Right where it SELLS!

Ever observed people watching a good TV Show? ... Then you've noticed that their eyes and ears both are "at attention" ... that a good TV commercial can hit them with the impact of a punch right on the button.

To make sure your TV punch reaches the greatest possible number of people, be sure to schedule Fort Industry's 3 TV stations: WSPD-TV (NBC, CBS & DuMont), Toledo; WJBK-TV (CBS & DuMont), Detroit; WAGA-TV (CBS & DuMont), Atlanta.

Get your guard up—call Katz for availabilities. Now—today!

THE FORT INDUSTRY COMPANY

WSPD, Toledo, Ohio • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, Ohio • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, Ohio • WJMK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 327 Lexington Ave., New York 17, Eldorado 5-2455

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET
In 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noon-time poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning...the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them...the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. “One of the family” in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.
Announcing WAFM-TV

"Television Alabama"

The first television station in Alabama on the air June 15, 1949

On June 15, WAFM-TV ("Television Alabama")—first TV station in Alabama and one of the most powerful in the nation—began commercial operation.*

From an antenna towering nearly 1,000 feet above Birmingham, WAFM-TV brings to nearly 1,000,000 people the kinescoped programs of both CBS-TV and ABC-TV...plus selected films and local programs.

For rates and availabilities on WAFM-TV—operated by WAPI (Alabama's first AM station) and WAFM (Alabama's first FM station)—call your nearest Radio Sales Office.

*With 26,000 watts visual and 13,600 watts aural power, "rural" classification.

WAPI "The Voice of Alabama" • Alabama's first radio station

WAFM "Radio Alabama" • Alabama's first FM station

"Television Alabama" WAFM-TV

channel 13

Alabama's first TV station • Birmingham
Upcoming

June 26-28: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, B. C.
June 27: NAB Radio News Committee, Drake Hotel, Chicago.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.

Bullets

GROVE Labs., St. Louis, to sponsor The Shadow on more than 400 MBS stations effective Sept. 11. This in addition to sponsorship of seven networks in selected eastern markets by D&LW Coal Co. for Blue Coal. Grove agency is Harry B. Cohen Adv. Co., New York. Program aired Sunday 5-5:30 p.m.

C FCC Would Ban WHAS Sale to WLW

COMMON OWNERSHIP of 50-kw clear-channel WHAS Louisville and WLW Cincinnati would violate FCC rules and policy against concentration of control, FCC Examiner Leo Resnick ruled Friday in tentative denial of WLW-owner Crosley Broadcasting Corp.'s $1,925,000 stripped bid for WHAS properties.

In initial decision which under new procedure will become final in 40 days unless principals take exception and ask for oral argument before full Commission—which seemed foregone conclusion—Examiner Resnick concluded:

... the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it virtually renders competition and against concentration of control.

Decision did not deal with request of Courier Journal and Louisville Times, WHAS owner, for additional time to complete WHAS-TV, though this application was heard with transfer case [Broadcasting, March 7, 14, April 18]. Decision on this is in preparation.

Though transfer denial not final, there was immediate speculation on next step if it's not reversed by Commission. Spokesmen for Barry Bingham family, which own WHAS properties as well as newspapers, have made it clear that sale was occasioned by expansion of other interests and desire for "complete financial self-containment." Accordingly it was felt other proposals for sale or partial sales would be entertained if acquisition by Crosley does not go through.

Overlap was "crucial" question of transfer case. Mr. Resnick noted there is none of consequence between WHAS-FM and WLWA (FM), and that both are not all but bases of WHAS-TV and WLWT (TV). But, he found, AM stations' primary service overlaps in area representing 28.7% of combined unduplicated areas during daytime, and about 29.9%.

Mr. Resnick thought this would be less significant if listeners in overlap areas had "abundance" of service from other stations, particularly 1-A clear-channel stations. However, he found that "6,070 square miles in the nighttime overlap area (34% of the total nighttime overlap area), containing a population of 288,346, receives no other primary service at night and is thus wholly dependent upon WHAS and WLW for AM primary service." Further, he said, separate network affiliations of WLW (NBC) and WHAS (CBS) "tend to enable them to retain or secure more listeners in the overlap areas than if they had the same network affiliation."

Decision cited Crosley's interpretation of clear-channel service as requiring region-wide rather than strictly local appeal, and pointed out that WLW's so-called "merchandisable areas" include "not only practically all the areas within WLW's primary service area and "day and night," but also practically all of the areas to which WHAS renders primary service, day and night." WHAS is on 840 kc; WLW on 700 kc.

Business Briefly

MATHES NAMED Capehart-Farnsworth Corp., now IT&T subsidiary, names J. M. Mathes Inc., New York, as agency. Firm will continue radio-TV set production. Advertising plans nebulous but likely to include TV and possibly radio.

NU-ENAMEL AGENCY Nu-Enamel Co., Chicago, names Mitchell-Faust, same city, as agency. National AM spots to be used, and TV spots are planned in fall. Earl Sproul is account executive.

WALLPAPER PLANS United Wallpaper Co., Chicago, names Ruthrauff & Ryan, same city, to handle advertising for all divisions—United Wallpapers, Nancy Warren Wallpapers, Varlar Inc. and Trimm Co. Radio and TV expected to be used.

SHOE SPONSORS International Shoe Co. (Roberts, Johnson & Rand branch), St. Louis (children's shoes), Aug. 17 starts sponsorship of Howdy Doody on NBC-TV, Wednesday, 5:45-6 p.m. Agency, Henri, Hurst & McDonald, Chicago.

Page 4 • June 27, 1949
This is Why

KRLD

Is Your Best Buy

"Proof of the Pudding..."

MASON'S CHICKS, INC.

P.O. BOX 177
PLAINFIELD
NEW JERSEY

June 2nd, 1949

Mr. Clyde Rembert
Radio Station KRLD
Dallas, Texas

Dear Mr. Rembert:

Our baby chick season has now ended, and we wish to take this opportunity to thank all of you at Radio Station KRLD for the fine co-operation and the splendid job you have done for us in selling Mason's Baby Chicks.

I am going over our sales record for the past five months, we find that 1,576,300 baby chicks were sold through KRLD, which places your station among the top ten 50,000 watt stations using 1300 watt stations throughout the second among our 1300 watt stations, you will find that your station was used every week, with the fact that the cost per chick is very satisfactory.

It has been our practice to use the same representatives that your station has been included in our schedule for the coming season, and you will be assured that your station will have a full house of salesmen on your account.

Very truly yours,

Ruth Mason, President

MASON'S CHICKS, INC.

50,000 WATTS
Day and Night

KRLD

The TIMES HERALD Station

CBS

BMB

DAY 692,670
NIGHT 842,560

KRLD-TV

Now Under Construction

The Branham Company
Exclusive Representatives
15 years ago Tappins Stores, retailers in Jewelry and Optical Goods in the Philadelphia area, started buying time on WIP. They have been with us—52 weeks a year—without interruption ever since. And they have just renewed for another year.
**JACKSON’S SOLID!**

**Meet** Roy Jackson and his Northwesterners! Plenty of Pacific Northwest people do meet Roy, both at KEX studios and at countless personal appearances throughout this vast market. That’s why advertisers get such a tremendous “bonus” in sponsoring Jackson programs!

Each Friday night at 9:30, the Jackson gang hits the air with a fun-packed western musical show, now in its third year of continuous local sponsorship. And every weekday afternoon, the boys keep listeners happy with a solid half-hour beginning at 1:00 o’clock.

This live, lively afternoon program—an ever-popular show on Oregon’s most powerful station—is an ideal vehicle for your sales story. For availabilities, check Eldon Campbell at KEX, or Free & Peters.

**KEX**

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Interest Appreciated
EDITOR, Broadcasting:
Thank you . . . for sending me a tearsheet of . . . the Dr. Pepper-Tracy Locke story. You handled it nicely in the interests of both concerns. We appreciate your kindly interest in us . . .
Raymond P. Locke

* * *
Toplight Job'
EDITOR, Broadcasting:
I want to take this opportunity to tell you what a toplight repor-
torial job TELECASTING is doing for the entire television industry. The coverage of West Coast video, in-
cluding activities of the Television Producers Assn. and the Academy of Television Arts and Sciences, is always alert and distinguished by good judgment. Both Broad-
casting and TELECASTING are basic
reading for everybody in the trade.
Mal Boyd
President, Television Pro-
ducers Assn.
Public Relations chairman,
Academy of Television
Arts and Sciences
Hollywood

* * *
Advice to Graduates
EDITOR, Broadcasting:
This is in partial reply to . . . A. A. Wisgardie [BROADCASTING, June 6], re: Mr. Williamson's sur-
vey of the personnel requirements
of stations. In the first place, if
Mr. Wisgardie would take the trouble to really read the article in question, he will find that it had to do with radio stations only, TV
was not mentioned . . .

Mr. Wisgardie wants to know
"how to get experience"—there is
only one way—and that is to
WORK for it. This is distasteful
to the majority of graduates of
these so-called courses in radio
and/or TV (most of them taught
by people who never worked suc-
cessfully in commercial stations of
either media). These graduates—and I speak from experience—ex-
pect to take "a 72 week course,"
and come out knowing all about
everything—and to step into a respon-
sible (if not an executive) job
immediately.
. . . both radio and TV are, in
the final analysis, show business—
and no one ever learned that from
books! In short, what Mr. Wis-
gardie should do is to: (1) Get a
job where he will learn something
about the theatre, music or motion
pictures (regardless of the capac-
ity), or, (2) get a job in a small
station—and a small job, at that.
. . .
I am not trying to say that
study . . . is not of great value. But . . . people should first do some
of the work . . . establish their aptitude and ability, and then study. There are a number of extension courses . . . which are top notch . . .
W. H. Laneton
Radio and TV Director
Jackson & Co.
New York

'Quit'—A Strong Word
EDITOR, Broadcasting:
Reference is made to Frank Silverman's article on Page 26 of the June 13 edition of BROADCAST-
ong.
He says "BROADCASTING tells me
that in 1948, 4 AM stations folded.
49 gave back their construction permits, and 132 FM stations quit. So far in 1949, only 15 AM sta-
tions have folded or given back their permits, and 96 FM stations have quit."
I think it is appropriate to em-
phasize that of the 132 FM sta-
tions that "quit" in 1948 and the
96 FM stations that "quit" in
1949 only a very small proportion (I believe it is under five, but this may be checked with the FCC) were actually on the air.
It should be pointed out that
applications for new FM stations
are still coming into the FCC
office each week and people that
put an application in for anything
now generally mean business as
opposed to the immediate post-war
influx of applications.
Edward A. Wheeler
President
W E A W (FM) Evanston, III.

* * *
Editorial Discussion
EDITOR, Broadcasting:
Congratulations on the fine edi-
torial [estim shvld] in the June 13
issue.
I especially compliment you on
the common sense discussion of the
Commission's ruling on editorial-
izing . . .
R. T. Mason
General Manager
WMRN Marion, Ohio

Appreciate Effort
EDITOR, Broadcasting:
. . . we realize how much you
have done during the past many
years to improve the art of broad-
casting. We expect you to do just
(Continued on page 14)
How are your sales in...

Increase your sales in this six billion dollar market. Hitch your sales curve to WGAR...and watch it soar!

and here's why:

*WGAR is consistently the leader in regular audience reports...WGAR ratings exceed national averages

...WGAR is the only Cleveland radio station to have gained listeners over last year...WGAR has nine of the top fifteen daytime programs...WGAR has eight of the top fifteen evening programs...more than all other Cleveland stations combined!

Add to this the fact that WGAR has the strongest, most listenable signal in Cleveland, in Akron, and in Canton! Here you have an open door to an assured audience in a rich market area. To sell them...simply tell them your sales story through Cleveland's Friendly Station.

WGAR 50,000 WATTS Cleveland

Represented Nationally by Edward Petry & Co.
WTAR delivers more listeners per dollar, too!

in the Big, Able, and Eager-to-Buy Norfolk Metropolitan Market

Yes, most folks in the Norfolk Metropolitan Market listen most of the time to WTAR. WTAR delivers more listeners per dollar than any other Norfolk station, or any combination of Norfolk stations. Any Hooper report you look at shows this consistent, overwhelming preference for WTAR. And on the basis of listeners-per-dollar,... WTAR is an even better buy.

So, for bonus audience and extra sales, let WTAR sell for you in the Norfolk Metropolitan Market.

P.S. You may be missing extra sales if the Norfolk Metropolitan Market isn’t included in your radio plans. This amazing market—Norfolk, Portsmouth, and Newport News, Virginia—continues to grow. Meet the mighty potential of this big market with the buyers’ preference for WTAR, and watch your sales soar and profits more to.


---

FRED FREELAND resigns as program coordinator at WBBB (TV) Chicago to assume duties as television director at Ruthrauff & Ryan, Chicago. He succeeds FRAN HARRIS, transferred to R & R’s Hollywood office to handle video.

SAMUEL SHEPLOW, formerly publicity director U. S. Treasury, Bonds Division, joins Luckoff, Wayburn & Frankel, Detroit, to head radio-TV unit of agency’s activities. He has been a writer and producer.

MILTON DOUGLAS, formerly producer and director at DuMont TV network, appointed manager of television department of Stetson E. Fisher Inc., N. Y.


VINCENT V. VAN BUREN, account executive of W. Earl Bothwell Inc., New York, elected a vice president of agency.

LOU HOLZER, radio director of Lockwood-Shackelford Adv., Los Angeles, elected vice president in charge of radio and member of board of directors.

MAHLON G. REMINGTON and FREDERICK W. BURNS Jr. appointed to merchandising staff of Leo Burnett Co., Chicago. Mr. Remington is former merchandising director of Needham, Louis & Brorby, same city. Mr. Burns was a regional sales manager for Converted Rice Inc.

HAROLD M. WALKER, formerly creative director for Ruthrauff & Ryan, Seattle, named general manager of Rhodes & Davis, San Francisco.

CLAUDINE BARNETT, San Francisco accountant, joins Guild, Bascom & Bonfigli, same city, as treasurer.

JEFF YORK, formerly account executive with KLCV and KLCV-TV Los Angeles, joins Hunter Adv., that city, in same capacity.

EDWARD KOBBLITZ announces formation of his own Los Angeles agency under name of Edwards Agency at 1367 S. Figueroa St. Telephone: Richmond 7-0427. Mr. Kobblitz was formerly account executive with H. C. Morris & Co. and before that with Berghoff and Assoc., both Los Angeles. Accounts include Ford Automobile Co., Los Angeles Buick dealer, and Green & Hinkle Co., Beverly Hills (retail furniture).

M. GLEN MILLER, president of Chicago agency bearing his name, elected president of Executives Club of Chicago. He is former president of Chicago Federated Adv. Club.


ROBERT HIXSON, president of Hixson & Jorgensen Inc., Los Angeles, elected to Southern California Assn. of Advertising Agencies board of governors to complete unexpired term of HOWARD ERLICH, president of Abbott Kimball of Calif.

BEATRICK KENTZ, media assistant at BBDO, Los Angeles, elected president of Los Angeles Advertising Women Inc.

LANNAN & SANDERS ADV., Dallas, announces opening of Los Angeles office at 1127 Wilshire Blvd.


VIVIAN COOPER, formerly with promotion department of WIP Philadelphia, announces opening of her own copywriting office in same city to do freelance work for agencies.

ALBERTO ORTEGA, former advertising and public relations director of Pan American Coffee Bureau, appointed director of Caribbean division of Foote, Cone & Belding International Corp. Agency also announced appointment of Publicidad Guastella, Cuban agency, as exclusive associate of FC&B International.

SAN JULE & STOFLE ADV., San Francisco, moves to new offices at 604 Montgomery St. Phone remains Market 1-1044.

RICHARD L. DAVIS, radio and television director at Foote, Cone & Belding, Chicago, and ANN LIBBERTON, NBC Chicago video script girl, announce plans to be married June 30.
Here are some of the reasons why the Collins 20T 1,000 watt AM transmitter is held in such high esteem by broadcasters who are using it and the many engineers who have examined it:

- Sound, modern design throughout
- Finest components, conservatively rated
- Roomy cabinet construction
- Complete accessibility; easy maintenance
- Forced air ventilation
- Dust covers and filters
- Door interlocks and shorting switches for personnel protection
- Full a-c and d-c overload relay complement
- Constant voltage regulation on filament circuits
- Wiring coded for quick circuit tracing
- Fused high voltage capacitors
- Three cycle overload reset
- Dual plug-in oscillators
- All monitor connections provided
- All stages metered
- Complete front-of-panel tuning
- Pull-to-start, push-to-stop switch
- Automatic sequence starting
- Instant power change
- Individual modulator bias adjustment
- Continuous operation rating at 100% modulation
- Triode tubes in audio system
- Feedback for audio stability

Are you planning a 1 kw AM station, or intending to modernize your present station? By all means, write us for more information about the 20T.
Feature of the Week

RADIO is an excellent medium for launching new products, George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N.J., and National Broadcasting. It's merits were proven again early this year when his company opened its $3 million campaign to introduce their new ammoniated dentifrice, Ammi-Dent, with impressive results in a series of test cities.

