<td>4</td>
<td>41.3</td>
</tr>
<tr>
<td>Philco Playhouse</td>
<td>5</td>
<td>32.9</td>
</tr>
<tr>
<td>Jack Carter Show</td>
<td>6</td>
<td>31.3</td>
</tr>
<tr>
<td>Ford Theatre</td>
<td>7</td>
<td>30.3</td>
</tr>
<tr>
<td>Man Against Crime</td>
<td>8</td>
<td>28.6</td>
</tr>
<tr>
<td>Suspense</td>
<td>9</td>
<td>27.9</td>
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<tr>
<td>Silver Theatre</td>
<td>10</td>
<td>27.5</td>
</tr>
</tbody>
</table>

PUBLIC SERVICE TBA Queries TV Stations TO AID public service organizations in the preparation of TV material and video broadcasters in getting only material that they can and will use, the public service programming committee of Television Broadcasting Assn. has prepared a questionnaire. It covers the technical and programming specifications of all operating stations, to whom it was sent last week. TBA anticipates 100% response and it will publish the results.
TV’s TOP BASEBALL

ROUNDUP

“SCOREBOARD”

by ACME TELEPHOTO

Fast-moving, 5-minute daily show
giving complete visual resume of
TODAY’S Big League games—on
today TODAY! Completely
designed for Acme TELEMATIC
ready to go on the air, with spon-
or’s art and copy included.

SPOT PICTURES—Deputy’s best
action, star players; hat off
the wires of Acme Telegraph!

A daily show with top viewer and
sponsor appeal. See it now while
baseball is hot. Write today!
**

Other timely, top-interest
trouble-free Acme Telephoto TV
shows available on NEWS,
WEATHER, WOMEN. Also 20-
second and 1-minute advertising
SPOTS with latest news and pic-
tures. Ask about our 15-minute
Sports-Weather-Package.

LATEST SCORES—In
breezy comic form.

1. You Get the Sponsors—We’ll Do the Work

TV’s TOP

“SCOREBOARD”

by ACME TELEPHOTO

Fast-moving, 5-minute daily show
giving complete visual resume of
TODAY’S Big League games—on
today TODAY! Completely
designed for Acme TELEMATIC
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A daily show with top viewer and
sponsor appeal. See it now while
baseball is hot. Write today!

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baseball is hot. Write today!

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Other timely, top-interest
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shows available on NEWS,
WEATHER, WOMEN. Also 20-
second and 1-minute advertising
SPOTS with latest news and pic-
tures. Ask about our 15-minute
Sports-Weather-Package.

LATEST SCORES—In

breezy comic form.

1. You Get the Sponsors—We’ll Do the Work
GOP on The Ball
A POLITICAL party has brought its platform into baseball broadcasting in California and the move, believed to be for the first time, has already paid off, according to John Willis, promotion manager of KTIMS Santa Barbara. The Santa Barbara Republican Central Committee is one of the co-op sponsors of the Santa Barbara Dentists California League, broadcasts. In the recent primary, notes Mr. Willis, Republican Gov. Earl Warren and Lt. Gov. Knight carried both Democratic and Republican tickets in the area.

MARQUETTE U.
Radio-TV Institute Set
HIGHLIGHTED by a discussion of radio and television from the viewpoint of the producer, public and educator, second annual radio and television institute at Marquette U., will be held in Milwaukee July 11-18.
Scheduled as a special feature of the summer session at Marquette, the institute will be conducted under the direction of Dr. Ella C. Clark, president of the Milwaukee County Radio Council; Joseph Staudacher, director of Marquette U. Radio Workshop, and Rev. Alan S. Dachauer, S. J. Panel composed of representatives of the four major networks will discuss national network programs. Managers of Milwaukee stations will meet during the institute to talk over problems of local shows.

Farm News Reports
FARM market news reports are broadcast regularly by more than half the stations in the populous Northeast according to the U. S. Dept. of Agriculture. The department's Production and Marketing Administration reports that 58% of the stations responding to a recent survey carry one or more reports on agricultural commodity markets primarily for the benefit of farm listeners.

On All Accounts
(Continued from page 14)
tising winning over the textbook.
Charles spent five years with Brooke, Smith & French Inc., inching slowly forward to junior account executive for such clients as Florist's Telegraph Delivery Assn., Timken Heating and Bendix Home Washer.
Progress was slow, he recalls, so he decided to pursue the freelance route along which he organized and directed half-hour shows and 20 daily spots for Sam's Inc. over CKLW Windsor-Detroit—about the biggest chunk of retail radio in Detroit at that time.
During this period he returned to teaching—this time, advertising, sales promotion and personnel training—as special instructor at Wayne U., Detroit. In 1939 he married the former Eleanor Steinberg, a schoolteacher herself.
With the advent of World War II Charles enlisted and was assigned to Army ordnance. He entrusted his advertising clients to W. B. Doner, partner of Fink & Doner, Detroit agency. Upon discharge Charles returned to find Mr. Doner's partner leaving for the West Coast. He teamed up with the Doner firm in 1943 and two years later was named executive vice president.
Charles' favorite hobby is addressing advertising clubs on the problem of setting up standards for the advertising profession comparable to qualifications required for others professions.
The Rosens have two boys—Bobby, 4, and Donny, 3—both of whom like to chant competitive commercials at their father around the dinner-table.

KERB DEDICATED
New Texas Station On Air
BARBECUE and a two-hour program highlighted formal dedication ceremonies June 15 for KERB Kermit, Tex., new 1 kw daytime-only outlet on 600 kc. Station is licensed to Kermit Broadcasting Co., with George H. Cook, hotel owner, as owner and Leroy Bremmer, general manager. Cost of station construction was placed at $65,000.

Mr. Bremmer

From where I sit
Right in the Middle!

Easy Roberts mowed his lawn early last Saturday. Then he sat on the porch, and watched Handy Peterson cutting his grass.

The Roberts' property and the Peterson's border each other—with no hedge or fence between them. So, when Easy notices Handy had left a strip unmowed along the boundary, he walks over and asks why.

"That's your land," says Handy. "Mine ends here. See, it lines up with that oak tree across the road." Easy didn't think so, so they went up and down looking for the surveyor's marker. Where did they find it? Right in the middle of their "no man's land"!