The campaign, launched in February, skyrocketed demand to the extent that production had to be increased 4,000% in 90 days and brought output to a point where one day's production equaled total sales in January. Spot radio, newspapers and magazines were used.

Scope of Campaign
Radio alone was used in Columbus and Fort Wayne in the form of eight announcements a day. In Philadelphia and Pittsburgh 58 announcements were used during the first week on all major stations, in addition to participation programs. Comparable schedules were set up for St. Louis, Milwaukee, Minneapolis, Seattle and Detroit.

The New England and Yankee networks also were brought into the schedule, and in New York the company co-sponsored Mary Margaret McBride and Margaret Arlen over WNBC and WCBS.

Sales Volume Rises
"Exceptional results were obtained," Mr. Abrams said. "Sales volume is showing a steady increase. Results were less immediate than those from newspaper advertising but better sustained."

In addition to the schedules indicated above, all of which were devoted to promoting Ammi-Dent, the Block Drug Co. bought time on more than 200 individual stations in connection with other products during the past year. The Ammi-Dent campaign, too, is continuing steadily in a number of cities.

Gecil & Freshbey, New York, is the agency.

On All Accounts

His first introduction to radio resulted in a 10% wage reduction before even going to work. This might have deterred a less stouthearted citizen, but not Marvin Young.

And proof of his ability to stay with it is tersely reflected in his current status as Hollywood head of radio for Ruthrauff & Ryan. Originally he joined the agency in May 1947 as business manager and was promoted to his current job in July of the following year.

The pay cut which preceded any actual performance occurred at NBC San Francisco in late 1934. Marvin went to work at NBC as a writer-producer; and as he recalls it there was no work letup corresponding in any way to the pay cut, for he was busied with the writing of and/or producing of 20 shows weekly. The writing ranged from dramatic material to continuity for musical and variety formats.

In fact one of these shows involved a young man named Hal Peary in songs and patter; later this chap blossomed as "Gilder-sleeve." Among the programs produced, the youthful Mr. Young had a hand in shows for such advertisers as Chevrolet, Folger's Coffee and Cardinet Candy.

About a year after joining NBC in San Francisco, he was transferred to Hollywood operations as production manager. As such he assisted in the starting of such programs as Kraft Music Hall and Bob Hope Show. On the latter show, he recalls, it was at first difficult to round up an audience for the then little-known comedian. And it was necessary to lead people from the exit of the adjacent studio to the Hope studio, thereby insuring an audience.

In 1937 he was named assistant program manager of NBC Western Division and continued in that capacity until entering the service as a major in July 1941. As such he organized and began the entire live entertainment program of, and for, the Army, Navy and Marine Corps.

This included supervision of all USO Camp Shows, domestic and overseas stars and entertainment units. He organized a soldier show entertainment program which included the training of over 80,000 enlisted men in providing their own entertainment. Marvin also or

(Continued on page 74)
QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . Broadcasting reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertisers (National and Regional)</td>
<td>2,904</td>
</tr>
<tr>
<td>Advertising Agencies (National and Regional)</td>
<td>2,305</td>
</tr>
<tr>
<td>Station and Network Personnel</td>
<td>5,695</td>
</tr>
<tr>
<td>Representatives and Services</td>
<td>759</td>
</tr>
<tr>
<td>Others</td>
<td>3,775</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>15,438</td>
</tr>
</tbody>
</table>

QUESTION: Do you find, from impartial sources of information (lineage figures, for instance), that Broadcasting is considered the finest advertising buy in the field?

ANSWER: We certainly do.
Open Mike

(Continued from page 8)
as much for TV in the future as
you have done for AM and FM in
the past and will continue to do
during the years to come. . .

Clair McCollough
President,
WGAL AM-FM-TV
Lancaster, Pa.

* * *

Misplaced Travis

EDITOR, BROADCASTING:

Paramount Pictures will hate you. In your recent Milwaukee
Survey, you correctly reported that
I was the first general manager of
Milwaukee station WMIL but in-
correctly added that I am now with Paramount. Since my resignation
from WMIL (WMLO) I have been in
radio advertising.

Your report also said I was with

WMIL three months. Correction:
early eight months. Considering
hours and effort, I can join the en-
tire original staff in saying we all
did a good year's work in a very
short time, putting the station on
the air months ahead of sched-
ule. . .

I can . . . appreciate the tre-
mondous job done for WMIL by
Jerome Sill, the station's present
manager. . .

William Travis
Director, Radio-TV Dept.
New York

* * *

A Prediction

EDITOR, BROADCASTING:

I see by BROADCASTING, June
13, the moon gal, Kate Smith, is
going to do a two-hour network
disc jock show. This reminds me
of flop Paul Whiteman made as a
record flipper on this same net-
work not so long ago. . .

Making Katie a member of the
Dee-Jay profession is comparable
to asking her to be prexy of the
Union Pacific Railroad. . .

So—ala Drew Pearson—I pre-
dict: Kate Smith, the disc jockey,
will last no more than 26 weeks.
. . . Kate Smith, the good cause
kid, will last and last and last.

Jack Davis
Disc Jockey
WQUA Moline, Ill.

* * *

'Only One'

EDITOR, BROADCASTING:

A recent employer once asked me
which of the trade magazines
I considered most important. The
question surprised me, just as
much, I believe, as my answer sur-
prised the boss. I simply stated
that there is only ONE trade mag-
azine: BROADCASTING.

All this of course took place be-
fore you started augmenting your
service with your very complete
TELECASTING section, something
every broadcaster may not be
ready for, but is certainly very
interested in. If I am ever asked
that the same question, my answer
would still be the same if not a
little stronger. There is only one
radio trade magazine: BROADCAST-
ing. The only magazine I anxiously
wait for every week.

Bill Sitar
Sales Mgr.
KOLO Missoula, Mont.
KANA Anderson, Mont.

* * *

Popularity Proved

EDITOR, BROADCASTING:

The popularity of BROADCASTING
has certainly been proved by the
many telephone calls and letters
I have received in regard to the
article about me contained in the

Herman E. Fast
Manager
WKRC Cincinnati

* * *

'Key to Magic Reading'

EDITOR, BROADCASTING:

... it's your magazine that
"they" scramble for at this sta-
tion, as much as ever. Even
though there are six of us who
subscribe, we still have to keep
the prize reading under lock and
key else it "drifts away." You
certainly have the key to magic
reading. . . . In fact, Monday is
the cat's night out, and my night
in to read BROADCASTING. . . .
We often find program changes in your
magazine before it comes from the
New York office! This assists
us in our long range planning.
Thanks for the work you put into it
to meet that weekly deadline.
Here's trusting you will continue
to keep mention of "the little pe-
nuts" and the local retailer. . . .

Lou Peneguy
Program Director
WARD Johnstown, Pa.

* * *

Comments on FM Ads

EDITOR, BROADCASTING:

I have been reading BROADCAST-
ing from cover to cover for the
past 15 months, and have found it
to be full of interesting articles
about everything in the field of
broadcasting. My one complaint so
far has been the lack of articles
on FM stations.

. . . May 30 . . . you published an
article, "Zenith Target," that
was obviously a misrepresentation
. . . you criticize Zenith for using
newspapers and magazines in . . .
advertising . . . they should use
every available medium . . . In-
dependent FM stations do not be-
grudge the advertising in news-
papers and magazines because it
will reach many people who do not
have FM sets. . . . We received
one of the Zenith Major FM sets
and are delighted with its sensi-
tivity. . . .

Roger L. Dyer
Chief Engineer
WMIL Washington, Ind.

* * *

We're BIG

Within a radius of 50 miles from
WBIG's 5,000 watt transmitter
live over 1,075,000 people who
spend over $500,000,000 an-
nually in retail sales. WBIG has
been serving this area faithfully
for 23 years.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison,
general manager
represented by hollingbery

Page 14 • June 27, 1949
1949 is the Silver Anniversary for the Silver State's only 50,000 watt station.

**FIRST IN DENVER**

**KOAL50,000 WATTS • 850 KILOCYCLES**

**Program Schedule**

**FOR MONTH OF JUNE, 1949**

All KOA Programs are broadcast simultaneously over KOA-FM, 95.7 mc.

---

**SWAN SONG!**

This will be the final KOA schedule to be produced in this form. Effective June 20, the schedule of KOA's owned and operated Denver outlet will appear bi-weekly in a new publication, RADIO-TIME.

RADIO-TIME has been acclaimed by busy time-buyers in the nation's leading advertising agencies as filling a long-felt need. It will circulate to approximately 4,000 agency buyers, advertisers and representatives every two weeks. KOA's schedule will be included in RADIO-TIME along with schedules of most of the nation's stations, in one convenient, standardized publication. Regional distribution of RADIO-TIME will be handled by KOA, and all forms now receiving this KOA schedule will be mailed RADIO-TIME hereafter.

---

**Thank You KOA!**

**REPRESENTED BY NBC SPOT SALES**

---

**RADIOTIME, INC.**

53 WEST JACKSON BLVD.

CHICAGO 4, ILLINOIS
JIM LUCE
Time Buyer,
J. WALTER THOMPSON COMPANY

In addition to assisting on network time buying, Jim buys all spots on the following accounts: P. BALLANTINE & SONS, GENERAL CIGAR COMPANY, J. B. WILLIAMS and FORD DEALERS' FUND. Jim is now a full-fledged Patroon, having been presented by the Rambeau rep with a membership scroll and the deed to a tract of land in the heart of the Patroon country. A happy, prosperous Patroonship to you, Jim.

The Fact of the week

Advertisers have confidence in WPTR because the station does not cut rates, double spot or make back door deals, and most important of all, WPTR sells merchandise.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.
Let's not kid ourselves—it takes real "KNOW-HOW" selling to meet and overcome the increased sales resistance of today's buying public.

That's why your clients need the "Buying Public Acceptance" of KXEL—the most dominant advertising medium in all Northeast Iowa—bar none. KXEL makes the sales—Northeast Iowa is the market—and, there's proof of this acceptance—but plenty!

The proof is the 165 local and regional accounts—not counting national accounts—who use the extended facilities of KXEL (over 100 miles in all directions from transmitter). Many of these advertisers are now in their 8th year of consecutive advertising on KXEL. These smart merchants use KXEL continuously because KXEL floods this great Northeast Iowa Market of people and dollars with unbeatable sales impact... TO OVERCOME TODAY'S INCREASED SALES RESISTANCE.

Before you make up your fall list, see your Avery-Knodel representative. Call him today.
HONORARY degree of Doctor of Engineering is awarded Dr. Allen B. DuMont (l), DuMont Labs president, by Dr. H. S. Rogers, president of Brooklyn Polytechnic Institute, at institute's commencement exercises [Broadcasting, June 20].

CONTRACTING for Richardson Turner & Sanders, Atlanta, as advertising agency for WGST Atlanta, are (l to r) Bill Richardso of agency; John Fulton, WGS general manager, and Paul Sanford, WGST adv.-prom. directo.

SIMULCASTS (AM FM TV) of U. of Minnesota home football games this season will be carried by WTCN Minneapolis-St. Paul under the sponsorship of Chevrolet Dealers Assn. of the Twin Cities. Completing arrangements are (l to r): Seated—Bud Grossman, dealer; Chester R. Roan, assistant to athletic director at university; Jack Finch, dealer; standing—Rollie Johnson, WTCN WTCN-TV sportscaster; F. Von Konyenenburg, stations' vice president and general manager, and Sam Kaufman, Baxell & Jacobs Advertising Agency.


Pleased about sale of Evans Showcase on 11 CBS New England stations to Evans Case Co. (Broadcasting, June 20) are (l to r) Wilbur Edwards, WEEI Boston ass mgr.; H. Roy Marks, WEEI sale man; Audrey Twomey, De Horter & Co., Boston agency.

HONORED guests at opening of new KWK St. Louis studios are (l to r) Adolf N. Hult, MBS Chicago v.p.; Robert T. Conway, KWK pres. and gen. mgr.; St. Louis Mayor Joseph M. Dorst and C. Arthur Weiss, board member of Globe-Democrat and KWK.

CHIEF BATTER Philip L. Graham, president of WTOP Inc., Washington, and president and publisher of Washington Post, gets into swing of scrub game at annual picnic of WTOP personnel. WTOP staffers welcomed Post personnel.

PINNING flowers on Janet Ross, KDKA Pittsburgh's Shopping Circle director, as she leaves for month's assignment in London and Paris, is Joseph E. Baudine, KDKA mgr. On hand for occasion is Norman Klages, Pittsburgh Ad Club pres.

FRENCH Medal of Liberation is presented CBS Correspondent Larry Lesueur (r) by M. Robert Betoland, Minister of War Veterans, during decoration ceremonies for former war correspondents visiting Europe on VJ-Day.

CHECKING inventory with Walt B. Davison (l), general manager, Transcription Div., Capitol Records Inc., is Adrian K. Roberts, divisions' new eastern and middle western representative, formerly with firm's New Orleans office.
Looking for the winner?

New York's winning afternoon show is WCBS' "Hits and Misses"
How SPEED helped catch "bugs" in the lacquer

Final finish on piano mysteriously going "sour." Production halted. Lab needed X-ray diffraction camera to identify impurity. At 9 A.M., 101b. camera Air Expressed from 1100 miles away, delivered 4 P.M., same day. Cost, only $3.58. Company uses Air Express as routine method to get supplies fast, keep inventory low.

That low $3.58 figure was total cost for Air Express and included door-to-door service. That makes the world's fastest shipping method exceptionally convenient, complete, and easy to use.

Facts on low Air Express rates

Package of blueprints (4 lfs.) goes 800 miles for $1.54. Special tools (21 lfs.) go 1000 miles for $3.87.

(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. On-carrier responsibility. Assured protection, too — valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THEM FAST

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

In the Public Interest

Missing Person
CROWNING glory so far in WYJ-TV Detroit's program Bureau of Missing Persons came when the picture of a gentleman whose disappearance had been under investigation four days was flashed on screen. A customer in a local tavern, who had been watching the feature half-heartedly, sat up with a start. "That's me," he cried, and lit out for home.

Cancer Marathon
WHEN KIOA Des Moines learned that city's cancer drive had bogged down short of its $30,000 quota, station staged 24-hour marathon to raise funds. Officials of Cancer Society "kicked off" the broadcast and from then on, KIOA reports, station "rocked" to constant parade of name bands and professional entertainers applied to supper clubs in Des Moines. Local merchants contributed merchandise prizes to be awarded off, including a Holstein calf. At conclusion of marathon nearly $10,000 had been raised for the fund.

WCVI Sparks Drive
WCVI Connellsville, Pa., last month presented a two-hour Cancer Drive Program. Program featured local talent plus leading business and professional men. In two-hour period show was aired, over $500 was raised, more than one-sixth of total goal of $3,000 set for city.

WLAT's Aid
WLAT Conway, S. C., through several public service spots, succeeded in bringing comfort and aid to the Wilson family of Little River, S. C. Action the Wilson family was struck by fire which resulted in the loss of two lives, two expected to die, and several seriously injured. WLAT reports that as result of its announcements, the citizens of Horry County came to the aid of this family.

All Out Effort
WGNI Wilmington, N. C., went all out in its effort to aid American Cancer Society fund drive when the station aired 17½ hours of continuous programming for fund raising campaign. Lo Stucki and Paul Porter, disc jockey-announcers, spent entire time "chattering" to raise funds. Station efforts in raising the $2,000 were praised in an editorial in Wilmington News and letter from the Cancer Society.

Over-the-Top

CREDIT for asssisting the 1949 cancer fund-raising campaign in Nassau County, N. Y., to the first division in nation to surpass its quota was attributed to all-out effort given drive by WLPL and WHLI-FM Hempstead, L. I., N. Y., station reports. Stations carried 18 special programs, including a pre-campaign "radio workshop" for 300 cancer canvassers, plus daily spot announcements.

Good Neighbors
WRNL Richmond, Va., joined in local "good neighbor policy" recently with a Virginia farmer—whose family of seven was made homeless by fire—now has a new house, complete with furniture and filled pantry. Hearing of family's plight and move by neighbors to come to rescue, Polly Daffron, WRNL's women's commentator, and Mike Novello, m. c. of Mathis program, devoted their shows to telling listeners the story. On-the-spot broadcasts were aired, a "Parade of Pennies" was started, and food, clothing, building materials and skilled labor were donated to give family new start.

Hospital Campaign
WITHIN five days, WCSS Amsterdam, N. Y., reports that it logged total of 47 hours, 33 minutes of free public service time in behalf of that city's half-million dollar building fund campaign for St. Mary's Hospital. Schedule included daily remote broadcasts from downtown store windows, spots, base ball, news, dramatic shows and musical programs.

Reunion Through Sports
SPORTS broadcast on KSD St. Louis led to reunion between a Scottish newspaperman and two American relatives—a brother in Milwaukee whom he had not seen in 40 years and a niece in St. Louis whom he had never met. Archibald Wilson, sports editor of Glasgow Times and who was in St. Louis for an exhibition game between Scotland's championship soccer team and a St. Louis all-star aggregation. During his visit he participated in a KSD broadcast under his pen name, Alan Breck. His niece, Mrs. Robert Glass, who heard the program, recognized the voice and informed her uncle. Mrs. Glass telephoned station and then telephoned her father, Mr. Wilson's brother, in Milwaukee and he immediately entrained for St. Louis. The result, an unexpected family reunion.

Picnic Time
SOME 1,000 orphans from British Columbia had a day of music, fun, food and prizes galore, when CKNW New Westminster held its Orphans Picnic. Special buses picked up youngsters, who then boarded a steamship to Bowen Island for their day of fun.

Disc Show Dollars
AS RESULT of two, 4-hour telephone request shows WIDE Biddeford, Me., raised $500 for local Red Cross chapter.
HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Western Electric

Since KVOO’s establishment in 1925, farm programming has been of prime importance. A 240-acre Demonstration Farm is operated by KVOO. Sam Schneider, KVOO Farm Editor, is active in local, state and National Radio Farm activities.

KVOO farm radio listeners in 16 states recently sent 23,422 letters, containing 23,422 dimes, to the KVOO Farm Department for a package seed offer.

All announcements featuring the offer were made on Farm Department programs during February, 1949. No other promotion was used.

Such gratifying response is powerful evidence of the large and faithful KVOO Farm program audience. Each letter received is proof that our listeners know any offer made by KVOO is a good offer.

Programming such as the KVOO Farm Department offers "in the money" farmers and ranchmen in the Southwest, will pay you big dividends, too!

For more facts on one of the Southwest’s oldest and best known radio farm departments see your nearest Edward Petry & Co. office or phone, wire or write KVOO.
NAB DISSECTED

By ROBERT LUCE

JUSTIN MILLER, NAB's president, ran consistently ahead of his ticket, the NAB itself, in the results of a TRENDS Survey, just completed by Broadcasting's Research Dept. A 55% majority of station managers gave Judge Miller's work an "excellent" rating.

The poll was designed to determine the opinion of broadcasters about their trade organization, the National Assn. of Broadcasters, and was sent to members and non-members alike. It is the 20th in a series of Broadcasting TRENDS Polls.

Overall opinion of the work of the NAB showed a majority describing it as "average." More than half (54.5%) said they would rate the job NAB is doing as "average," while a quarter of the station managers (26.7%) said the job was "excellent." At the other end of the scale, 17% said NAB's work was poor. (See Table I.)

Among NAB member stations, the opinion of the organization and its president is higher. More member station managers rated NAB "excellent." Nearly a third (30.4%) described the overall job NAB does in these terms, while 56.7% said NAB's work was "average." Fewer members rated NAB "poor." The total of answers from members who fall in this category was 11.5%.

Judge Miller's "excellent" total was higher among members than among total respondents. He rated 61.7% "excellent" among those in the organization, 27.9% "average," and 5.8% of the members said his work was "poor." Only 4.6% said Table I

Which of the following best describes your opinion of the overall job NAB is doing?

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Average</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>All replies</td>
<td>54.5%</td>
<td>29.1%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Members of NAB</td>
<td>61.7%</td>
<td>27.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Non-Members</td>
<td>32.1%</td>
<td>42.8%</td>
<td>17.8%</td>
</tr>
</tbody>
</table>

FACELIFTING

By J. FRANK BEATTY

NAB will undergo a face-lifting designed to meet the demands of members—and non-members, too—for a redesigning of the entire association aspect. This was obvious as the six-man board Structure Committee convened Friday morning at NAB headquarters in Washington.

Concrete evidence that there is dissatisfaction with the existing NAB structure was found in the latest Broadcasting Trends survey (see Trends story, this page).

The committee was presented a resume of the survey results shortly after it convened.

The Structure Committee took up where the board left off last April. At that time it submitted a plan to move many of the specialized NAB functions into the president's office and organize aural and visual departments. The board considered results of the committee's studies in April but deferred final action other than to set up Broadcast Advertising Bureau as a substitute for the Dept. of Broadcast Advertising.

As the reorganization situation stood Friday morning, the committee was confronted with two basic types of remodeling: The first type, outlined above, was a vertical approach in which aural and visual departments or divisions would utilize the specialized NAB services. Last Po was the board authorized creation of a television section within the NAB structure. NAB President Justin Miller has offered the difficult job of heading this section, or whatever structural unit eventually handles NAB's video

(Continued on page 24)

NAB Committee Studies Demands

(Continued from page 23)

June 27, 1949 • Page 23

TABLE II

MILLER'S STEWARDSHIP

THE QUESTION: How would you rate Justin Miller's Stewardship as president of NAB?

Judge MILLER

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Average</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>All replies</td>
<td>55.0%</td>
<td>29.1%</td>
<td>11.1%</td>
</tr>
<tr>
<td>NAB Members</td>
<td>61.7%</td>
<td>27.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Non-Members</td>
<td>32.1%</td>
<td>42.8%</td>
<td>17.8%</td>
</tr>
</tbody>
</table>

54.5% Vote Work Is Average

TRENDS

Vol. 36, No. 26 WASHINGTON, D. C., JUNE 27, 1949 $7.00 A YEAR—25c A COPY

BROADCASTING TELECASTING

(Continued on page 24)

(Continued from page 23)

June 27, 1949 • Page 23

NAB Committee Studies Demands
the NAB, according to broadcasters, is labor relations, and "good" was checked by 80.8% of the respondents, and only 3.6% rated labor relations work as "poor." (See Table III.)

On the other end of the scale, the category of programming advice was thought to be "inadequate" by 38.1% of respondents, and "good" by only 14.3% of broadcasters. The reminder checked it off as "average," or had no opinion about this work.

Other departments which rated on the "good" side included legal affairs, which received a "good" rating from 84.3% of the respondents, 28% checked "average," and 10.9% said the legal affairs function of NAB was "inadequate."

NAB's research department was endorsed as "good" by 82.5% of respondents, an equal number thought it was "average"; 21.1% thought it "inadequate," and a rather large group (14.3%) had no opinion. Publicity and public relations received more "good" opinions than "inadequate," but the plurality of votes was in the "average" category. Opinions were divided as follows: 29.9% "good"; 34.1% "average"; 28.1% "inadequate," and 7.8% "no opinion.

There was no distinction made in this question between the two separate functions of this department—publications and publicity—so it is difficult to discover which of the two functions was being rated most often when broadcasters filled out their ballots. In general, it should be taken as a rating of the department as a whole, rather than the publicity or publications work separately.

The poll was launched before NAB's new Broadcast Advertising Bureau had a chance to get into operation, and the responses indicated a dissatisfaction with the past work in promotion and advertising which may be obviated by the work of BAB when it gets into full operation. Only 16.2% indicated they were satisfied with the NAB's work in this field, and 43.7% declared it "inadequate." About one third (33.5%) said it was "average" and 6.6% had no opinion.

Broadcasters often commented on this phase of NAB's operations in marginal notes, expressing hope that BAB would remedy the situation, and that NAB would concentrate more on all-radio promotion than it has in the past. Changing business conditions have made this a more pressing problem, according to many station managers, and they urged speed in launching the work of BAB.

Legislative and lobbying work was also categorized as below average by the broadcasters. In this phase of the NAB's operations, the responses were divided as follows: 24.2% said "good"; 29% "average"; 37.3% checked "inadequate." The proportion of "no opinion" responses was 9.4%. This aspect of NAB's operations was classified, then, as slightly below average because the percent of those who checked "good" was not quite as high as the percent marking "inadequate."

Engineering Service Rated NAB's engineering service was endorsed as "good" by 57.2% of the broadcasters, and "average" by 41.5%. It was rated "inadequate" by a relatively low percentage (8.5%) of respondents. About 13% said they had no opinion of the work NAB is doing in this field.

Women's activities were apparently unfamiliar to many broadcasters, and 34.8% marked "no opinion" in this section of the ballot. Among those who did venture an opinion, 36% said "average"; 16.1% said "good," and 13% said "inadequate."

Total returns on this survey were high—about 70% of those who received ballots. The matter of the industry's trade association and its performance is obviously one of interest to most broadcasters. The percent of ballots returned with additional comment on them was higher than usual, also. Many broadcasters accompanied their ballots with letters, amplifying their opinions as expressed in the form balloting.

The sample of station managers was carefully selected to represent AM, FM and TV, regional location, class of station, and membership or non-membership in NAB. The sample was selected at random within the indicated limits of the sample design.

The total number of ballots received was 211.

Next week, the second part of this series will discuss station managers' opinion about network membership in NAB, the balance of power within NAB, the NAB annual budget, and what type of structure NAB should adopt in terms of TV and FM stations.

Luckies Buys Time

AMERICAN TOBACCO CO., New York (Luck Strike cigarettes), through its agency BBDO, New York, effective early in September, will take over the 7-7:15 period across the board time on NBC recently released by Chesterfield. It was understood that American Tobacco would place Frank Sinatra in one of the spots.

Drawn for Broadcasting by Sid Hix

"Another letter from the Senator from Colorado."

BROADCASTING  •  Telecasting

BMB Deadline

Aug. 15 Set for Broadcasters

BROADCASTERS who have not yet subscribed to BMB must do so by Aug. 15 if they wish to receive the results by the next deadline. That date has been set as the deadline for final assembly of data to be included in BMB's second nationwide study of station and network audiences by Kenneth H. Baker, acting president of the Bureau.

The deadline is necessary, Dr. Baker said, so that tallying of information department of thousands of ballots returned by listeners from every county in the country may be completed in time to assure delivery of the report in the fall.

"We have all of the material in our shop now," he said. "We intend to process it in the following sequence: First, subscriber data; second, non-subscriber data asked for by subscribers. Because of the vastness of this task, we will not be able to interrupt the flow of material on the production line for insertions of post deadline subscribers. Those whose subscriptions are received after the deadline is past, consequently, will not get their reports until all other data requested by subscribers, advertisers and agencies have been published."

The matter of publishing full reports for advertisers and agencies, and the question of how much information on non-subscriber stations should be included in such reports, if published, are still undetermined. However these matters are settled, it is certain that to insure his audience data being included in the original reports a broadcaster must get his subscription to BMB by Aug. 15.

SURF ACCOUNT

Lever Invites Agency Bids

LEVER BROS., Cambridge, has asked four advertising agencies "other than those already handling Lever products" to submit presentation bids on Surf, a $2 million account.

The agencies—BBDO, N. W. Ayer & Son, and McCann-Erickson—have submitted presentations, it was understood. Kenyon & Eckhardt also was invited to participate in the bidding but turned down the offer.

Surf, a detergent, formerly was handled by Day, Duke & Tarleton Inc., New York.

Decision as to which of the agencies will be appointed to handle the account is expected within the next 10 days.

Bright Joins Mogul

BOB BRIGHT, head of his own radio and television package agency, Bob Bright Productions, and previously commercial manager of WDAR, Savannah, has joined the Emil Mogul Co., New York, as director of radio and television.
NAB's new Broadcast Advertising Bureau, moving swiftly into its job of meeting advertisers' efforts of competing media, underwent official scrutiny last week and prepared to expand operations with a staff of 300 by 1970.
The sales promotion agency of NAB was scanned before two association groups—the NAB Policy Committee and the Sales Managers Executive Committee. These two sales-promotion committees have an interlocking membership and functions.

Under chairmanship of Robert D. Enoch, KTOK Oklahoma City, the policy committee looked into the whole BAB setup at its Wednesday session. The committee approved BAB's transfer from Washington to New York where it has taken over much of the office space at 270 Park Ave., where BMB is located. The two agencies are sharing space and having greatly curtailed its front-office forces.

'Hard-Hitting' Operation
"BAB will be a hard-hitting sales operation," Mr. Enoch told Broadcasting at the joint meeting. "It will promote all branches of the industry and will take a strictly positive approach. We propose to sell radio's power to provide goods and services rather than merely to attack competing advertising media." Mr. Enoch was the original sponsor of the BAB idea at the NAB's board meeting last April.

After the all-day policy meeting, BAB was reviewed again Thursday at a joint meeting of the NAB sales managers Executive Committee and the policy group. Chairman John J. Gillin Jr., WOW Omaha, of the sales managers committee, is also a member of the five-man policy committee. Chairman Enoch, in turn, is NAB board liaison meeting chairman. The latter group along with John F. Meagher, KYSM Mankato, Minn.

It was the first meeting of the newly appointed SMC. Much of the Thursday session was devoted to a review of BAB operations by BAB policy committee members.

Among steps taken by the policy group was decision to restrict a new BAB slide-film sales pitch to NAB members. The oral portion of the slide film was previewed by Maurice Mitchell, director of BAB. The presentation is to be used at all types of meetings and functions as well as in-direct-selling efforts. It presents radio as the pre-eminent advertising medium and can be used to sell individual stations. BAB will copyright the film, as well as all other material it publishes or distributes, under policy committee instructions.

A distribution plan version of the NAB's dealer cooperative radio advertising project was approved. The study is based on returns from manufacturers themselves and the facts about their cooperative campaigns will be distributed on six-inch file cards for easy station reference. Originally the cooperative data were published in book form and were based for the most part on information from stations.

Two spokesmen for national representatives appeared at the policy meeting, Frank Headley of Headley-Reed Co. and Eugene Katz of Katz Agency. They offered suggestions for BAB's sales promotion drive. Next meeting of the policy committee will be held July 29 in New York. By that time the sales and advertising files of NAB, along with personnel, will have been moved to the New York offices.

Taking part in the policy meeting Wednesday and the joint meeting with SMC Thursday were Chairman Enoch; Frank U. Fletcher, WARL-PM Arlington, Va.; Mr. Gillin; Howard Lane, WJJD Chicago; G. Richard Shaffo, WTS Columbia, S. C. All but Mr. Gillin are board members.

Participating for NAB were President Justin Miller, C. E. Arney Jr., secretary-treasurer, and Mr. Mitchell.

The SMC Thursday agenda centered around indoctrination into BAB functions. President Miller explained to the new committee its exact duties. Gordon Gray, WIP Philadelphia, president of the Allied Radio Presentation, traced progress of this industry film project, soon to go into actual showing.

Planned for Friday consideration was appointment of SMC subcommittees, including one covering television. Also on the agenda was discussion of plans for sales session during the autumn series of NAB district meetings.

Attending the SMC meetings were these committee members: Chairman Gillin; John M. Outler, WSB Atlanta; Mr. Gray; Eugene S. Thomas, WOIC (TV) Washington; Arthur Gerbel Jr., KJZ Seattle; Pete Schloss, WWWS Pittsburgh; Simon R. Goldman, WJTN Jamestown, N. Y., with Messrs. Meagher and Enoch as board liaison.

NAB staff officials taking part included President Miller; Mr. Mitchell; Charles A. Batson and Lee Hart, assistants to Mr. Mitchell.

Gregory Joins Durstine
SHERMAN GREGORY, formerly with Campbell Soup Co. and before that with Schenley Distillers, has joined the executive staff of Roy S. Durstine Co., New York.

ABC has proposed revisions of its affiliation contracts to require stations to carry, without compensation from the network, 252 hours of commercial network programming per year rather than the 208 they are now obliged to broadcast.

Representatives of the ABC station relations department have been visiting numerous stations with the proposal, broadcasting learned last week, and some stations are said to have accepted it.

The endeavor of ABC to increase its revenue from commercial time marks the first wholesale change in the basic financial relationships between the stations and the network. Since the FCC imposed its network option time limitations in 1945 [Broadcasting, June 14, 1945] and the major networks revised their affiliation agreements.