Well, they both grin and take turns finishing the job and then retreat to Easy's for a friendly glass of beer together. From where I sit, a little searching around for the truth of the matter often shows that the other fellow is as much right as you are—at which point the whole thing doesn't seem as important anyway.

Joe Marsh
Copyright, 1950, United States Brewers Foundation
RECORDING BILL
New Tailoring Promised

SENATE-APPROVED bill involving certain changes in operation of the Joint Recording Facility on Capitol Hill will be altered substantially to resolve objections of Congressional radio correspondents before it meets with approval of the House leadership, it was learned authoritatively last week.

One provision slated for deletion, it was reported, is that governing Administrator Robert Coar's jurisdiction over making arrangements for "time for radio broadcasts of such recordings" involving interviews with Congressional members. This section had evoked protests from members of the Radio Correspondents Assn.

Other provisions, which originally were contained in the House legislation passed last August but revised by the Senate, reportedly were slated to be altered. One involves return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House, and another to apply the word "supplemental" to use of the public address system.

The controversial bill is pending before the House Speaker, Sam Rayburn (Tex.), who is credited largely with drawing up the House version. It passed the Senate earlier this month at the urging of Senate Majority Leader Scott Lucas (D-Ill.). [Broadcasting, June 12].

The measure has drawn the criticism of NAB, which set up a "vigilante" committee to study it, as well as of the correspondents' galleries.

Authorities indicated that the bill would go to conference to resolve the differences on the basis that House leadership would not accept the present version.

Eisele Elected

KARL EISELE of Madison Newspapers Inc. has been elected president of the Advertising Club of Madison, Wis. Other new officers are:

- E. B. Peterson, U. of Wisconsin School of Journalism, vice president;
- Verne Rosengren, Madison Newspapers Inc., treasurer.

Eight additional members named to serve on the board of directors are: Arthur Towell; Arthur Towell Jr.; Catherine Small; Manchester Inc.; Robert Jones; Slavit Print & Varnish Co.; William Everson, Advertising Creation; Richard Nickerson, WISC Madison; Howard A. Johnson, WIBA Madison; Jack MacDonald; Oscar Mayer Co.; William Cantwell, Cantwell Printing Co.

Issue Newsmen Cards

UNIFORM credential cards are being issued radio news men in Southern California in arrangements made between Radio News Club, Hollywood, and sheriffs of 10 Southern California counties. Cards bearing signatures of all the sheriffs will enable newsmen to get on the scene of special events, disasters, etc., without difficulties previously encountered.

CONWAY GRANT

FCC Hears Oral Argument

ORAL ARGUMENT on initial decision to grant AM facilities to Conway Broadcasting Co., Conway, Ark. [Broadcasting, Feb. 20], was held before the FCC last Monday. Faulkner County Broadcasting Co. which received proposal denial of its bid for the assignment, 250 w fulltime on 1230 kc, attacked the technical qualifications of Conway Broadcasting.

Leonard M. Roque, chief engineer of KSGM Ste. Genevieve, Mo., and partner in Faulkner County Broadcasting, charged the Conway Broadcasting proposal violated FCC's rules on blanketing since the transmitter site is to be on the campus of Arkansas State Teachers College where the proposed transmitter operates.

Belott Taylor, Conway Broadcasting attorney, explained his firm had told FCC it was willing to move the site if necessary. Other partners in Faulkner County Broadcasting are Norbert B. and Elmer L. Donze, brothers, who own KSGM.

FCC FUNDS

Commission Won't Testify

PLAN to invite FCC testimony on the current single-package 1950-51 funds bill was abandoned last week by the Senate Appropriations in independent office subcommittee [Broadcasting, June 15].

Authorities said the Commission had asked for restoration of the House cut from original FCC budget estimates but that the subcommittee is pressing to complete testimony and submit its recommendations to the full committee for report to the Senate for early action. Only one amendment appeared to be the Thomas-Taber amendment which would impose 10% cuts on all agency funds.

RKCJ Palm Springs, Calif., joins Southern California Broadcasters Assn. as 47th member.
Women’s and children’s programming. Experienced in radio and TV. Wrote and acted in own children’s shows on commercial and public stations. Worked in commercial copy and public service and dramatic writing. Theatrical and dramatic experience at leading eastern college. Ideas galore (we have shows ready for airing). Prefer TV. Will work anywhere. Box 409F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote fulltime to promotion or station supervision. Former employment includes: Station, Box 459F, BROADCASTING.

Program director—Six years experience, programming, production, sales, announcing, junior and senior. Refer- ences and disc on request. Box 352F, BROADCASTING.

Special events director. Able spot, carry out assignments local or area wide. Writing, promotion at radio. Box 101F, BROADCASTING.

Over ten years spent climbing the ladder of the ad game. Now I would like to pass my knowledge on to other “aspiring” radio producers. Producing is an art and a business, but all phases of production work. Let me help you on your way to success. Presently employed. Box 535F, BROADCASTING.

Now taking applications for full proof of performance, A.R.A. Sales. Box 539F, BROADCASTING.


Continuity director, women’s broad- casters and radio announcers available immediately for position with future. Send your experience, including director of civic benefit music program, small town years of art, and willingness to accept radio or television position that is demanding regardless of salary. Box 569F, BROADCASTING.

Television

Announcers

Desire opportunity in TV station. SRT, TV and Radio Announcing graduate. Dale Caruso, Graduate Student, Graduate Student. Single, 32, car. Box 360F, BROADCASTING • TELECASTING.

For Sale

Stations

West south central network outlet in good market can be purchased on basis of three times last year's net of $60,000. $80,000 cash required. Box 519F, BROADCASTING.

Two extremely desirable stations in areas which will not be troubled by Western Over-the-air competition. One from CBS, the other NBC affiliate. One presently grossing $75,000, the other $170,000, with excellent future. Excellent location, high population, and priced right. Harvey Malott Co., Serriett Blvd., Kansas City, Mo.

Equipment, etc.

Frequency meter, G. H. 720-A, factory overhauled and guaranteed. Box 317F, BROADCASTING.

One distortion and noise meter type HM-71A ($75.00 new). Made by General Radio Co, with RCA color signal. Excellent condition. $75.00 FOB. Box 359F, BROADCASTING.

For Sale

Federal field intensity meter, 101-C, in excellent condition, few hours usage. $500. C.O.D. Box 949F, BROADCASTING.