The new agreement which ABC is seeking from its stations will require the affiliates to waive compensation for 21 hours of network commercial programs per calendar month, or a total of 252 hours per year.

The former ABC agreement, which the new one is intended to displace, provided that stations waive compensation for 16 hours of such programming each 28 days, or a total of 208 hours per year. Thus the network would be able to retain the revenue from 44 more hours of commercial time per year—without splitting it with its stations—than it has in the past.

It was understood that ABC representatives had made the proposal on the grounds that a change from the 28-day period to straight calendar months compensation would be in accord with most station accounting systems. Further, they were said to have explained, the network needed the added revenue to defray its expenses in television.

Reaction Unknown

Whether the latter argument had been received with universal warmth was not known.

No other network is contemplating any change in its station compensation system, a survey of executives disclosed.

Mutual and NBC require their affiliates to take 16 hours of network commercial time per 28-day period, a total of 208 hours per year. If ABC succeeds in revising its station compensation, the network commercials carried by its stations without compensation will be slightly less than the amount carried by affiliates of CBS.

CBS Provision

It has been a standard provision of CBS affiliate contracts that the stations broadcast five hours of network time per week without payment from the network, or a total of 260 hours per year.

The number of stations approached by ABC with its new proposal could not be learned, although it was believed it was considerable. It was said that all stations carrying the contract film were said to be renewal within the near future were involved.

No official comment was forthcoming from ABC headquarters as to the status of the contract revisions, but the fact that the network intended to pursue its proposed revisions vigorously was indisputable.

June 27, 1949  Page 25
IF one had taken seriously some of the things printed about the future of radio during the past few months—utterances by the prophets of doom—he would have done two things: First, he would have quit the radio advertising business right on the spot—convinced that it had no future. Then he might have dressed himself in his most ministerial black, and conducted a memorial service—you might call it a mock funeral.

He could have set up a tombstone with this inscription: HERE LIES AM RADIO. BORN 1922, DIED 1949, THE VICTIM OF TELEVISION. Over that tombstone he could have said a little prayer: “AM radio made an awful lot of noise in its lifetime, O Lord. Nevertheless, may its soul rest in peace.”

Of course, there are some people who think there should be twin tombstones. The second one would have read: HERE LIES TELEVISION, DIED IN CHILDRENTH, 1949, THE VICTIM OF A PRO-TRACTED DELIVERY. And over that tombstone he could have said another little prayer: “Forgive the country’s advertisers, O Lord, for they know not what they do. By failing to support it sufficiently, they killed the embryonic television medium before it was born.”

However, he is not concerned with the comparatively small group of pessimists who doubt that advertising will ever be sufficient to maintain the costly television-broadcasting business.

A ‘Desperate Plight’

Instead, he is going to devote his attention to the more frequently heard—and more publicized predictions—that AM and FM radio will not be long in this world. According to the pessimistic oracles, conventional broadcasting is in such deep trouble that now the only way it can hold its audiences is with a rope.

To explain “the faith that is in him—that is, why he believes AM and FM radio—and radio advertising—will continue indefinitely, let him first recall to mind some of the more ominous predictions that have been tossed about. The chief pessimist—among the radio—is-about-to-die oracles—probably Deas Aylesworth, a former network executive—has used the April 26 issue of Look Magazine to predict that “Radio Is Doomed.” Mr. Aylesworth prophesied—No sound radio within three years.

Then along came another crystalball gazer—Wayne Coy—Chairman of the Federal Communications Commission, a former radio forecast and now the broadcasting’s demise—only Mr. Coy’s prediction slightly modified the conditions under which sound radio would pass on. And if he made the statementrawl, it has been credited to him in the press, he flatly predicted—“Five years from now most Americans will be completely informed of the broadcast information, education and entertainment from television.”

However, it is a popular belief that five years from now most Americans will not be getting most of their broadcast information, education and entertainment from television—but will still be getting it from regular, conventional AM or FM radio.

While the prophets of radio’s doom do cite some current facts and figures, it would seem that their chief line of reasoning is based on what they consider an inevitable historical cycle—the power of a new and better invention or development to completely supersede and eliminate its predecessor. They cite the horse and buggy giving way to the automobile. More specifically, that the new silent motion pictures will completely disappear in favor of the talking film. It is the latter example which has been a favorite theme of the anti-radio prognosticators.

They say that conventional radio will rapidly dissolve under the impact of television, just as the silent pictures quickly gave way to the talkies. And they would be right—except for one thing: The parallel they are trying to draw is not an accurate one. Silent and talking pictures take place in theaters—largely in the evening—and exist as entertainment media alone. But listening to broadcasting takes place in homes—at any time of day or even late at night—and broadcasting exists as both an entertainment and an advertising medium.

Here are just two illustrations of why these differences will mean that AM and FM radio—conventional broadcasting—will survive despite television, even though silent pictures did not survive when talking pictures came along. First, consider this: it took a comparatively short time to equip silent picture theatres with sound projects; and it will take a much longer time to get television sets into most American homes. Again, it was comparatively easy for people to get the point of what TV was about and hear the first sound films; but it’s not so easy for television signals to be transmitted across the country, into all cities, and to villages and farms. In addition,

There are many other points which could be made to suggest why there is no means a perfect parallel between silent-vs-sound films and radio-vs-television. But, coming right to the point, here are the possible eight reasons why so-called blind radio, that is, conventional AM or FM broadcasting, will continue indefinitely.

1. Radio continues to improve, with better programs, more effective commercials, clearer reception (through FM), and the possibility of sight-plus-sound with television (through Facsimile).

2. Television must still run a grueling gauntlet race before it is thoroughly established programwise and commercially.

3. Radio first became a major factor when the talking film was in its embryonic stage—specifically, why refer to the silent motion picture completely disappearing in favor of the talking film. It is the latter example which has been a favorite theme of the anti-radio prognosticators.

4. Even though television will take a lot of advertising revenue from radio (on a percentage basis (by cutting itself a slice of the nation’s advertising expenditures) this does not necessarily mean that radio will lose drastically in actual billing since total advertising expenditures in the U. S. continue to grow.

5. Sound alone is quite adequate for advertising; radio programming: news and music.

6. Radio by its very nature is an all-day and even all-night medium, while TV (like motion pictures) appears to be primarily an evening entertainment device, secondarily an afternoon and morning medium.

7. Many sponsors feel that their products do not particularly need visual display. Radio sometimes suggests a more appealing picture—by playing upon the imagination—than TV can actually show. For example, one sponsor said this one the men at least will understand, reading a novel, the sultry heroine is more desirable and curvaceous than any creature painted by Vargas.

Finally, there will always be some tradition-minded radio advertisers who will prefer radio to TV. Time sales increased in 1948, and this was in spite of the published worries about its future, is delivering more as an entertainment and advertising medium than it ever before.

There has been a steady and continuing growth in the number of radio homes from 1940 to 1948. And, according to A. C. Nielsen, daily listening increased by seven minutes per family during 1948. This fact, together with the estimated increase of a million radio sets in 1948, results in a 6% gain in the total radio listening time of all families. No other major amusement showed comparable increase.

Again, radio’s net revenue is still gaining. According to the Fifteenth Annual Business Index, total dollar cost of network time increased in 1948, spot time sales increased, and network time sales increased. Moreover, in spite of the steady increase in overall dollar cost of network time over the past years, the cost of reaching people has not increased to any noticeable extent. And it’s worth noting that there is more radio, and other media, of which that is true.

On the other hand, 1948 also has been a great year for television. In the big cities, 185 out of 292 families bought TV sets—and by the year’s end 49 stations in 29 cities were sending out signals for the benefit of over one million viewers, and over 800 advertisers. Already U. S. television set ownership has passed the 1,200,000 mark—and according to fairly conservative estimates, TV set ownership (Continued on Page 98)
Clark Said Not Pleased With Tack

Mr. Clark said of "revocation" of licenses held by the producers:

This bill would substantially weaken a number of important safeguards against monopoly and against monopolistic restraints contained in the present law by (1) compelling the renewal of licenses with no regard to whether other applicants may be better qualified to serve the public interest; (2) terminating the Commission's authority to refuse an application for a license on the ground that the applicant has been found guilty of a violation of any anti-trust laws against a license; and (3) prohibiting refusal of a license to applicants already engaged in certain occupations, thus upsetting present policies of the Commission designed to discourage ownership of radio stations by newspaper companies. An applicant cannot be expected to apply the anti-monopolistic provisions of the Communications Act in determining the qualifications of applicants for licenses.

Sen. McFarland professed amazement at the department's stand. He claimed FCC's duty to issue licenses in the public interest is clearly provided in other sections of the law; that his proposal to eliminate the "double jeopardy" provisions of the anti-trust section was based on his belief that a new applicant should not be required to try his case before the Commission as well as the courts; that the anti-discrimination provisions of his bill would prevent FCC from banning or indefinitely holding up applications merely because they're filed by newspapers or motion picture companies; and that when a new applicant seeks an existing station's facilities he thought the burden of proof should be clearly upon the new applicant.

Mr. Hume did not agree, though under Sen. McFarland's questioning he admitted at one point that "I wish I did, right now."

The "real purpose" of the anti-discrimination proposal, he charged, apparently is "to prevent the application of competitive, anti-trust principles to newspapers and to the motion picture industry." It might jeopardize FCC's policy of preferring non-newspaper applicants in competitive hearings, or "might go further and have the effect of promoting newspaper ownership of radio stations, based upon the contention that newspapers are better qualified to provide radio service to a community than non-newspaper applicants," he said.

"The possibility of evil consequences flowing from monopolistic ownership of radio stations by newspapers is aggravated by the recent lifting by the Commission of the prohibition against editorializing by radio station operators," he declared.

With respect to both movie and newspaper ownership, he said, a requirement that FCC continue to "grant licenses to competitive, irrespective of any resulting local monopoly, is inconsistent with the broad anti-monopoly objectives of the Communications Act and, if enacted, may result in numerous violations of the Sherman Act through the creation of such local monopolies."

Quick Action Unlikely

Hope for immediate passage of the McFarland Bill to reorganize FCC and its procedures dimmed perceptibly last week, despite mounting evidence of industry approval of the measures (S 1973). Authorities appeared increasing-ly doubtful of enactment at this session as they reviewed the opposition, some strong and some light, which was advanced during the previous week's hearings, particularly by FCC and the Justice Dept. [BROADCASTING, June 20; see story above].

In any event, it was clear that changes would be made in the bill before it reaches the floor of the Senate—and there was speculation that it might not reach the floor this session, since the existence of any controversial sections is considered tantamount to its defeat.

The Senate Interstate & Foreign Commerce Committee, which is considering the bill, may take it up some time this week, authorities said, if the Communications Subcommittee, which has conducted hearings on it completes its report in time. The subcommittee is headed by Sen. E. W. McFarland (D-Ariz.), author of the measure. It was considered almost certain that the bill's proposal to require

(McFarland Bill)

BROADCASTING • Telecasting

Sen. McFarland

June 27, 1949 • Page 27
FREELANCE CONTRACTS

FREELANCE radio writers last week had their first contract with agencies, sponsors and independent package producers initiated. Yielding the pen for the management was M. Fisher, while for the union, Roy Langham, national executive secretary of Radio Writers Guild, performed the honors.

Under the agreement a schedule of minimum fees to be paid for programs was set up. This minimum is exactly the same now governing freelance writing. More important to the writers, most of whom make more than the minimum, were provisions regarding various subsidiary rights and air credits. The contract is a five-year pact but it has fee reopening provisions to permit changes in money clauses during its lifetime.

The council of RWG already has approved it. RWG membership will next get the pact for ratification. That is expected to be handled within a few days. A New York RWG ratification meeting already is scheduled for tomorrow (June 28) at Holland House.

As soon as the agreement is ratified by both sides, RWG will proceed with NLRB certification and election on a national basis. When the certification and election are completed, the agreement will become retroactive to Nov. 4, 1948.

Lengthy Negotiations

Negotiations resulting in the agreement date back to last fall. On the Nov. 4 date, RWG threatened to strike which would have tied up about 140 of the nation's top shows. A federal mediator got the parties together after the guild was actually in line for a strike and a call to picketing of programs [Broadcasting, Nov. 1, 1948].

Under the schedule of fees set up by the agreement, a once-weekly program of five minutes or less calls for a minimum of $35 sustaining and $200 weekly, when done on six-weekly basis. A 15-minute show on a once-weekly basis calls for $75 sustaining and $120 commercial. If on a six-weekly basis, the program calls for $250 sustaining, $400 commercial.

A 30-minute show on a once-weekly basis calls for $200 sustaining and $350 commercial. If on a six-weekly basis, the fee is $445 sustaining, $710 commercial. All the fee schedules are based on program units. Thus, if one writer is employed on a once-weekly 30-minute show, his fee would be $150 sustaining, $250 commercial. If two writers were employed on this show, the minimum would be $300 sustaining, $500 commercial fee. The contract permits the payment of fees above the minimum, but not under the minimum.

Writing covered by the contract is primarily dramatic and comedy material. Specifically excluded are anxious and non-drama of religious scripts, physical culture copy, lectures, forums and written work of government employees.

Air credits are required on all commercial and dramatic writing. Air credit is to be extended once weekly to each writer. On all other shows, the producer has the right to give credit to the writer for the importance of the writer's contribution. In the case of a group written show, where the producer and writer can't agree on credits, the union will decide allocation of the air-by-lines. It is not necessary, however, to give air credit to a writer "where special characters of the show make it essential not to reveal that the show was written by any person or persons other than the performer." The local union shall make a decision to mean that no air credit for a writer would be necessary on comedy shows by big-name comedians.

There are elaborate provisions on subsidiary rights. Some of the rights adhere to the producer, some to the writer. Repeat broadcasts for supplementary coverage on any station not carrying the origin show is permitted without extra fee if done within 60 days of the original broadcast. The producer also is permitted a non-drama of the script without fee for such purposes as promotion and advertising.

One-time shows and unit series programs generally become the property of the writer after the original broadcast, but he cannot use the script for television until 13 weeks after the original airing nor for AM or FM until 44 weeks after the original performance.

In the case of serials, where the writer owns the series, full ownership in the script vests in him 60 days after the original broadcast. Where the producer owns the serial, the writer may with the producer's consent use the script on commercial networks under conditions set forth.

Where serials are re-used for radio or television, a second minimum fee is paid if the material is used as is. Where the material is adapted or rewritten, the original writer is entitled to 10% of the minimum fee.

Writers also are entitled to subsidiary fees, in accordance with schedules and formulae provided in the contract for such re-uses of the script or its material for phonograph records, book publication, comic strips, legitimate theatre and motion pictures.

The agreement is admittedly complex and to rule on the matters sure to come up under it, a joint adjustment board consisting of three members appointed by the union and three by the employer is provided. So, too, are arbitration clauses.

Negotiation of the minimum fees also is provided on the initiative of either party on Nov. 16, 1949, 1951 and 1953. It is expected that on such reopenings, the RWG will continue to work toward obtaining uniformity with the agreement between freelance writers and radio networks.

Method in Survey

AN EXPLANATION of the methods used in his controversial survey was released by Sam Gill, director of research, Sherman & Marquette, New York, last week [Broadcasting, June 6].

The survey which has caused so much comment showed that AM listening in TV homes jumped back almost to its former level 9 to 13 months after TV was installed. The survey was confined to the five boroughs of New York, and was conducted over a period of six months [Broadcasting, June 6].

The survey showed daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 3-4 months after purchase; 2.92 hours 3-6 months after purchase; 3.56 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase.

Conclusions Challenged

Mr. Gill's conclusions were challenged in some industry quarters which doubt their validity. With an explanation of methods issued last week, Mr. Gill said he had no further comment to make.

He declared that his original sample included 2,166 homes, of which 1,877 or 88% were TV equipped. The survey employed the diary technique, with participants keeping separate logs for listening and for viewing.

His explanation follows, in full: The Effect of Television Ownership On a Sample of Radio Homes

The objective of this study was to attempt to measure the effect of television ownership on a sample of radio equipped homes, both in listening habits and general commercial work at present and in the future. The philosophy upon which this study was based as outlined as admitting that television ownership would undeniably change the way of living, the radio listening, reading, entertainment habits and other phases of the average home life. Therefore, such a study should be undertaken early enough to trace the effect that television ownership would have on family activities.