260 stations have saved $500,000 by using shortwave remote pickup equipment. Complete, guaranteed, ready to install as per article in NAB Handbook. Low price. Write W. L. P. Inc., Box Grove, K.F.C., Cheyenne, Wyo.

Wanted


Daytimer, preferably within 700 miles radius. Rates and terms negotiable. Central city station. Box 469F, BROADCASTING.

TV station wanted—by financially re- sponsible non-broadcaster. Possibilities more important than location. CASH. Details. Box 560F, BROADCASTING.

Experienced broadcaster will buy or lease profitable station, in small community, within 1000 miles of San Francisco. Will actively manage station for profit. Box 362F, BROADCASTING.

Universal, RCA 73-B, recording lathe.ulado on 75 watt recording amplifier, RCA turntable, Magnecorder tape recorders. Box 469F, BROADCASTING.

Wanted—Used transmitters, transmitter for television station. Five groups of transmitters. Send your specifications. Box 489F, BROADCASTING.

Western Electric E40A Condenser microphone with or without preamplifier. Select parts to Pacific Net- work, Inc., 6800 Santa Monica Blvd., Hollywood 38, Calif.

Miscellaneous

Davis Frequency Measurement Service—111 S. Commercial, Emporia, Kans. Phone 3709.

Help Wanted

Production-Programming, others

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, pro- duction; if you have the type of executive ability which gets results, without producing or management expenses; if you are looking for financial advance- ment, future security and the op- portunity to associate yourself with a leading, midwestern, network affiliated, 500 watt station—send us complete details about yourself, your experience, present and future salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 357F, BROADCASTING

For Sale

Equipment, etc.

RCA phasing and bracketing equipment, complete with 3 line termination units housed in weatherproof steel cabinets. Ready for immediate delivery. Make offer.

BOX 519F, BROADCASTING

FOR SALE

Wanted to Buy

I will make a down payment of $20,000 for the outright purchase of a going and profitable radio station. Or a station with real prospects of being in the radio business many years and am well-known throughout the trade as a station owner. Send, cable details for preliminary examination. All replies con- fidential. BOX 358F, BROADCASTING

ANNOUNCER-PROGRAM DIRECTOR. Capable, experienced; Good voice, pleasing personality. Relatable family man. Details and disc on request. Box 468F, BROADCASTING.

If there is a station in the midwest who wants with our sincere recommend- tion, an excellent man in sales or management; Married, chil- dren, age early 30’s, executive and agency experience. I have just the man for you. Please write or call Wyrthe Walker, The Walker Co., 347 Madison Ave., M 3-9530.

ANNOUNCER-PROGRAM DIRECTOR, AM/TV. Experienced in radio- TV. Firm sent telegrams to Black Daylight Television dealers in the area, alerting them to the announce ment made by GESCO’s district manager, Bill Long, whose hand were Joseph Efferinger, GE factory representative; Larry Gartman, GE Supply Corp.; Herman Fast, WKRC general manager; Hubbard Wood and Joel Stovall, WKRC; Ed Kennedy, WKRC- TV; Dick Dray, football play-by-play announcer; Sid Gillman, U. of Cincin- nati coach; Chic Mileham, U. C. athletic director; Robert Acomb, president of Robert Acomb Inc., GE Supply Co. agency.

PLAY-BY-PLAY broadcasts of U. of Cincinnati football games this fall will be aired on GESCO network. But the sponsor, General Electric Supply Co., that city, elected to use a simulcast recently to reveal the details. "On-the- spot" coverage of all game-con tract-signing was given sim- ultaneously over WKRC-AM-TV. Firm sent telegrams to Black Daylight Television dealers in the area, alerting them to the announce ment made by GESCO’s district manager, Bill Long, whose hand were Joseph Efferinger, GE factory representative; Larry Gartman, GE Supply Corp.; Herman Fast, WKRC general manager; Hubbard Wood and Joel Stovall, WKRC; Ed Kennedy, WKRC- TV; Dick Dray, football play-by-play announcer; Sid Gillman, U. of Cincin- nati coach; Chic Mileham, U. C. athletic director; Robert Acomb, president of Robert Acomb Inc., GE Supply Co. agency.
STANDARD RADIO

Service Hollywood, Chicago, N. Y., distributing open-end weather jingles on “bonus” no-cost basis to stations using Standard library. Cover all climate conditions and feature built-in (Two-Tone) Baker, radio-recording star. Fifteen seconds long, can be sold to local clients.


William WINTER, Lee Giroux and Sam FRIEDMAN, S. F. radio-television personalities, form WILLIAM WINTER, LEE GIROUX & Co. Package TV program, engineering and sales with offices at 26 O’Farrell St., S. F.; telephone Yukon 2-1611.

All-Day VD Program

WASHINGTON (FM) Washington has turned over its 9 a.m.-5 p.m. period July 1 to the D. C. Bureau of Health for an all-day review of VD activities. The bureau has enlisted newspaper cooperation for the eight-hour broadcast, which will be free of commercials. The event will launch a new bureau VD campaign. The bureau is assembling documentary and public-service material along with talks by prominent civic and medical officials.

CALIFORNIA INDEPENDENT REGIONAL

$300,000

This regional independent—located in one of the major markets—is earning at the rate of 20% return on the investment price. Revenues and profits increasing with every indication that for some time to come this condition will continue. The terms of a sale that the owner will accept would be $100,000 in escrow at signing of the contract, $100,000 on FCC approval and the balance out over four years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

BROADCASTING • Telecast
JOHN SUTHERLAND PRODUCTIONS, Los Angeles, planning 13 half-hour TV films based on Mark Twain's "Adventures of Tom Sawyer and Huckleberry Finn." Filming to start late this month. Richard Skolove is associate producer and Truley Rossman, writer. Seven TV stations have bought or leased Tressle Television Productions, Chicago, Projecta. They are WBNS-TV and WTEN-TV Columbus, WSYR-TV Syracuse, WTV(TV) Bloomington, WICU TV Erie, WLAV-TV Grand Rapids and WSPD-TV Toledo.


Gale Dorothea Mechanika, Jackson Heights, L. I., N. Y., has prepared film, "How to Attraction... through Animation" to help executives interested in visual and sound presentation, for display and sales promotion, see vast range of devices and motions available for animation. Film is available for group viewing by writing maker.