In this first television ownership and television transmission stations were, at the time this study was planned, largely concentrated in a few large metropolitan areas. It was decided to confine the scope of the study to the five boroughs of New York City. The study originally planned in September was delayed until Oct. 27, 1947.

The original sample was in excess of 2,000 homes in New York City area (2,166) chosen by the probability sample technique. These homes were at that time all radio equipped but the sample has since been reduced to 727.

Two hundred and eighty-seven, or somewhat in excess of 13%, of the original sample are now television equipped.

All data from this report is based on the panel method. That is to say, of the original sample each home was called upon the average of 12 times so that it was possible to trace the listening and living habits week by week of each member family of the panel.

No member family of this panel has been compensated in any way for its cooperation in this study.

To obtain information on listening habits the printed roster technique was used throughout the study. One roster covered AM listening and a second covered television listening. Data on the general living habits of the family were obtained from personal interviews at the time of the call. In the majority of cases all interviews were conducted in the evening between 6 p.m. and 9 p.m. in order to interview as many members of the family as possible.

Over the 18 months of this study the percentage of total calls made in this 6 p.m. to 9 p.m. period total slightly better than 62%.

Details of sample composition, both original AM sample and current homes within the sample, are available upon written request.

GILL EXPLAINS

FCC ACTIONS

GRANTS for one new AM station and changes in facilities of five existing stations, including switch to regional assignment for WLEE Richmond, Va., were issued by FCC last week. Authorizations also were announced to grant a new FM station and deletions of five FM authorizations, one AM license and one AM permit were reported. Details of these Commission actions are carried in FCC Roundup, page 76.
Night and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "Plus"—has a daytime BMB audience in 130 additional counties in 8 states and pulls year-round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

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

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

FREE & PETERS, INC.
National Representatives
Will Head Cuba Delegation at NARBA Session

CARLOS MARISTANY, who headed Cuba's delegation to the Interim NARBA Conference in Washington in 1947, made clear last week that he intends to appear in the same role at this fall's NARBA session and defend Cuba's rights as vigorously as he has done in all previous similar meetings, whether this is liked or not.

The conference is to get underway in Canada in September to draw up a new North American Regional Broadcasting Agreement. The Interim NARBA, expired March 29, but the various nations reportedly have indicated they will abide by its principles pending negotiation of a new treaty.

Mr. Maristany's assertion was made in a letter taking exception to the word "deposed" in a story on his demotion from Minister to Under-Secretary of Communications of Cuba [BROADCASTING, June 6]. Text of the letter:

EDITOR, BROADCASTING:

It is incorrect to withdraw the word 'deposed' in a story on my demotion from Minister to Under-Secretary of Communications of Cuba [BROADCASTING, June 6].

A true statement of the facts is as follows:

The procedure is also followed in the United States. I would accordingly ask you to kindly insert my reply to the comments appeared on page 72 of your June 6 issue under the caption MARISTANY 'Deposed in Cuba,' as follows:

MARISTANY'S REPLY

NOT 'Deposed'

I have not been 'deposed' as Minister of Communications. My return to my previous position of Under-Secretary of the Department, in charge of the high administrative part of the Department, after a brief period of Minister, clearly shows that I continue to enjoy the confidence of the President, the Honorable Dr. Carlos Prio Socarras. In fact, it was at his personal request that I filled the position and served for a year more of several years including past administration.

It was precisely due to the deep ties of understanding and mutual respect existing between the Chief Executive and myself that he did not hesitate in calling on an old friend to leave the Minister's position to make room for Congressmen Dr. Illas in a moment of political crisis.

Said crisis was coincident with my struggle with certain powerful interests which took advantage of the opportunity to ally with political foes to make it appear that I had been 'deposed.'

You are right in assuming that I will be sent to Montreal in the near future to attend the 6th Congress of the NARBA Conference, where I will defend Cuba's rights as vigorously as I have done in all previous similar meetings. Regarding my position as Director of the Inter-American Radio Service, the President of Cuba in appointing me merely complied with provisions of the 1927 Inter-American Radio Convention and in line with the 1940 Cuban Constitution which authorizes public officials to discharge whatever special missions our government entrusts. It is to be regretted that this appears to be in conflict with the "traditional viewpoint" of the United States of America, which is but one of the 31 American Republics which part of said 1927 Inter-American Agreement.

Carlos Maristany

Oficina Interamericana de Radio

Lenta, Cuba

NAB STANDARDS

Enforcement Group Named

NEW committee to promote enforcement of the NAB Standards of Practice was named Thursday by NAB President, John Miller, in accordance with a directive issued by the board at its April meeting.

Chairman of the group is Eugene Corr, WBBC-AM, Ohio, representing medium stations. Other members are Robert T. Mason, WMRN Marion, Ohio, small stations; C. Emerson Markham, WGY Schenectady, New York, representative stations; William E. Ware, KFOM (FM) Council Bluffs, Iowa; Eugene Thomas, WOIC (TV) Washington, TV; Lawrence W. McConnell, KFOX Long Beach, Calif., unaffiliated; William B. Quanton, WMT Cedar Rapids, Iowa, board liaison.

Advisory members are: George Brett, The New York Times, advertising representative; George Ogle, AAA, agencies.

Serving for the NAB staff are Harold Fair, Program Dept. director; executive secretary; Richard Jenkins, attorney; Robert K. Richards, Public Relations & Publications Dept. director, for public relations.

Still to be named are a network representative and advisory member for advertisers.

Supplementing previous committee appointments, Judge Miller announced the empanelment of the NAB-Radio Mfrs. Assn. Liaison Committee: Leonard L. Asch, WPTT Albany, N. Y.; L. E. Pettit, General Electric Co. Named to the FM Executive Committee is Ray A. Furr, WIST Charlotte, N. C.

New member of the Public Relations Executive Committee is R. A. Borel, WBNS Columbus.

'FIND SOURCES OF PROFIT'

The director of advertising, Hill Advises Meeting

ADVERTISING is "probably the most important of all means of spending money," James Hill, Jr., president of Sterling Drug Inc., said last Monday following a three-day meeting of the company's national advertising committee held at the Greenbrier Hotel, White Sulphur Springs, W. Va.

"At this time we see no reason why our advertising appropriation should not be the same next year as this year," Mr. Hill continued. "We do not propose to cut any appropriations for 1950 which we believe may help to maintain the company's profits."

Business must continue to "spend for profits" even though present conditions require "more than usual avoidance of extravagance." Mr. Hill told the executives.

He drew a sharp distinction between what he described as the "ordinary accepted economy wave" and "economic depression made in the light of possible profits." He emphasized that "we are not and should not be in an economy wave, but needless expense must be avoided."

With regard to company funds to finance projects to keep business moving ahead. Advertising, he pointed out, is an important expenditure.
EVER SEEN A KUDU?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-I-T-H, the big independent with the big audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such big results from so little money on W-I-T-H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today.
do you have butterflies?
In these days of changing times, with sales fluctuating on both old and new products... when it seems the cream is gone... do the butterflies invade your interior? Are you wondering what next? And, more important, where the next sale is coming from?

Consider WSM's millions of loyal listeners. They live in cities and towns, and on farms in one of the nation's most stable markets — the Central South... a section rich in agriculture and growing in industry.

WSM's staff of 200 can produce for you a network quality show that will sell your products in this section as we have for hundreds of other advertisers for many years.

What's more, the merchants under the big 50,000 watt clear-channel umbrella of WSM's signal are cooperative, too. They are ready to help sell goods backed by the power they know resides in WSM's deep, intimate relationship with this market.

All this can add up to a sure way to still the butterflies.

KEY TO SALES IN THE CENTRAL SOUTH

50,000 WATTS • CLEAR-CHANNEL • 650 Kilocycles • NBC AFFILIATE
**Editorial**

Etain shrdlu: II

CIO MEMBERS should keep an eye—and ear—on the radio industry in the future and report to the FCC any abuses of the new freedom to editorialize.

Alton L. Swim, CIO publicity director, in the CIO News Jan. 11, 1949. In its new propaganda role, every broadcasting station is subject to certain rules laid down by the Commission. Every union member and radio affiliate who should keep these rules in mind.


**Boxing Lays an Egg**

THE RECENT LaMotta-Cerdan middleweight title fight was a boxoffice flop. Its promoters expected a $250,000 gate. It drew but $169,762.

Radio and television can’t blame the failure of the LaMotta-Cerdan event on the fault of audiences. It was the fault of bad office and telecasting the fight, with the cry: "They did it!"

Now, other reasons must be found for the tiny till. Reasons like the unpopularity of the card and even just bad weather.

In this, we believe there is a lesson. It is that broadcasting and telecasting long have been unjustly blamed for bad boxoffice.

We believe, too, there is another lesson. One for the boxing industry. It is that running away from an audience of any kind is the wrong tack to take. A big gate just doesn’t lie in that direction. When boxing had to hide from the law and ordinary citizens back in the barge days, it was a small-time activity—like cock fights today. We don’t think its future lies back in that direction. Boxing got big when it came out in the open—when its details were reported in the press and on the radio; when the people, as opposed to just insiders, became interested in it.

We think its future is in bringing its spectaculars to the people. Prize fight industry entrepreneurs would be well advised to solicit, rather than ban, radio and TV pickup. Let them take a leaf from the books of baseball and football (not to forget wrestling) which really came into their own when they discovered radio. The future of all sports rests with the people. Radio (aural and visual) brings it to them. The gate and sponsor fees must necessarily follow.

**WooP’s Gold**

IN COLUMBUS, Ga., the management of the evening Ledger and morning Enquirer has joined the dwindling ranks of short-sighted papers charging for program logs.

Columbus has been a four-station market. But on the heels of the program log charge has come news that the newspapers will buy WAGA’s AM RS affiliate; drop the 1,000 day rate assignment on 620 kc for their station WGBA, and take over the fulltime WSAIC kW on 1460 directional while retaining the WGBA call letters. A consolidation, by the way, which comes in the wake of the WMOB Mobile sale [BROADCASTING, June 20] and may portend a trend to consolidation in over-stationed markets.

The Columbus papers are in for a tough fight to keep the two remaining stations, WDAK and WRBL, unmanipulated by radio stalwarts who will battle until the bitter end. Jim Woodruff Jr., of WRBL, is a past NAB director and Allan M. Woodall, of WDAK, is newly elected to the same post. Both say they will not pay for the logs.

In assessing the charge, Columbus papers have ignored the storm of protest which has followed the FCC’s Mayflower resolution. The Commission has attempted to barter program logs, one of their best read and highest rated features, for more advertising revenue. Other papers have made negative and often disastrous experiences in attempting a "first shot" experiment.

Last January the three San Antonio newspapers capitulated to reader demand and restored program logs to their columns after the stations cut them. In a city where the experiment has been attempted there has been an instantaneous demand that the logs be restored. In a few areas stations have been forced to make relocations. But it is a tribute to the sagacity of newspaper management that in the vast majority of cities the logs are running as an editorial service, along with sports, theatre and other local news.

We feel that the Georgia case will be another where the newspaper quest for the golden glitter of radio dollars will produce no revenue but only the usual shower of complaints from irate subscribers who look to their papers for a listening guide.

**Webster & Work-Loads**

FOR REASONS we cannot fathom, Chairman Edwin C. Johnson has permitted the nomination of Comr. E. M. Webster to languish before his Senate Interstate Commerce Committee for two months.

Comr. Webster’s present term expires this Thursday. If it isn’t acted upon by then, the FCC will find itself hobbling along with only four voting members. Chairman Wayne Coy and Comr. Paul A. Walker are not expected to return from Europe until August. The President cannot make a recess appointment until the Senate is in session.

Chairman Johnson has criticized the FCC for being behind in its work. The FCC laments its "work-load." We assume the Johnson committee has plenty to do and that it believes it is taking first things first.

We know of no concerted opposition to Comr. Webster. Who, during his two years of stewardship, has managed to keep out of controversy but has never ducked one. Certainly the Committee can squeeze in a hour prior to the next Thursday to approve the President’s nominee and send it to the Senate where the confirmation would be virtually automatic. By so doing it could save the Government (and that means the taxpayer) many thousands of man-hours through actions that the FCC otherwise might have to hold in abeyance with a bare four-man quorum.

**Our Respects To—**

EDWARD SEAYERS WHITLOCK

IT was over ten years ago that "Eddie" Whitlock got into radio by accident. An acknowledged expert in the electrical appliance field, he happened through Richmond while on a vacation trip, was told that station WHN, needed a sales manager, and decided to take the job.

After one year as sales manager of WHN, Edward Seayers Whitlock was then appointed general manager of a mushrooming operation—a post he holds today. Mr. Whitlock is sketchy about his early jobs, dealing with radio from the angle of the power company, the appliance store, the distributor. His interest in broadcasting as such was to seek its own level only in the late ’30s after a beach vacation and a few calls on friends—and then inadvertently.

Eddie Whitlock was born in Prince Edward County, Va., Sept. 14, 1901, and was reared in the county seat at Farmville, where he attended high school. During World War I he joined the electrical engineering department of the duPont Co. in Hopewell, Va.—but only after he had just given up hope of employment there.

"Due to age and young appearance," Mr. Whitlock recalls, "it is estimated that I wore out three pairs of trousers sliding up and down the benches in the duPont employment office before I was employed."

After the war he was connected with an electrical contracting firm in Newport News, Va., as assistant to the president. Other jobs followed from 1920 to 1938 with the Hobbs Electric Co., Suffolk, Va. (the world’s largest peanut market), and the Virginia Electric & Power Co. With the latter, he served as Norfolk sales supervisor, then sales manager. A department store—Thalhimer Bros., Richmond—then hired him as merchandising manager of its appliance and radio division for seven years. From there he moved to A. K. Sutton Inc., Charlotte, N. C., Philco distributor, to become general manager for two years.

It was at this point, Mr. Whitlock points out, that it "can be said truthfully a man got into radio broadcasting by accident." After leaving the Sutton firm, he promised his family he would take a three months’ vacation, since he hadn’t had one in 10 years.

The Whiltocks perched themselves along the Virginia coast for a rest. While enjoying the vacation, Mr. Whitlock received a letter from a former Thalhimer official who asked him to visit Cincinnati and see the president of the

(Continued on page 60)

**Broadcasting • Telecasting**

Page 54 • June 27, 1949
How Shelley would have loved us! He dreamed "of some world far from ours, where music and moonlight and feeling are one." And today, to find that world, he would have only to turn the dial of his radio to WQXR and WQXR-FM. That's what more than half a million New York families do every day. And they keep their dials glued so constantly to WQXR and WQXR-FM, no other stations can reach them so effectively. Choice families, these are...who love good things as they love good music, and can afford to buy them. Advertisers know them as one of the choicest markets within this biggest of all markets. Let us show you how to mix music and moonlight and feeling into more business for you.
APPLE POLISHING in front of KPQ Wometoche, Wash., studios is station's general manager, E. J. Hudson of Paramount's United Detroit Theatres Corp.; and U.S. Comptroller General Lindsay C. Warren, NBC President Niles Trammell had endorsed the bill in a letter entered earlier.

Hate Reallocation

Reviewing the concentration of FCC's reallocation of FM from the 60 mc area to its present 85-185 mc band, Dr. Armstrong declared:

My experience indicates that it is a highly important, if not the most important, task of the Legal Bureau of the Commission to reduce to its proper status the pressing public demand for what I believe is the very common and understandable delusion that that bureau has taken in some of the proceedings in which I have been involved. As I have observed it, it has been the tendency of the Legal Bureau to take the positions of advocacy, and to the extent of making this position the primary and often the only basis of the decision, the result of a number of important issues has been to make the decision of what has been induced to make, and to assist in producing what is a fallacy concerning radio phenomena, which were covered by the observations of those scientists and experimenters who have been working in the particular field, and contrary to the best engineering advice that the Commission could get. Some of those findings or assumptions were later proved to be absolutely wrong—too late, however, to undo the harm that has been done in the commission by having taken action on erroneous premises.

Under such conditions it has been impossible for the FCC to have, in years, to carry on sound and honest legislation before the Commission in the field of radio communications.

Dr. Armstrong reiterated his charge that television has been "unsoundly engineered," and should be in the 500 mc region. To try to establish it in the 50 mc area, he said, is "like trying to run 20-ton trucks over country lanes.

He cited the Commission's improper action of allowing television freezes, within four and a half months after his testimony on television's "engineering trouble," as an answer to the question "who correctly presented the engineering facts to the Commission and to the committees of Congress?"

Dr. Armstrong charged that FCC "wants to get its foot in the door of the industry"—has been permitted by FCC to "run away with the ball.