Hollywood Television Film Distributing Co., 7242 Santa Monica Blvd., Hollywood, has filed papers to incorporate, naming Jack Schwarz, film producer, as president and Seymour Fishler as vice-president and general sales manager. Current plans call for creation of 12 regional exchanges in major TV markets. Firm aims to provide national distribution for independent producers who have features available for television use. . . KSD-TV St. Louis, has installed lab for rapid development of films of spot news events, in "Post-Diaper patch building. Installation provides St. Louis viewers chance to see films of local news events same day they occur.

Harry Lehman, president of CineTel, Hollywood, has been signed by Adjutant General's Office to produce three 30-minute documentary films for TV on summer encampments of California National Guard. Firm recently completed 20-minute film "Principles of Food Sanitation," for City Health Department, Los Angeles.

Century Television Productions, subsidiary of Simmel-Meservey Co., Beverly Hills, Calif., has started shooting first of series "Wild Bill Elliott Show." Film to be ready for fall showing. Simmel-Meservey, educational film producer, also preparing series of six five-minute films on meal preparation, in collaboration with American Gas Assn. Film aimed for teen-age homemaking students. * * *

Alexander Film Co., Colorado Springs, has announced recent TV commercial productions for 13 organizations, including Carter Carrier Corr., St. Louis; TV 13-second station breaks, agency, Oakleigh R. French & Assoc.; Northome Furniture Industry Inc., Dubuque, Iowa, 13 46-second spots on Plaxsteel furniture, agency, Paul Winking, Chicago; Frigidaire Div. General Motors Corp., Detroit, 6 46-second and 6 20-second spots featuring home appliance agency, Foote, Cone & Belding, Detroit; Selberling Rubber Co., Akron, 13 46-second spots featuring tires, tubes, etc., agency, Moulton & Fennemuth Inc., Cleveland. In addition to producing TV films, Alexander distributes most of these campaigns for manufacturer.

ALEXANDER FILM CO. (producer of short-length films since 1947)

5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE COMPLETE PRODUCTION FACILITIES FOR ANIMATED AND LIVE ACTION COMMERCIALS WIRE OR WRITE COLORADO SPRINGS

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS AND PRODUCERS OF TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD Oak Park, Illinois

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF FILMS INCLUDING CATALOGUE Available for television SEND FOR CATALOGUE 720 SEVENTH AVE., NEW YORK, N. Y.

FILM COMMERCIALS "Fills in Film Since 1927" LABORATORY FAST 72 HR. SERVICE WALNUT 2144 FILM ASSOCIATES, INC. 440 E. Schantz Ave. Dayton 9, Ohio

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

SILENT FILMS SOUNDED YEARS OF EXPERIENCE We co-operate with all or any studio. 489 Fifth Ave. New York MUSICAL • NARRATION • EFFECTS

TELEFILM, INC.

COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS All Production Steps To Organization 6059 Hollywood Blvd., Hollywood 28, Calif.

TELESCRIPTIONS

ANIMATED AND LIVE ACTION FILM SPOTS 60-SECOND TO 1 MINUTE 823 VICTOR BUILDING WASHINGTON, D. C. STERLING 4860

TELE-TIME

"Your Official Television Program" PRODUCED BY TELETIME, INC. 342 MADISON AVE., NEW YORK 17, NEW YORK

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS TELEVISION COMMERCIALS BUSINESS MOVIES SLIDE FILMS - FROM SCRIPT TO FINISHED PRINT OWNERS OPERATORS WEST COAST SOUND STUDIOS 810 W. 37TH STREET, N. Y. C.

GRAY-O'REILLY

COMMERCIAL SPOTS FOR TELEVISION 480 LEXINGTON AVE. NEW YORK

ROKO PATHE, INC.

625 MADISON AVE. NEW YORK, N. Y.

TELECASTING • Page 15
They climbed the world's tallest tower so you could see farther

Installation of this early NBC television antenna was a job for daring steeplejacks!

No. 6 in a series outlining high points in television history

Photos from the historical collection of RCA

Dwarfed ant-small by their height above Manhattan's streets, skilled and daring workmen—in 1931—offered New Yorkers a sight just about as exciting as the high-wire act at a circus...but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC’s first television station. “Why did it have to be so high?” was a question on thousands of watchers’ lips.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the circle of the horizon was little known. The need to go high in order to increase this circle was realized only by scientists, engineers, and technicians.

With its antenna installed, this first NBC experimental television station was able to transmit pictures a distance of about 42 miles, and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be correlated by RCA scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was learned, including: that most of it was man-made and could be eliminated. Even more important, the early test telecasts proved that RCA’s scientists had surmounted the difficulties attendant on taking apparatus out of the laboratory...and into its sphere of public use!

Other studies undertaken at the time included basic work on the “definition” most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in very early days. Then came 341-line, and 441, until today’s standard of 525-line definition was finally adopted.

That we may now see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work conducted by RCA scientists, and carried out by NBC engineers from their first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!
...equipment capable of being safely and easily transmitted in close proximity to the proposed facility will be... same.\n
FM-Arz...Mich...request for ant. and trans. location, specify studio location for tower.\n
Flagstaff, -Same.\n
Applications granted.\n
Topeka, Kan. -50.\n
Watsonville, exp. as kc...\n
Chicago-N. C. of Ohio-Tresp...\n
Sand...Elk...mark...to...\n
Los Angeles, Calif.-1270...\n
San Diego, Calif.-1270...\n
(1)'69...\n
As of March 21, 1950...\n
N. S. 1/16/50...
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave. N.W.
Washington, D. C.
Member AFCCB*

McNARY & WRATHALL
RADIO ENGINEERS
906 Nati. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCB*

A 45-year background—Established 1926—

PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCB*

GUEST & ROY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
Member AFCCB*

A RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2547
WASHINGTON 4, D. C.
Member AFCCB*

Glenn D. Gillett
AND ASSOCIATES
982 Nati. Press Bldg. NA. 3373
WASHINGTON, D. C.
Member AFCCB*

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

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
DE. 1232
WASHINGTON 5, D. C.