Reviewing the past 10 or 12 years, he said "it seems fair to [conclude] that if FCC had a real interest in the detailed matters of organization and operation included in the bill . . ."

Comptroller General Warren, reviewing Part 2 of the bill relating to FCC expenditures for rent, etc., found no objection to the measure.

LISTENERS in general seem to be sure of the fairness of the news they hear by radio other than they are of the adequacy of its local coverage.

One was of the conclusions reached in Indiana U.'s Third Annual Radio Group, which was conducted under the direction of H. J. Skornia, the university's director of radio. Survey was made by 60 radio dealers in the state, distributed during the December 1948-January 1949 Christmas holidays. It covered 28 Indiana communities, 11 U. S. communities outside Indiana, and one Canadian city. The students' total of personal interviews and telephone calls for purposes of the survey was 1,957 (2,100 in Indiana).

On the question of fairness of radio news, professional people and residents of large cities seemed less sure than other groups. Mr. Skornia reported that in the occupational classification 83.5% of professional people interviewed answered "yes" to the question: "Do you feel this station is giving a fair presentation of news?" Average of all occupational groups answering "yes" to the question was 87.7%.

The percentages of "yes" replies to the question: "Are people satisfied with the amount of local news you get?" were lower. Least satisfied was the agriculture-farestry-fishing group with only 20% answering "yes." Average of all occupational groups answering "yes" was 75.9%.

Farmer Satisfaction

Commenting on this phase of the survey, Mr. Skornia said, in part: "Could the farmers, informed with the amount of local news available, be thinking of farm and market news? What do the other groups want from the Commission?" Mr. Skornia added: "To what extent are their replies colored by their liking for sports, or their interest in special types of programs?"

Mr. Skornia believes that "considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners. "Until more reliable techniques are developed," he says, "competitive stations in the same town are likely to continue to buy and use for sales purposes contradictory survey compilations. It would be simpler and less confusing to strip away and broadcasters alike if there were only one survey, but unfortunately such simplicity is not always true."

The latest Indiana U. survey took up other questions, including commercials. An average of 61.6% of all occupational groups interviewed answered "yes" to the question: "Are there radio-commercial you find enjoyable?" Population group listings showed residents of Cities of more than 50,000 finding the least enjoyment in commercials.

The question, "Are there any products you refuse to buy because of what you consider bad commer-

Nash Recommends

That Dealers Buy Ziv Shows

NASH MOTORS, Detroit, has sent a letter to all its dealers recommending that they buy Ziv transcribed shows for their local radio programs, as a result of an arrangement made between the company and Frederic W. Ziv Co.

The plan calls for dealers getting the maximum discount allowed on Ziv shows. Five local Nash distributors in Phoenix, Greenfield, Montgomery, Roanoke and San Diego already have placed their orders for the following five shows: My Favorite Story, Wayne King, Lumberado, Philo Vance, and Boston Blackie.

Tolleson Named

WALTER TOLLESON, NBC Western Division assistant sales manager, has been elected resident of the San Francisco Radio Executives Club. Other newly elected officers include: Vice president, Fred E. Haas; secretary, Ray Cauver; treasurer, Richard Tyler of McCann-Erickson.
Florence Doubleplay

FACEDE with the problem of broadcasting a baseball game at 8 p.m. Wednesday, and the Walcott-Charles fight at 8:30, Manager Joe T. Van Sandt, of WJOI Florence, Ala., bought time from WMPT Florence to carry the baseball pickup from 8:30 to conclusion. WJOL listeners were told they could take their choice of two live WJOI programs through WMPT's cooperation.

A. J. FELMAN

Denied Relief by Court

ARTHUR J. FELMAN, one-time owner of WJOL Joliet, Ill., last week was denied relief by the U.S. Court of Appeals for the District of Columbia from a revised proposed decision of FCC which would grant license renewal to the station's present owners.

FCC had proposed the renewal only on grounds that WJOL sever its time reservation contract with Mr. Felman, a condition of the sale which occurred in 1947. The court had no opinion in its denial order.

Meanwhile there still is pending a suit by Mr. Felman against FCC in the U.S. District Court of Northern Illinois directed against the new FCC rules which prohibit time reservation clauses in station sale contracts and which provide for termination of existing reservation pacts. The suit seeks to have the rules set aside. The Illinois court is not expected to convene until next fall.

4-A's Officers

PAUL DULLZEOTT was re-elected president of the Associated Actors and Artists of America at the annual meeting of the organization's international board. George Heller, AFRA national secretary, was re-elected first vice president. Others re-elected: Reuben Guskirt, second vice president; Ruth Richmond, treasurer, and Florence Marston, executive secretary.

TAFT-HARTLEY

THE FATE of the controls imposed on union welfare funds by the Taft-Hartley Law was still unsettled last week, as the Senate completed its third week of debate on a proposed new labor law.

The administration's Thomas Bill and reenactment of the National Labor Relations Act of 1935. Current restrictions on union welfare funds would be removed altogether, and limitations on secondary boycotts would be eased. Teeth removed by the repealer, however, would be restored to a substantial degree by a substitute drafted by Sen. Robert A. Taft (R-Ohio), which has the backing of Republicans and at least some Southern Democrats.

Debate has not yet reached the question of welfare funds.

The Senate Labor and Public Welfare Committee, giving a favorable report on the administration bill earlier this session, cited the 1948 dispute between the recording companies and the musicians's union as evidence of the complications and delays that may arise under Taft-Hartley's provisions governing health and welfare funds.

 Minority members of the committee—Sens. Taft, H. A. Gore (D-N.J.), and Forrest C. Donnell (D-Mo.)—conceded that "no one regards the present provision on welfare funds as perfect," but held that "with more than 3,000,000 employes now having part of their earnings diverted into such funds and the practice growing, some protection against misuse of such funds to the detriment of the employe seems imperative."

Sen. Taft's substitute measure proposes several changes from the present law on this subject. Most important, perhaps, is a provision which would require approval of the trust fund by the Secretary of Labor. The fund would have to meet the requirements currently in the Taft-Hartley Law. The employer, however, would be permitted to waive his right of representation in the administration of the fund, whereas the employer must now be represented equally with his employes.

Welfare Funds Not Yet In Hill Debate

WMIE MIAMI

INVESTIGATION of the present and proposed ownership of WMIE Miami, Fla., was to begin today (Monday) in Miami by FCC Hearing Examiner Leo J. Reznick. WMIE is assigned 10 kw, day 5 kw night on 1440 kc.

The inquiry centers upon a proposed transfer of control of the station whereby Lincoln Operating Co. ceases trusteeship functions and Sun Coast Broadcasting Corp. assumes direct ownership of WMIE. The hearing was ordered simultaneously with the Commission's revocation of the permit of WTVJ (TV) Miami on grounds of ownership and financial misrepresentation. Certain of WTVJ, were reported identified with both operations [BROADCASTING, Aug. 2, 1948].

The Commission, however, has reported an initial decision of Comr. Paul A. Walker to set aside the revocation and which found Wolfson-Meyer Theatre Enterprises Inc. qualified to acquire control of the television outlet [BROADCASTING, Jan. 10]. Wolfson-Meyer is 46% owner of Lincoln Operation Co. which is 10% owner of Sun Coast.

FCC has also reported that it wished to determine in the WMIE inquiry "whether Arthur B. McBride and Daniel Sherby, stockholders in the proposed assignee, are legally, financially and otherwise qualified to be stockholders in a radio broadcast station." The Commission has ordered the hearing to commence in Miami and then be recessed to Cleveland for further testimony. Paul M. Segal and David S. Tolman, Washington counsel for WMIE, left for Miami last Thursday to prepare for the case.

Mr. McBride and Mr. Sherby are chief owners of Sun Coast and also own WINK, Fort Myers, Fla. Mr. McBride also has cab company interests in Ohio.

Ofiers of Sun Coast, according to FCC records, includes: Mr. McBride, chairman of the board; Mitchell Wolfson, principal officer of Wolfson-Meyer, president; Robert G. Venn, WMIE general manager and one-time chief owner of WMIE; J. Allen Brown, vice president; J. Allen Brown, treasurer, and Otis Spencer, secretary. Lincoln Operating and Sun Coast merged their interests in the Miami venture after FCC had ordered a comparative hearing upon their respective individual applications for new AM stations in Miami and Coral Gables.

Mr. McBride holds 795.5 shares common in Sun Coast, of total 2,000 authorized, while Mr. Sherby holds 745.5 shares, FCC files indicate.

26

Television Stations Now Use ZOOMAR LENSES

for STUDIO and REMOTE PRODUCTION

* * *

WMAR-TV, Baltimore
WBKB, Chicago
WNBQ, Chicago
WENR, Chicago
WGN-TV, Chicago
WLWT, Cincinnati
WCPO, Cincinnati
WBNS, Columbus
WLWC, Columbus
WLWD, Dayton
WGBP, Fort Worth
KTSJ, Hollywood
KFI-TV, Los Angeles
KTLA, Los Angeles
KBNH, Los Angeles
KTBV, Los Angeles
WAVE, Louisville
WTMJ, Milwaukee
WNB, New York
WCS, New York
WJZ-TV, New York
WPIX, New York
WFIL-TV, Philadelphia
WFTZ, Philadelphia
KGO, San Francisco
WHAI, Washington
WXYZ, Detroit

TELEVISION ZOOMAR LENSES

for STUDIO and REMOTE PRODUCTION

* * *

JACK PEGLER

General Manager

292 Madison Avenue
New York, N. Y.

June 27, 1949  Page 37
No Requiem for AM
(Continued from page 22)

ship will reach 5 million sometime in 1960—10 million about the be-
ing of 1962.

Yet even if this prediction of of 10 million TV sets in 1962 comes true—which it very likely will—it has been reliably estimated that television's share of audience would be only 20% of the total radio audience, at which figure television would be approximately as great a factor as a second leading radio network. In other words, by this time the effect of television will be that of a fourth major network.

However, in considering the au-
dience which any individual televi-
sion program may have, one should bear in mind that there will probably be four TV networks—as well as independent TV stations—competing for this share of viewing.

It should also be borne in mind, when considering the size of TV audiences, that radio ratings are greatly exaggerated the effect of television on radio audiences. Today, about 88% of all television sets are located in those cities in which cooperation has been gathered—and the ratio of television to radio homes is 1 in 17, as compared to 1 in 5 nationally. Remember, also, that there are not so many people who listen to radio. As television cuts into radio ratings, this condition will exist as long as television set ownership remains concentrated in the major markets.

While considering rating ser-
vices, it should be remembered that while almost all of the TV au-
dience is measured, a big part of the radio audience is not measured—that is the thousands of persons who listen every day to radios in business places, groceries, drug stores, barber shops, beauty parlors and so on.

Room for More

Taking this data into considera-
tion one concludes that there is room for more than one star in the broadcasting skies of the future. Television will glitter brilliantly but radio will also continue to shine.

Finally, what does the future of radio and television hold for the "home listener or viewer? There is no doubt that one will receive much—and perhaps better—home entertainment in the next 10 years than you have ever enjoyed before.

Sooner or later, many more people will buy television sets. With the same want to watch TV as they do radio, until TV sets are more perfected and television programs have improved. Others will buy TV sets right away—and take their chances with set reception and the quality of programs.

But whether one buys a television set sooner, later—or not at all—there will be a conflict that will have some very entertaining and informative programs in the years ahead.

Even the most avid television fan will soon find that there are some time—especially in the morning, afternoon, and late evening—when either there is no television program on the air, or at least not the kind of television program that he personally enjoys. In that event, he'll turn back to radio—turn on his set—as a familiar friend that still has a lot to offer.

Again, even if a very enjoyable television program is on the air—a program which one prefers to anything on the radio at the mo-
tum—he may often find himself in a position where he is unable to look at the television set. The person may be driving, or sewing, or driving a car, or off on a picnic, or at the beach. And while his set is left behind in his living room, he still can enjoy a portable radio.

And so, in summation: Tele-
vision is no longer "just around the corner"—it is here—now. But radio is here, too—and it is very likely here to stay.

THE ASTOR THEATRE, New York, has announced Donahue & Coe, New York, as its advertising agency. Theatre uses spot announcement cam-
aigns.

FM CAMPAIGN

Aids Providence Set Sales

WPJB (FM) Providence, owned by Providence Journal Co., is using more than 600 columns of newspaper advertising over a two-month period to proclaim advantages of FM and spur set sales. In addi-
tion to the newspaper ads, the theme, "Radio authorities say you need FM for the best in radio," is being carried on bus cards, win-
dow streamers, counter displays and truck posters.

The WPJB newspaper ads are to include pictures of members of 150 distributors and dealers. Each advertisement proclaims some su-
perior feature of FM reception in an endorsement by one of them whose picture is used. The WPJB signature cut provides the sta-
tion tie-in.

An FM set display has been placed in the Journal Blvd. lobby for the duration of the campaign, and one of the sets is tuned con-
stantly to WPJB. H. William Koster, sales manager, says spot checks on progress of the campaign indicate dealers are ex-
periencing a marked pickup in demand for all kinds of FM models.

Faceliftening
(Continued from page 22)

functions, to A. D. Willard Jr., ex-
ecutive vice president. As Broad-
casting went to press, Mr. Willard had not yet announced if he would undertake the assignment.

Pending the outcome of reorgani-
zation moves, Mr. Willard has made arrangements of TV stations in several cities to find out what type of service they desire from a trade association. Last fall Mr. Willard and a group of stations agreed on a plan by which Television Broadcasters Assn. would have merged with NAB and operated an entity through inter-
locking officials and directors.

Video Owners' Views

The attitude of TV stations be-
comes important as these expanding industry units face the decision whether to join NAB as an all-in-
dustry association or TBA as an associ-
ation devoted directly to the promotion of television. TBA has consulted with increasing frequency on TV budget and hire Wayne Coy, FCC chairman, as president. This plan will be based on financial aid from radio manufacturers.

The division at NAB takes another form—three-way set-
up of AM, FM and TV units. These would he headed either by vice presidents or division directors. As a result, the radio division, which would be the control of NAB management, would join NAB as vice president of the association.

Second basic form of NAB re-
organization is built around the federation or guild idea. It is based on the theory that the growth of TV and FM have made the vertical association impractical and unable to serve the diversified industry elements.

The top federation would handle problems facing all segments of broadcasting—AM, FM and TV. These in turn would have their own as-
sociations and hold their own meet-
gings. The three divisions have the same, but separate, structure. TBA's specialized departments will serve all associations, which would have proportionate representation on the NAB board. The three associations would be staffed to handle their own sales problems.

Multiple Problems

Any of the various versions of the vertical and federation reor-
ganization plans involves dozens of problems centered around specific functions as well as apportionment of dues. All these issues faced the Structural Conference as it convened Friday morning.

Members of the committee are Clair R. McCollough, WGAL Lancaster; Pa., chairman; Campbell Arnow, WTAR Norfolk, Va.; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYSM Mankato, Minn.; Peter M. Moorey, WTIC Hartford, who retired from the board in April; Henry W. Slavick, WMG Memphis.

Leo Miller (I), one of cooperating dealers, helps Mr. Koster set up display card furnished by WPJB as part of FM campaign.

Upcoming

June 28: Atlantic Coast and Central Sections of Society of Motion Picture Engineers TV closed circuit meeting, Adelphia Playhouse, New York.

July 7: CAMPAIGN National Television Film Council first quarterly forum, Providence, R. I.

July 11-12: NAB Board meeting, West-

July 14-15: Annual Indiana U. Radio in-

room in evening, Installation of new officers.

Finally, WPJB says it will be ready for the 1954 TV season as television set ownership is reliably estimated to be 10 million by 1950.

WPJB's new radio director, John A. Miller, will soon find that there are some time—especially in the morning, afternoon, and late night—when there is no television program on the air, or at least not the kind of television program that he personally enjoys. In that event, he'll turn back to radio—turn on his set—as a familiar friend that still has a lot to offer.

Again, even if a very enjoyable television program is on the air—a program which one prefers to anything on the radio at the mo-
tum—he may often find himself in a position where he is unable to look at the television set. The person may be driving, or sewing, or driving a car, or off on a picnic, or at the beach. And while his set is left behind in his living room, he still can enjoy a portable radio.