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

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCB*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCB*

DIXIE B. McKEE & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Seattle, Wash.
Member AFCCB*

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

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
MICHIGAN 2261
Member AFCCB*

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 9792
WASHINGTON, D. C.
Member AFCCB*

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

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
427 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCB*

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

A. B.BILLER
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingwood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055

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

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

DONALD P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 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)

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

Member AFCCB*

June 26, 1950 • Page 75
Help Wanted

Managerial

Wanted—Manager for 1000 watt day/night independent in southern market. Must have 5 years experience to be able to sell, have ideas for promotion and growth. Excellent salary plus comm., attractive fringe benefits. Apply, Box 5042, BROADCASTING.

Salesmen

Florida 5000 watt network affiliate needs good staff announcer with verifiable experience. For 40 hours, start at $50.00. Experience, background. Box 5042, BROADCASTING.

Salem, Oregon

For one station market of 80,000, independent near Chicago. Local listening. Liberal compensation. CBBS affiliate. Box 5042, BROADCASTING.

CBS affiliate in major market is looking for a good local salesman. Excellent opportunity for the right man. Send full resume and letter to Box 5479, BROADCASTING.

 Experienced time salesman with proven sales record for 5000 watt station in R.A. 20th year. Liberal guarantee with no charges. Full time. Equal sales equal guarantee. Send photo and detailed station KMBL, Monroe, Louisiana.

Experienced salesman. Capable of producing billings to earn himself $100 a week in this major market. Single, progressive, independent, excellent opportunity for solid salesman. WCBS, New York City.


Announcers

Announcer—Engineer who would be interested in becoming program director of small progressive southern station AM and FM. Full time. Box 5042, BROADCASTING.

Wanted—Sports announcer well educated, local independent in southern Florida. Must be top notch play-by- play. Reflects your own enthusiasm. A thorough knowledge of all sports plus a good personality essential. Must spend considerable time in field to produce good local sports programs and service sponsors. Not interested in broadcasting all year around. Position has some opportunity for above average earnings with aggressive, progressive and well maintained station. Contact John for interview. Opportunity for above average earnings with aggressive, progressive and well maintained station. Contact John for interview. Opportunity for good man. Letters of reference, photo, and resume to Box 5042, BROADCASTING.

Announcer— needed. Excellent opportunity to work with a top sports team. Send resume, letter, and recent photo. Reply Box 5042, BROADCASTING.

Disc Jockey for major market— Want night afternoons. Excellent rates. Send resume, photo, and references. Box 5042, BROADCASTING.

Announcer—Engineer needed immediately. Accept on accounting. Net 50% of night afternoons. Must have at least $50-55 to start. Air mail disc details. Box 531, New Bern, N. C.

Announcer with 1st class license. Excellent opportunity to announce for a well established, local independent. Excellent pay. Immediate. Send references, disc, PHX, Appleton, Wisconsin.

Situations Wanted

Managerial

Announcer, three years college, FCC training preferred, able to do play by play. Interested in making a permanent connection with progressive, well established station. Box 5042, BROADCASTING.

Dial work. Must eat, Born Poor. Monroe, New York. Will travel. See caption. Box 5042, BROADCASTING.

Posed as announcer. Dodge at your own risk. Also take fake news. Box 5042, BROADCASTING.

Morning, all night character. 8 successful years as voice work in major metropolitan station. Box 5042, BROADCASTING.

Manager radio station representative firm. Full time. All states. Experience necessary. 50-100,000. Offers strong local background plus station. Full details. Box 5042, BROADCASTING.

All-round station man, strong on sales and ideas. Now looking, but handicapped. Satisfaction guaranteed. Write P.O. Box 356, Sylacauga, Alabama.

Salesmen

Experienced salesman presently employed interested in progressive station in Midwest. Experienced in both TV and radio. Box 5042, BROADCASTING.

Are you looking for an experienced salesman trained in the techniques of selling and capable of handling the full responsibility of a man in charge of sales? Your answer will be repaid out earned commissions. Milton, Box 5042, BROADCASTING.

Please write Box 5042, BROADCASTING.

Announcers

Announcer, former staff 5000 watt VRC affiliate. Two years college. Produced, sang, emceed amateur shows. Customer service is king. Broadcast a radio station in school country. CBBS affiliate. Consider all offers. Box 4205, BROADCASTING.


Pep up your local news coverage with an experienced newspaper reporter and staff announcer. Deep voice, sincere manner, good writing. Salary, references. Box 4845, BROADCASTING.

Experienced staff announcer—4 years fulltime staff, news, copy DJ, music, sports. Available now. Permanent Disc, photo, references. Box 691, BROADCASTING.

Combination man—one year experience includes announcing, engineering, selling. Terrific, set, car, immediate salary, references. Box 6026, BROADCASTING.

Desire position competent organization man. Experience in broadcasting and announcing. Box 503, BROADCASTING.

Chief announcer—Family man desires immediate opportunity. Audition date, resume. Box 5042, BROADCASTING.

Young man with a voice looking for old station with money. Object mercenary. Two years starring. Box 5042, BROADCASTING.

Wanted


Will you give me my first job in radio? We will try you. Address, Box 1355, 340 Madison Ave., New York 17, N. Y.

Sell more with Martin, Very strong news and commercial sell; good narr, disc and resume, references. Box 5806, Pennsylvania, Ohio, West Coast. Write James R. Martin, 2010 S. E. 8th, Portland, Ore., or Box 5479, Chicago 13, Ill.

Announcer, age 22, will travel all round, man, good knowledge of hillbilly music, disc jockey, no sales. Operate console, commercial, immediately, disc on request. Donald Redlands, M. Morris, New York.


Technical

Engineer—Employed. Must have job near Philadelphia, Married, has car. Box 5042, BROADCASTING.

Engineer—Joining veteran, will travel to any city in country. Box 3562, BROADCASTING.

Engineer—Six years experience FM. Now looking for permanent position. Has excellent reference with opportunity to break in as com- bined engineer-anywhere. Box 5432, BROADCASTING.

1st phone, 2nd telegraph. Desire combination east coast. 8 months experience. Two years experience as marine radio officer experience. Any city will be employed. Box 5189, BROADCASTING.

Chief engineer. Have a proven record of economical, sound engineering department operation. 14 years broadcast experience. Excellent reference. From important stations. Built regional station with consulting firm. 16 years. Thoroughly experienced personal discriminator. No sales contacts. Desire to be general manager. Few years experience managing, successful negotations. Employed as chief engineer in supervision of station with valid plans for future growth. Will work with your guidance. Reply Box 5042, BROADCASTING.

Engineer, 36 months experience. Int. Engineer, Superior. Excellent references. Box 5191, BROADCASTING.

Chief engineer. Long and extensive experience all branches of AM and FM broadcast engineering including all areas. Ready for TV. Outstanding references. Box 5481, BROADCASTING.

Veteran phone ticket, married, car. Some broadcast experience. Willing to travel. Box 5042, BROADCASTING.

Engineer, first phone, seeking radio or television engineering. Numerous years of experience in 2-m telegraphy and 22 watt transmitter experience. Graduate SAU, Central Illinois. Box 5042, BROADCASTING.

Engineer, first phone, seeking radio or television. Will travel. Excellent references. Willing to travel. Box 5042, BROADCASTING.

First phone license. Experienced, married, will travel. Excellent references. New Jersey or Pennsylvania. Box 5481, BROADCASTING.

College student desires vacation placement transmitter job. Reliable and experienced. Box 528, Poplar Bluff, Missouri.

Young man desistas position as an engineer. Has experience in sales, commercial, news or disabilities. Available at any time. Address, G. Dickman, 515 West 5th, Mitchell, S. D.

Engineer, first, inexperienced. Veteran wants permanent location anywhere in U. S. John Phoenix, 1113 29th St., Des Moines, Iowa.
Curb Espionage

(Continued from page 94)

gressive committees are marking time following hearings on probes involving alien and/or un-American activities.

New evidence has been turned up by the 81st Congress in recent months to substantiate the FBI’s chief’s warnings.

In the wake of demands for intensified top-level loyalty inquiries, at least one radio station already has called for anti-Communist pledges and others presumably may be expected to follow suit. Earle C. Anthony, programming manager, KFI-AM-FM-TV Los Angeles, has asked the stations’ staff members to sign loyalty oaths [Broadcasting, June 12], thus following the path of Stewart-Warner, Chicago, radio-television and electrical manufacturer, which months ago took similar action in the equipment field.

Additionally, there has been brooding concern in the labor union field where the CIO fortnight ago took action to oust American Communications Ass’n, and other left-wing unions from its ranks. Other unions, notably United Electrical Radio & Machine Workers (CIO), have moved to expunge Communist members from their rolls.

Hearings Concluded

Meanwhile, the House Un-American Activities Committee has concluded hearings on the Mundt-Ferguson-Nixon bill (S 2311) but has taken no action. The Senate Judiciary Committee had approved the upper chamber version, 12-1, and sent it to the Senate where the bill now pend.

The measure seeks to (1) make unlawful a conspiracy “to perform any act which would substantially contribute” to U. S. totalitarian government; (2) require the Communist Party movement to operate in the open; (3) restrict international travel of American Communist members, and (4) deny government employment to American Communist members.

“Communist political and front organizations would be required to register with the U. S. Attorney General in line with requirements governing registration of Republicans and Democrats.

Another bill (S 1832), designed to curb subversive activities among alien and national groups, also is on the Senate’s agenda following extensive hearings by a Senate Judiciary immigration and naturalization subcommittee. Committee spokesmen expressed “hope” last week the Senate may take action before Congress adjourns.

Included in the committee’s voluminous report, released the past fortnight, is a summary of activities of the Gydins-American Line, which the committee charged, used two American foreign-language stations to spread Polish Communist propaganda [Broadcasting, Feb. 20, Jan. 9].

Larry E. Kerley, identified as an editorial writer on the New York Daily News and Democratic, told the subcommittee that a Max Bedich, secretary of the International Workers Union, with a number of other Russian espionage agents in touch with Communist organizations and that he was a board member of People’s Radio Foundation organizations, in 1944 to comprise “FM stations.”

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The purpose, he stated, was “to get a network for communicating their codes and espionage information.” The foundation, he testified, numbered charter members who were “all Communists or Communist fronters.”

Mr. Kerley also cited Millard Lampell and Norman Corwin, two writers in United Nations’ Radio Division, as having been associated with Communist front organizations, and added that Sam Novick, whom he described as president of the Electronics Corp. of America which made radar equipment for the Navy during the war, and Eric Bernay, identified as president of the Keynote Recording Co., also had been “active in pro-Communist activities for many years.”

The foundation and use of foreign-language programs also figured prominently in hearings before the House Un-American Activities Committee. It noted that the Justice Dept. had cited the foundation as subversive and that the foundation had applied unsuccessfully to FCC for an FM license in 1945. It listed Messrs. Corwin and Lampell as among its sponsors.

With respect to foreign-language broadcasts, Matthew Cvetic, an undercover FBI agent in Communist Union activities, testified that he helped prepare scripts for broadcast on WLOA Braddock, Pa., on behalf of the American Slav Congress. Programs were aired in Polish, Ukranian, Slavic and Croatian.

These claims were revealed in testimony and reports made public the past fortnight by both committees.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county…. 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has one rate both day and night.

“LOOK . . . 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—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 Size, 24”x31½”—perfect for 100% visibility in front of the Programmer’s desk. Reinforcement of Aluminum with black finish. Precision watertight, weatherproof, fireproof. Weight, 9 lbs. Immediate delivery.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS 55 West 42nd St., New York 18

June 26, 1950 Page 79

RADIO-TV MUST BE ON GUARD

‘Red Channels’ Warns of Communist Actions

Red Channels. By American Business Consultants, Inc., New York, 213 pp. $1. RADIO and television industry leaders must be on guard against Communists and their sympathizers infiltrating the radio, TV and allied fields, Red Channels reports. Communist influence in radio and television, maintains.

The report was released this month by American Business Consultants, New York, who also publish Counterattack, an anti-Communist newsletter. It quotes testimony by J. Edgar Hoover, director of the FBI, before a Congressional joint committee in 1947, that the Communist Party now is concentrating more on radio and television as the media for propaganda rather than on printed media or the moving picture.

“The greater proportion of those in the broadcasting industry are of sturdy mind and sound patriotism,” the report says. “Radio-TV has erred no more than other comparable fields.” But, the report continues, while every safeguard must be used “to protect innocent and genuine leaders from being unjustly labeled,” it is not too late for those of the patriotic and intelligent majority to immediately undertake a suitable counterattack.”

This propaganda is disseminated in a number of ways, the study says. The chief among them are dramatic shows and other radio-TV productions, joining of Communist fronts and participation by artists in various movements.