And so, in summation: Tele-
vision is no longer "just around the corner"—it is here—now. But radio is here, too—and it is very likely here to stay.
NARBA CHANGES
New Facilities Reported

NEW STATIONS and changes in existing stations in Mexico and the Dominican Republic were reported by FCC last week following notification by the appropriate authorities according to the provisions of the North American Regional Broadcasting Agreement. The changes are as follows:

MEXICO

WXJT Guanajuato, Gto.—570 kc. deleted. KEQJ Morelia, Mich.—590 kc. change from 1 kw day, 480 w night to 1 kw fulltime; Class III-B, XEAL La Paz, B.—590 kc, unlimited; Class III-B, XEKM Zamora, Mich.—650 kc, deleted, XEIJChuquihui, Mich.—760 kc, assignment of call. New, Zapopan, Jal.—760 kc, unlimited; New, Tijuana, B. C.—800 kc, 500 w, day; Class III-B, XEJL Salamanca, Gto.—975 kc, 500 w, unlimited, change from 1500 kc, Class III-B, New, Tijuana, B, C.—1510 kc, deleted. New, Nuevo La- ranza, Tam.—1050 kc, unlimited.

DOMINICAN REPUBLIC

HEU Villa Duarte, Ciudad Trujillo—1500 kc, 850 w, unlimited; Class IV.

NAB'S MITCHELL
To Address Seattle Meet

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau, has been invited by Seattle broadcasters to address a luncheon meeting Thursday which will be attended by leading retailers and agency personnel, it was announced last week. Mr. Mitchell is expected to cover advertising and its effect on future business.

The luncheon meeting is to be preceded by a breakfast session with radio personnel. General chairman of the luncheon broadcasters' planning committee is A. P. Hunter, commercial manager, KRSC-TV. Serving with him are John Jansen, KJR, and Phillip Reilly, KIRO, on invitations; Roger Rice, KING, on arrangements, and Earl T. Irwin, KVI Tacoma, on finances.

All-Stars Rights

WILSON Sporting Goods Co., Chicago, has exclusive radio rights to the College All-Stars-Philadel- phia Eagles, it was announced in Chi- cago Aug. 12. Broadcast will be on the full national network. Game between the collegians and professional champions will be aired also to overseas Armed Forces personnel through the Armed Forces Radio Network.

Harry Wismer will handle the play-by-play, with Red Grange on the analysis and color. Agency is Ewell & Thurber Assoc., Chicago.
Milestones

Ray P. Jordan and WDBJ Roanoke, Va., celebrated 25 years of broadcasting June 20. WDBJ first took air on June 20, 1924, and Mr. Jordan launched his station's 25th birthday with a show on that date. Under Mr. Jordan’s management WDBJ has grown from a 20 kw local station broadcasting two hours a day to a 5 kw regional network affiliate. Station has been a CBS affiliate for 20 years. WDBJ is licensed to Times-World Corp., publishers of Roanoke Times and Roanoke World News.

Mr. Jordan

SECOND BIRTHDAY of WNBW (TV), NBC outlet in Washington, is being celebrated today (June 27) not only by the station but also by individual parties of agencies and other trade organizations in the Capital. WNBW is sending special delivery parties to individual offices in the form of miniature cakes and drinks. Birthday “party-ing” and signing contract for third straight year on the station is George’s Radio store, WNBW’s oldest client. Participating are (1 to r): Robert Enders, Enders Advertising Agency, handling account; Phil Keller, manager for George’s Radio store; George Wasserman, George’s Radio president; William R. McAndrew, general manager of WRC and WNBW; and Melphon Glasscock, stations’ sales manager.

SET OUTPUT

RMA Lists Five Months

PRODUCTION of television receivers in May was maintained near the April level, bringing total TV output for five months of 1949 to 292,388 sets according to Radio Mfrs. Assn., comprising about 90% of industry production.

AM-only along with AM-FM and FM-only failed to share this pace, showing declines for the month. Average weekly TV set production was 40,816 units in May, according to RMA, or 163,262 for the month compared to 196,536 in April. Their total output had set a record for a four-week work month. The weekly TV rate is running 2% under April but is still 18% above the weekly average for the first quarter of this year.

Of the TV sets, 112,359 were table models, 41,909 consoles and 8,984 phonograph combinations.

AM-FM set production in May totaled 28,388 units, a decline from the 37,653 April figure and 147,733 mark, attained in January. Supplementing the 28,388 FM set are another 38,154 television sets containing FM circuits, bringing the total TV figure for April to 65,542. The RMA figures show only 25 FM-only receivers though at least two manufacturers have recently gone into production of such sets.

Production of AM-only sets dropped from 28,906 in April to 44,228 in May despite a seasonal spurt in portables and auto sets.

Total output for five months of 1949 follows:

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>FM</th>
<th>AM</th>
<th>FM and AM</th>
<th>AM Only</th>
<th>All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>121,336</td>
<td>141,733</td>
<td>561,900</td>
<td>603,233</td>
<td>830,971</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>118,333</td>
<td>140,219</td>
<td>545,700</td>
<td>585,929</td>
<td>761,638</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>182,361</td>
<td>217,216</td>
<td>697,576</td>
<td>714,892</td>
<td>961,147</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>185,332</td>
<td>217,216</td>
<td>713,503</td>
<td>720,719</td>
<td>974,232</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>151,285</td>
<td>182,361</td>
<td>344,125</td>
<td>366,486</td>
<td>500,611</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>702,332</td>
<td>850,483</td>
<td>2,586,135</td>
<td>2,756,618</td>
<td>3,722,350</td>
<td></td>
</tr>
</tbody>
</table>

CONSUMER INTENTIONS to buy radios have dropped 16% from early 1948, according to a Survey of Consumer Finances released last week by the Federal Reserve Board. The average price expected to be paid for these radio sets also dropped. The number of families definitely intending to buy radios at this $80 average price is 1,900,000, according to the Reserve Board’s estimates. This is 3.7% of the total spending units in the nation. Actual expenditures have turned out to be higher than estimated expenditures. In 1948 the total number of radios actually purchased (excluding auto radios) was more than double the intended purchases.

A doubled market for TV sets was predicted by the board study, which was conducted by Renss Likert, director of the Institute for Social Research at the U. of Michigan, under contract to the Board of Governors of the Federal Reserve System. It was taken in the first quarter of 1949.

The survey indicated that more than 1,400,000 families had made definite plans to buy a TV set in 1949. TV was the only item other than automobiles, in a long list of durable goods, that showed a marked increase in demand. Most others held even or dropped moderately in the consumer’s proposed 1949 buying budget.

Prospective TV set buyers were well aware of the cost of TV sets, and the average price they expected to pay was $340, a figure that is termed “realistic” by the government and industry alike.

The number of people intending to buy radios has dropped more than the number intending to buy refrigerators or washing machines. The survey found the demand for refrigerators to be virtually unchanged from 1948. Demand for washers had begun to shrink slightly at the beginning of the year. In 1948, first quarter, about 1,500,000 indicated that they had made up their minds to the purchase of a washing machine, but in the same 1949 period that number had dropped to 1,400,000.

SET BUYING

Consumer Buying Intent Lags Says FRB

perhaps because of lowered set prices, the consumer intention to buy in radios was still relatively strong. The Reserve Board’s figures show that an equal number of buyers had made up their minds to buy a radio in 1949 as in the same period in 1947, when radio set sales were at their peak.

Reserve Board officials tempered this figure, however, with some caution, because 1947 was the first year of the survey, and figures were not as accurate as the 1949 figures which are based upon 3,500 interviews throughout the country.

Copies of the survey may be obtained from the Publications Division, Federal Reserve Board, Washington 25, D. C.
SUPER FARM VOICE

For Nebraska Is Planned

SUPER farm-service station that "will cover more of Nebraska than has been reported in the advanced planning stage and already advertised for October 1 - a wives, the farming farmer."

The NRRRA headquarters office in Lincoln last Thursday stated that James Lawrence Fly, ex-FCC chairman and New York lawyer, had been retained as legal counsel and that engineering matters were being handled by the Washington consulting firm of Craven, Lohnes & Culver. Ex-FCC Commr. T. A. M. Craven of UNL is handling the details of the engineering presentation to the Commission.

Fred A. Palmer, Columbus, Ohio, radio management and operation consultant, also has been retained. It was stated.

While technical details were not revealed, it was learned that four possible sites are under consideration. These are Broken Bow, Lexington, Grand Island and Kearney.

Max Brown, acting secretary of NRRRA, was reported to be touring the state to meet with farm organizations soliciting their support. President of the organization is Jay A. Person, Waumeta, Neb. G. W. Erickson is director of information.

A large ad was carried by NRRRA fortnight ago in the Nebraska Farmer, semi-monthly publication, announcing the venture and soliciting the support of farmers. It stated that the charter membership campaign would close July 4 and invited inquiry for details through use of a special coupon.

The ad stated that "leaders in all Nebraska rural organizations have appointed owner-memberships, along with nearly 3,000 other rural Nebraskans." It further said that "nearly $56,000 is paid and pledges for more are joining every day." Membership was said to be restricted to Nebraska farmers, stockmen, landowners and their families, ministers, and county agents and avocational agricultural instructors and farm organizations and their employees.

The ad pointed out that in addition to the special farm program features an "old timer" network, "state-wide in voice in time of emergency" and "a big rural voice for rural listeners and a friendly country caller in the homes of your city cousins."

Call letters of KRFD have been requested, the ad said, and "application has been filed with the FCC for the station to be located in central Nebraska at a cost of approximately $150,000." FCC said last week, however, that it had not yet received the station application or the request to call KRFD, now assigned to an Albion fire control station which is under Interior Dept. supervision.

BROADCASTING • Telecasting

June 27, 1949 • Page 41
COLOR VIDEO
NBS Study May Delay Action

THE ANSWER to the color TV question, it appeared last week, will not come easily from the planned UHF-VHF television hearing in August but from a combination of that proceeding and an independent study being instituted by the National Bureau of Standards.

There was speculation that the NBS color study, set up at the behest of Chairman Ed C. Johnson (D-Col.) of the Senate Interstate Commerce Committee [Broadcasting, May 30], may result in a delay in reaching the final decision. This belief stemmed from the apparent likelihood that the NBS project, now not in motion, can be completed in time for the mid-August hearing slated by the Commission.

Dr. E. U. Condon, director of the Bureau of Standards, personally is directing the NBS study and issued invitations to three independent technical experts to serve with him on the committee in charge. The eyebrows of Jack Bailey of Jansky & Bailey, Washington radio consulting engineers, who is president of the Institute of Radio Engineers; William L. Everitt of the U. of Illinois, past president of IRE, and Dr. Donald Fink of Electronics magazine and chairman-elect of the IRE-RTM Joint Technical Advisory Committee which is assisting FCC in its television studies.

Dr. Newborn Smith, chief of the NBS Central Radio Propagation Laboratory, will be the fourth member of the committee under Dr. Condon. He currently is taking charge while Dr. Condon is away on special business. Dr. Smith noted that acceptance had not yet been received from the three others invited to serve, but that he hoped the group could meet in about two weeks to make detailed preparations for the project. He said he did not know whether it would be possible to complete the work in time to take part in FCC's hearing.

Sen. Johnson's request for the independent study pre-dated FCC's late-May television timetable announcement which revised the seemingly dormant color TV question. The legislator professed to be pleased by FCC's action, but nevertheless felt a need for a separate appraisal of the subject by NBS.

For its part, FCC made plain that it would like to make provision for color in an optional band in either or both VHF or UHF, provided that it won't upset black-and-white operations or cost present set owners too much for conversion.

Under FCC's timetable, the issues for its mid-August hearing will be released around July 7.

VIDEO STANDARDS
For World Discussed

WORLDWIDE adoption of U.S. television standards will be advocated by this nation's representatives at a meeting on the subject to be held at Zurich, Switzerland, July 4-14, by the International Radio Consultative Committee (CCIR).

The U.S. position was discussed at a government-Industry meeting held Wednesday at the State Dept., with a second meeting slated last Friday afternoon. Harvey Otterman, assistant chief, and Donald R. Murphy, division assistant, Telecommunications Division, State Dept., called the meeting.

Uniformity in worldwide TV standards will benefit all nations, it was felt at the Wednesday meeting. By using common standards, program exchange would be simplified and costs would be reduced, which in turn would promote cultural interchange and a better understanding among nations.

On the economic side, it was pointed out that manufacture of station equipment would be simplified and costs reduced through use of worldwide standards based on the American experience. Some of the Index of Spokesman Committee, this country is so far ahead in practical television experience that adoption of standards different from the U. S. system would be costly and awkward.

This applies also to manufacture of receivers, since American companies are achieving low price levels through economy in production and uniformity. Development of new models to meet different standards would require costly developmental and production procedure, it was explained.

British TV interests are advocating a 408-line picture of 25 frames and 30 fields compared to the 525 lines 30-00 standard in this country.

WHEN (TV) DEADLINE
FCC Orders Choice

WHEN (TV) Syracuse, N. Y., was given 30 days by FCC last week to decide where it wished to accept or reject the July 26 deadline it intended to build its permanent facilties. When presently operating on its assigned Channel 8 (180-186 meter wavelength) under special temporary authority.

Commission also denied WHEN's request to increase visual power from 15 kw to 26.7 kw under the STAA, which it extended for another 90 days. Station's bid for increase in power from 15 kw to 26.7 kw visual and from 7.5 kw to 13 kw aural was withdrawn when the file sag as was its bid for extension of completion date to December 12.

FCC asked WHEN to decide whether it would "proceed immediately and diligently" with construction of its initial facilities or if it wished to accept the partial grant of last Jan. 26, rejected by WHEN, which had approved changes in site but denied an increase in power.
Sponsored programs on NBC Television are viewed in nearly twice as many major markets as those on any other network.*

*Average from April Rorabough Report
One year later, more than 100Advertisers are buying TV time on WPTZ

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA

WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!

In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be reasoned. With WPTZ's new antenna system topping downtown Philadelphia by several thousand feet, the station reaches out weekly to nearly 50,000 in the nation's fastest growing television audience, already second largest (41,000 viewers) in the country.

Or, perhaps the story behind WPTZ's well equipped studio, three complete mobile units, set and scene shop, film production crew, theme and theme music equipment, two-way relay to New York for NBC network production—just to name a few.

One of the station's most notable achievements is the network's success in the New York area, where WPTZ's signal is传输 to New York City and reaching audiences there.

The station is located at the top of the right side of the right page and has the following heading:

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

TELECASTING
VIDEO TALENT

By RICHARD MARVIN

THIS TIME, let's profit from the mistakes made by local stations in handling AM talent, and plan the future so individual TV stations will have a stake in the top personalities and the outstanding programs of the future.

Radio, in its formative days, was too hectic a battle for local stations to pay much attention to the future welfare of their programs. But the canny operators realized that there was a profit to be made from talent as well as from time. But few of them realized that their most popular acts, through careful management, and patient work, could be built into long range, profitable projects. Arthur Church, in Kansas City, developed the Texas Rangers. Harry Stone, in Nashville, built Grand 'Ole Opry into a national institution. A few others nurtured talent. But the great majority of station owners gave it little moral encouragement, little financial encouragement—and then were surprised and hurt when their top acts left the station to try their luck in New York, Chicago or Hollywood.

Even today, when radio has settled down to its closest approach to a business-like basis, there are very few AM stations which are doing anything to promote their talent on other than a local basis. And right at this time, when the trend is to new, less expensive programs, is an auspicious moment. Why has AM chosen to ignore the prestige and financial advantages of building local headliners into potential network stars of the future? And will TV management make the same mistake?

All Share Blame

In fairness it must be admitted that the blame does not rest wholly with the stations. Networks, advertising agencies and sponsors must share the onus. Many of these executives take the blase attitude that any talent and any program which does not have a New York, Chicago or Hollywood background is automatically of little value. Some executives isolate themselves in New York to the extent where they have no conception of what is going on elsewhere and, what is worse, no desire to learn.

Another theory, often advanced by leading talent agents, is that outstanding personalities and programs eventually gravitate on their own to New York and Hollywood. Why go looking for them? It's a good theory and a proven one—but it doesn't help the local AM station which gave the act its start.

These local shows of network potential can be sold. But because of various inequities and prejudices, it's a tough job. In 1941 I visited Houston and found, on a local station, an act I considered of network calibre. Two boys, the station manager and the commercial manager, were up to their ears in the planning and selling of this proposed talent. I asked them what the possibilities were. They said they had to be sold.

LOCAL DEVELOPMENT OF PROPERTIES URGED

Several years ago Marvin introduced to network radio such programs as Blondie, Meet Mr. Meek, Luncheon at the Waldorf, Vox Pop and Grand 'Ole Opry. Among personalities whom Mr. Marvin signed to TV, some station may have the Lum 'n' Abner, the Kate Smith, the Ed Gardner, the Bob Hope of five years from now.