Quoting an editorial from Broadcasting, the report urges action and awareness of the threat by industry. The editorial, entitled “Double-Talk in Red” [Broadcasting, Aug. 15, 1949], said in part:

Communists and Communist sympathizers have no place on our air. It is the duty of the station licensee (and the network to which a portion of that responsibility necessarily is delegated) to ascertain that those who harbor views contrary to our form of government be denied access to our microphones . . . .

Specific Aims

The report charges specifically that the Cominform—or its agents—seek to gain the following in American radio and TV: (1) channels, (2) financial support, (3) prestige by association of prominent stars or artists with Communist fronts, (4) increased domination of the airwaves for use in time of emergency.

Red Channels also publishes a list of radio and TV organizations and associations organized in some manner with the industry to show a number of people have lent their names—knowingly or unknowingly—allegedCommunist-front or -sympathizer organizations.

Earlier this month, KFI-AM-TV Los Angeles instituted what is believed to be the first instance of a broadcast licensee requiring a loyalty oath from station employees [Broadcasting, June 12]. Station management asked all employees, from executive to亮相er, to sign an oath disclaiming membership in the Communist Party or subversive groups.
June 22 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

KCBS San Jose, Calif.—Granted petition to change from 1500 to 1500 kw, without taking any action on petition for change from 1500 to 100 kw which was filed in that hearing in this proceeding, having been rendered moot by the sustaining of the said petition.

KTBW Phoenix, Ariz.—Denied petition to change from 5000 kw to 100 kw, without taking any action on petition for change from 5000 kw to 100 kw which was filed in that hearing in this proceeding, having been rendered moot by the sustaining of the said petition.

June 22 Applications . . .

ACCEPTED FOR FILING

License for CP

KVNC Cleveland, Ohio—License to cover new FM station. Estimated construction costs: $100,000. Scheduled for construction.

FM—89.9 mc

WVU (FM) Urbana, Ill.—CP; license extension for station to originate programs for University of Illinois. Scheduled for construction.

License Renewal

Applications for license renewal were filed under this proceeding by WOPL, WSNB, WSNI, WOSU, WKEL, and WNOB, all in Columbus, Ohio.

APPLICATION RETURNED

License Renewal

WCNH Northampton, Mass.—Returned application for license renewal.

Non Docket Actions . . .

AM GRANTS

Osakaloosa, Iowa—Osakaloosa Post, Co., granted new station on 740 kc, 250 w day. Estimated construction cost $30,000. (Southwest Newspapers, Inc., owner.

Jonesboro, Ark.—Radio Jonesboro Post, Co., granted new station on 1090 kc, 100 w day. Estimated construction cost $10,000. (United Press Syndicate, Inc., owner.)
KDAL on 24 Hours

KDAL Duluth, Minn., owned and operated by Red River Broadcasting Co., went on a 24-hour daily schedule June 11. Announcer Bob Daniels is handling the CBS output of the station during its debut night show. KDAL operated with 5 kw on 610.

accounts payable. Mr. Lee has extensive business interests including oil well leases, farm property, and brewery. Wally Lees Casing Corp., Valles Gin Co., Raymondville Gin Co., Raymondville.

June 19.

TRANSFER REQUESTS

WGYI Gary, Ind.—Assignment of license from George W. Whitney, to Frank Daniels, for 250 kw on 1430.

New applications

AM APPLICATIONS

Walnut Ridge, Ark.—Southern Baptist Children's Home, 1320 S. Market St., will file a plan for a 1,000 kw station. Estimated construction cost $1,500,000. Involves creation of an educational institution. Principals include: President of the board Fred C. Callaway, secretary-treasurer and chairman of the board, and George Callaway, farm and ranching, and executive director, E. H. Williams, president of Baptist Colleges of Mid-America, and Ben H. Lincoln, teacher, secretary.

Sidney, Neb.—Sidney Best Co., 150 S. 15th St., will file a plan for a 100 kw station. Estimated construction cost $19,456. Principals include: Donald B. Heffner, president; Philip C. Wees, general manager; and 15% owner, KFCC Cheyenne, Wyo., 25 kw, 1490. Granted June 19.

Headley-Reed Co., national representatives.

Sell

Ohio’s third largest market

with

WFMJ

5,000 watts AM

and

50,000 watts FM

BFM Broadcasting

Telectasing

Another BMI “Pin Up” Hit—Published by Acuff Rose

When the BMI’s Yours

M-S-I-S-S-I-P-I I-P-I

On Records: Key Starr—Cap. 1072; Ella Fitzgerald—Dec. 27061; Red Foley—Dec. 46241; Bill Darnell—Coral 60220; Bradford & Romano—Vie. 20-3808; Art Mooney—MGM 10721.

Jack Pleis—Lon. 693.

On Transcription: Jack Rivers—Standard.

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At Deadline...

WESTERN UNION OFFERS TV TARIFF CHANGES
POSSIBLE completion of TV interconnection hearing before FCC seen by next week, earlier than previously expected, as Western Union offered proposed tariff modifications Friday after finish of A&T cross examination. New York's broadcast unit of the company, which earlier was indicated to be ready to testify, is understood to be waiting for conclusion of proceedings. (TELECasting, May 8.)

Joel Z. Miller, Western Union director of research, testified that after final ruling on interconnection WU will amend its tariff to (1) drop provision for one-year minimum contract and substitute charge when terminal equipment is added to present group of radio stations, and (2) include provision for temporary or seasonal service at "appropriate rates to be determined later," and (3) furnish one-way charges in addition to present. Reversable channels offered, at rates to be determined. He also indicated Western Union will try to meet all other requirements of broadcasters which "may materialize from time to time."

Broadcasters to be recalled include: Adrian Murphy, CBS vice president and general executive; Rodney K. Chipp, director of engineering, DuMont Television Network; Ernest Lee Jablakoff, Jr., vice president in charge of stations, ABC; William S. Hedges, NBC vice president in charge of integrated services; J. R. Poppele, vice president in charge of engineering, WOMATV New York and WOIC (TV) Washington.

ASCAP-TV MEETING
MEETING of TV broadcasters committee Friday in New York with an ASCAP group to continue negotiations on terms of future license for use of ASCAP music on TV was "amicable but produced little progress," according to one of participants. Counsel Stewart Sprague for broadcasters and Herman Pinkolet of ASCAP will continue discussions pending another get-together of two committees. (See NAB board story page 19.)

WMAW REVAMPS GIVEAWAY
WMAW Milwaukee revising format of Lucky Social Security Numbers giveaway after receipt of letter Thursday from Milwaukee District Attorney saying scheme constitutes lottery (see story page 47). Both Appliance Distributors, which began sponsorship last Monday, plans to keep show on air. Agency, H. Ellis Saxton, Milwaukee.

JOHN FOX JOINS AGENCY
JOHN FOX, formerly business manager of sales promotion department of CBS, has joined William Douglas Macdonald, New York agency, as director of production.

FCC STAND ON WITNESS HIT
LETTER requesting FCC's reason for supporting its star witness, Clete Roberts, in investigations of news policies of G. A. (Dick) Richards' stations (see story page 28), requested sent to Commission Friday by Reps. Anthony F. Tauriello (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Peter W. Rodino Jr. (D-N. J.). Mr. Roberts has been questioned by Congressmen for his views on people of Southern Italy [BROADCASTING, June 19; also see story page 61].

INDUSTRIAL LEADERS LAUD RADIO AT KY. MEET
RADIO is "key in revitalized program of industry to tell its story," Louis J. Bowse, managing director of Associated Industries of Ky., declared Friday at closing sessions of Kentucky Broadcasters (early paragraph page 21). "Industry long has recognized radio as one of basic techniques of any good public relations program," he said. "We are depending upon radio as medium of communication to get the story of business before public."

Willis Munro, advertising manager of Ashland Oil & Refining Co., one of Kentucky's largest oil operators, lauded broadcasting for its "mighty fine selling job." He asserted impact of a few powerful blows by radio is better than many light taps in other media.

Simultaneously, Ashland Oil announced that beginning July 1, it will sponsor half hour quiz show on 30 Kentucky stations. Program will be devoted to Kentucky's history, geography, sports, literature and music, and will originate from 18 cities. Ashland Co. broadcast 12 quarter-hour programs on 28 stations last year. New show is titled Know Kentucky Better and You'll Love Her More.

NEW RTMA COMMITTEE HEADED BY BALCOM
NEW reorganization committee named by Radio-Television Mfrs. Assn. president, R. C. Sprague of Sprague Electric Co., to carry out plan to revamp association, including proposal to retain salaried president. Prompt meeting of group, which replaces committee that expired at recent RTMA convention, asked by President Sprague.


Dr. Baker was appointed chairman of RTMA's Television Committee, succeeding Mr. Balcom. John W. Craig, Croley Division of Aveo Mfg. Corp., and Raymond C. Cosgrove, RTMA past president, also named to committee.

WGN GETS TV SITE
WGN Chicago late Friday signed an exclusive five-year contract with Chicago Fair officials to operate TV center along lakefront site for three months each summer. Contract signed by WGN's general manager Frank P. Schreiber and Crosby M. Kelly, executive director of fair, which is outgrowth of Railroad Fair of past two years.

SHEA TO CECIL & PRESBREY
DAN E. SHEA, formerly with Lever Brothers and Armour & Co., has joined Cecil & Presbrey, New York, as director of merchandising.

VHF-UHF allocations—in time for "haw" this year, as hoped for. It's doubtful FCC can move that fast.

TWO Dancer-Fitzgerald-Sample accounts, Falstaff Beer and General Mills, understood to be in the pipeline in pro and college football broad- casts on MBS, which will probably be extension of baseball's game of the day idea.

EVEN before NAB members are polled for convention views it's obvious that next meeting will have plenty of workshop programming to spice high-level talks. First scanning of results included Houston, Miami and Cleveland but hotel facilities and accessibility are problems. New York, Chicago and Washington still mentioned. When NAB board next meets in mid-November, it's good bet that site will be Sea Island, Ga.

WILLIAM H. WEINTRAUB Co., New York, preparing spot announcement campaign for Fair magazine in both July and August issues.

FCC giving thought to legislation permitting it directly to specify standards for both FM and TV receivers because of serious oscillator interference situation, particularly with respect to CAA's national FM signal range system. Unless manufacturers come up with "oscillation killer," FCC may go direct to Congress at this session.

RE OSCILLATOR radiation problem, RCA-Victor already has moved to suppress interference through revision of circuitry in its TV receivers. Beginning in September, its new receivers will reject low-band emission (Channels 2 through 6) and will reduce interference in upper end covering Channels 7 through 13. Higher frequencies more difficult to control.

WHILE industry committee has had no answer from AFM head, James Petrillo, on request for discussion of terms for TV musical films, general impression is that he does not like flat fee for overall musical film rate and 50% for TV use only any more than committee likes movie sale plus royalty deal. AFM has made up with Gene Autry and few others. Committee probably to meet soon to make plans for pressing negotiations with AFM executives.

ORIGINAL plan to keep NAB general manager chained to Washington desk likely to be relaxed when membership drive gets under way. It's expected William B. Ryan will take to road for personal selling in major trouble areas, now that board appears convinced headquarters operation is starting to roll in businesslike manner.

PROSPECTS for House committee action or Senate-passed McFarland Bill (S-1973) to reorganize FCC procedures are brightening. Chairman Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee plans to make roll call this week on subject of hearings. NAB and network works pushing for action.

CHANGES expected in lineup of Canadian network programs this fall, according to present inquiries and bookings. More daytime programs contemplated on both Trans-Canada and Dominion networks. Important evening commercial programs expected to change times.

BROADCASTING • Telecastin
FASTEST GROWING TV MARKET

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months' period, growth of set owners more than doubled the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST ... 6TH LARGEST IN THE NATION.

REACHED MOST EFFECTIVELY

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus —offer the best method of reaching this important TV market. WLW-Television has an average Share of Audience of 47.5% from 11 A. M. to 11 P. M. seven days a week, as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

AT LOWEST COST

On a cost-per-thousand basis, WLW-Television reaches this large audience at lower cost than any other combination of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

ON WLW-TELEVISION...

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Television Service of the Nation's Station • Crosley Broadcasting Corporation
To an account executive with radio budget problems and an ulcer

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

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/220th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. Iowa's rockless soil produces more wealth each year than all the gold mines in the world.

Before you dash out for a hurried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.