While the current big spenders of TV may continue to draw on established names stars from New York and Hollywood, TV is developing a large group of advertisers, some of them powerful, heavy spenders, who are approaching the medium cautiously and economically. Right now there is a crying demand for inexpensive TV programs which offer new, fresh faces or new, vigorous ideas. Each city in which there is TV has its local favorite—a favorite whose standing may be proven by sales, popularity, fan mail, surveys, etc. This favorite may be a person, a group, a program or, in some cases, an "idea" which could be recast in New York without even disturbing the local situation. There is always the possibility that one of these new-local programs may be the sensation of the industry in the future. Any one of them may hit the jackpot. But what are the stations doing to promote this talent, and will they share in the profits?

One of the big problems effecting the situation is establishing just how the station may put itself in the position where it may legitimately share in this future. It must be done through sweat, tears and financial assistance. Certainly no station is justified in asking for a "piece" of a property without doing work to develop it. It cannot claim a percentage simply because the act started on the station. It must render definite and concrete services to establish itself a right to a commission on future earnings.

On the financial side, these services can include purchasing extraspecial material, extensive publicity on the property, and purchasing plans for network productions. Also, the stations can offer skillful management of local commitments, the securing and working with a competent talent agent, the intelligent handling of contractual matters, and aggressively offering the property for sale to advertisers on a national basis.

It's not an easy job—or an inexpensive one. Some of the properties which start out with such promise won't hold up. But the development of only one show, or one personality who becomes "top" in the future, is well worth the gamble.

So the question is: Will local TV stations put themselves in the position of legitimately promoting outstanding properties as an investment in prestige, plus a potentially attractive financial return—or will they follow in the shallow footsteps of AM and let talent work out its own salvation? If TV management now, today, will adopt a policy of gambling on the future of properties which it honestly, sincerely thinks are big-time, the result may well be beneficial not only to themselves, but to the entertainment industry as a whole.
CUTTING FILM COSTS

MANY film producers for television see through their cameraman's eyes nothing but great big dollars unnecessarily spent. That may come as a shock to many advertising agencies and advertisers, who entertain the opinion that a film producer never does for one buck what he could just as easily do for five. "We see plenty of wasted dollars in many films made for television," is the opinion of Hylan Chesler, president of Films for Industry, New York, and his studio manager, Alan J. Jacobson. "The producer would just as soon save his clients' money—and he can do it," they say.

Their recommendation is that a client first decide on his budget, then call the producer in at the very start of planning and ask him how it can be done at the price.

The wrong way to go about it, they contend, is to present the producer with a script and set blueprint that must be followed unalterably. By doing that, the client fails to take advantage of the suggestions and know-how the producer is more than willing to make available to his customer.

Ways in which a producer can save his client's money, according to Messrs. Chesler and Jacobson, are in adapting old sets instead of building new ones; using camera skills to get the same punch as expensive animation; planning sets and schedules so that shooting can be done in one continuous operation without lost time.

And in still one more way, they say, the picture producer can get the client buying a TV commercial to save money—to have him return to some of the principles of audio selling.

"That last point may come as something of a shock to a lot of advertisers," admitted Mr. Chesler. "They may think I'm selling my own medium—motion pictures—very short."

Mr. Chesler is of the belief that many agencies and advertisers have become so entranced with the idea of visual selling that they have put out huge sums in expensive animations and tricks. These knock the eye out of the viewer—the first time.

But different from audio repetition, in the belief of Mr. Chesler, visual re-runs of spectacular nature lose their effect. He says: "People don't mind hearing the same thing over and over. Radio's made them used to it and they can't help hearing. But when you repeat a visual impression, people look away. They never see it."

Thus he believes that the sound track should have a strong selling message and that money put into elaborate picturization, either by acting or animation, is often wasted because the eye tends to wander away from repetition. Often the result is a production into the face of the televviewer, giving the impression of motion. That is something a viewer can't ignore because impact is single and direct. The sound track can then carry the selling message.

Mr. Chesler and Jacobson believe one of the greatest savings to commercial picture buyers can be effected in sets.

Building a set from scratch through the cycle of design, carpentry, plastering, painting and prop dressing is expensive. Adopting an existing set can often be done at little cost, they say. (See accompanying photos.) With minor changes, Films for Industry has made the same set do as a modern palace, a medieval palace room, and an up-to-date kitchen. "In fact," said Mr. Chesler, "by adopting an existing set, an advertiser can get something more elaborate than his budget would have permitted."

For limited budget commercials, he advocates putting as little money into the wall and as much into props in front of the wall as possible.

By "nesting" sets or telescoping them into each other, it also is possible for shooting schedules to be made continuous in one studio. Recently, Films for Industry did a half-hour play script in which four backgrounds were needed. Studio space was insufficient to accommodate all the backgrounds at one time, and yet it was more economical to shoot continuously, without calling back the cast, director and camera crew on separate occasions.

SET WITHIN A SET is shown here. In back of this set for Cinderella, half-hour TV show at Films for Industry, was another scene for the player's next act. Nesting the sets permitted almost continuous shooting, thereby offering considerable savings by keeping crew and actors together.

Actually, this set was part of a four-scene nest affair—two larger sets were wrapped around the back of this set; a smaller one previously had fronted this set.

With overacting and underselling, he also believes that much of the punch derived from animation can be accomplished at no extra expense to a film buyer. Optical tricks and camera angles, for example, can zoom products right with the advertiser or his agency, appoints some one who can make decisions as they are necessary during the course of production. The Films for Industry organization has found that delays caused by consultations and cross-consultations among producer, agency and sponsor account for as much as one-third of the budget expenses of some commercials.

All this can be avoided, they believe, by proper conferences and proper delegation of authority at the start.

Backdrop Savings Cited

Business of Telecasting

One of a Series

it be the advertiser or his agency, appoints some one who can make decisions as they are necessary during the course of production. The Films for Industry organization has found that delays caused by consultations and cross-consultations among producer, agency and sponsor account for as much as one-third of the budget expenses of some commercials.

All this can be avoided, they believe, by proper conferences and proper delegation of authority at the start.

Through the simple process of changing the props, the office has now become a kitchen for use in a commercial announcement on behalf of Zauers Food Co. (cheese) through Briscocher, Wheeler & Staff. Alterations cost $50, compared to $350 for a new set.

Once more the set is adapted—this time to show a palace room for the half-hour TV production of "Rumpelstiltskin" for Tela-Art Films. Latticing of existing windows with wood and hanging of drapes are the major changes. Alterations again were effected at nominal cost.
**DR. ZWORYKIN**

**Receives Lamme Medal**

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Labs Division, received the Lamme Medal for his work on electronic apparatus basic to television at the annual meeting of the American Institute of Electrical Engineers Wednesday at Swampscott, Mass.

The award, established in 1928 through a bequest of Benjamin Garver Lamme, chief engineer of Westinghouse Electric & Mfg. Co., was presented by Everett S. Lee, institute president. It was presented to Dr. Zworykin as the "scientist extraordinary of this age." Gen. Sarnoff summed up the medalist's contributions to television and electronics.

In his acceptance speech, Dr. Zworykin reviewed the development of television, stating that its growth appears to be limited only by the space in the frequency spectrum.

Dr. Zworykin

---

**KRLD-TV DALLAS Plans Oct. 1 Opening**

KRLD-TV Dallas is due to take to the air Oct. 1, Clyde Rembert, managing director of KRLD announced.

Construction is progressing rapidly on the building in downtown Dallas which will house executive offices and studios of the television unit. A tower 506 feet high will top the building.

KRLD-TV will be the exclusive outlet for all CBS-TV productions in the Dallas-Fort Worth area, Mr. Rembert said. As such, the station will have available all CBS-TV releases.

Channel 4 has been assigned to KRLD-TV. The station will be on Patterson Ave., across the street from the Dallas Times Herald, the publishing corporation which operates KRLD. The site is about four blocks from the Hotel Adolphus, where KRLD's AM and FM studios are presently located.

**TV HOOPERATING**

**Subscribers To Get Results**

RESULTS of the first Network TV-Hooperating Report will be divulged tomorrow (June 28) at a subscriber conference in New York's Hotel Biltmore. Meeting will provide a point-by-point analysis of the report, stressing the proper use of its data and their inter-relationship with those of the other Hooper reports on broadcast audiences.

The new Network TV Report, based on random calls made during May in 31 TV cities, will give an estimated network telecasting and share of audience among TV homes for each commercial network video program, plus other data.

**'OFFSET CARRIER'**

**Aids WCBS-TV WMAR-TV**

BY AN "offset carrier" operation authorized by FCC, WCBS-TV New York and WMAR-TV Baltimore have extended their interference-free viewing areas by 10 miles, according to Billie E. Lodis, CBS vice president and general director of engineering.

The change went into effect June 16 and by the next morning viewers were sent in unsolicited reports expressing gratification at the improvement, it was said.

The operation involved a slight shifting of the station frequency, so slight, however, as not to affect the tuning of receivers. Until the change, both stations, which are on Channel 2, maintained their frequencies precisely in step. Now they differ approximately 6,000 cycles—only a tiny percentage of Channel 2's band of 6,000,000 cycles.

**'CRUSADE' SEQUEL**

**Planned on Pacific War**

WHEN the present series of Crusade in Europe is completed on ABC-TV (Thursday, 9-9:25 p.m.) it will be followed by a sequel film on the Pacific war. "March of Time" is beginning immediate production on film coverage of the war in the Pacific, Roy E. Larsen, president of Time Inc., publishers of Time, Life, Fortune and Architectural Forum and producer of the "March of Time," said.

"We have decided to complete the pictorial documentation of World War II, begun with Gen. Eisenhower's Crusade in Europe, with a series on the Pacific war," Mr. Larsen explained.

The project will have the cooperation of the National Military Establishment. Young & Rubicam is the agency for Time Inc., sponsor of Crusade in Europe.
TV FILM COUNCIL
Quarterly Forum June 30

PLANS for the first quarterly forum of the National Television Film Council, to be held Thursday, June 30, at New York’s Roosevelt Hotel, were announced last Tuesday.

The all-day session, running from 10 a.m. through dinner, with breaks for lunch and from 5 to 7 p.m., will be opened by a forum on film distribution, headed by Chairman John H. Mitchell, in charge of television for United Artists, and William L. Roach, UA attorney. Mr. Mitchell’s portion of the forum will discuss station needs and NTFC’s film catalog. Mr. Roach will outline the council’s film clearance bureau and what it is doing.

After lunch, from 1 to 3 p.m., a video station forum will be headed by Ed Evans, WPIX (TV) New York film relations director. TV film success stories, standardization of programs, and the agency’s TV outlook will be discussed. A production forum headed by Henry Morley of Dynamic Films will round out the afternoon’s sessions.

Dinner, scheduled for 7 p.m. at the Brass Rail Restaurant, will feature Col. John R. Howland, assistant to the president of Zenith Radio Corp., who will speak on phonovision and present a film demonstration of its operation.

ADDRESSING the ‘Television Pre-Vue’ dinner which was held by WBT Charlotte, N. C., is George Moskovics, CBS manager of television sales development [Broadcasting, June 13]. With him at the speakers’ table are Joseph B. Bryan (l), president of the Jefferson Standard Broadcasting Co., owner of WBT, and Charles Crutchfield, general manager of WBT-FM WBTV (TV). The dinner was held in the Hotel Charlotte and was attended by distributors, dealers, agency men and business executives in the area to be served by WBTW, which expects to begin operation July 15.

SYLVANIA VIDEO SURVEY
Middle, Lower Income Families Own 58% of Sets

FIFTY-EIGHT percent of television sets in use last week in February and the first week in March were owned by families earning less than $5,000 annually, according to the latest continuing survey of Sylvania Electric Products Inc.

The survey, published in a 27-page report, also indicated these findings:

1. Rate of set purchase in the under $5,000 group is growing faster than in the over $5,000 group. The trend is toward cheaper sets.
2. Set owners are happy they made their purchases.
3. Set owners largely approve of programs.
4. Five television manufacturers have captured 70% of the market.
5. Most sets are equipped with 10-inch viewing tubes or less. Newer TV areas tend to go for smaller screens.

The survey, detailed June, was released in New York by Frank Mansfield, Sylvania director of sales research. He explained it was conducted in 13 cities that had television available for different lengths of time, as follows: Two years or more—New York, Philadelphia, Chicago, Cleveland; one to two years—Detroit, Los Angeles, St. Louis, Washington, D. C.; less than one year—Boston, Buffalo, Minneapolis, New Haven, Toledo. Over 24,000 families in these areas were winnowed to secure the sample upon which the findings were based, said Mr. Mansfield.

It was the opinion of the Sylvania sales executive that the growing dominance of the middle and lower income families is the most important influence today in television.

Since Jan. 1, only 12% of all sets sold have been priced above $515, whereas in the last quarter of 1948 they represented 16% of the total market. During January and February, almost half of all sets sold were priced at $395 or lower.

The survey set forth these figures to show that purchasers are progressively paying less for sets:

<table>
<thead>
<tr>
<th>DATE OF PURCHASE</th>
<th>Jan. 1, 1949</th>
<th>Feb. 27, 1949</th>
<th>Feb. 27, 1949 - Quarter Earlier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Set</td>
<td>$395</td>
<td>$395</td>
<td>$425</td>
</tr>
<tr>
<td>Total</td>
<td>$395</td>
<td>$395</td>
<td>$425</td>
</tr>
</tbody>
</table>

Satisfaction with television is expressed by an overwhelming ma-

KGO-TV STAFF
New Personnel Added

OPERATION of KGO-TV San Francisco since its inauguration May 5 has added 20 new staff members and transferred 11 from the station’s AM staff. The television group is divided into three distinct operations—transmitter, studio, and maintenance.

The TV transmitter group, headed by Henry N. Jacobs, has taken four men from the AM transmitter operation and one from the AM studio operation. They are James J. Blanchet, Herbert V. Kramer, John M. Petty, James F. Mehren and Evelyn L. Holman.

Newly hired transmitter personnel are Earl H. Holman, Elwin MacRae and Robert E. Heller.

The studio-field division, supervised by G. Warren Andresen and J. R. McDonnell, has added eight of its members and one transfer from the AM operation. They are: Milton W. Cooper, the AM transmitter; G. Hawk, Norman B. Kay, Stanley W. Ruhl, Donald A. Hogkinson and Donald Ruhl, Lawrence T. Bartusch and Werner H. Kuhl.

The maintenance group, headed by Merwin C. Jones, has added Richard W. Stevens and Harold R. Brown.

Additions to the KGO AM engineering staff include Frank A. Bindt, Robert V. Stodden, John W. Hall and Norman F. Wallis.

TV at Columbia

TEACHING of television techniques is to be offered by New York’s Columbia U. during the 1949-50 academic year. The 25 professional training courses arranged by the university’s School of General Studies in cooperation with NBC will have 14 network executives as instructors. Majority of the courses will be given in NBC studios, and will cover basic radio and TV, dramatic writing, news writing, promotion, public relations, use of equipment, and direction and others.

Majority of set owners—94.4% stating they would buy a receiver if they had it to do over again. Only 4% said they were sorry they purchased, while 1.6% did not know whether they would make the purchase if they had it to do again.

Mr. Mansfield found that of the survey date, nearly half of all U.S. families now live in TV areas and that 1 family in 14 those areas owned a set. The 15,000 families who can see television owned 1,220,000 sets, he said.

Sylvania, one of the major manufacturers of television tubes, whose products are used in 32 nationally known sets, or 75% of the national brands, is itself entering the set business with a full line of receivers to be introduced in the fall. The survey is one of a continuing series undertaken by Sylvania to forecast demand and market conditions in the television field.

Page 48 • June 27, 1949
Sure, Television's amazing

-and it's practical, too!

(to see how postion, turn to back page of program schedule)
**Telecasting Network Showsheet**

### JULY

<table>
<thead>
<tr>
<th>Time</th>
<th>0-00</th>
<th>1-00</th>
<th>2-00</th>
<th>3-00</th>
<th>4-00</th>
<th>5-00</th>
<th>6-00</th>
<th>7-00</th>
<th>8-00</th>
<th>9-00</th>
<th>10-00</th>
<th>11-00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-00-6:30</td>
<td>Teletest Weekly L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30-6:30</td>
<td>This Week on DuMont L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-00-8:30</td>
<td>Your Sports Special L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30-9:00</td>
<td>Co-Op Small Fry Club L/E (E-M)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00-10:00</td>
<td>ManHattan Tunes L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00-11:00</td>
<td>Judy Splitters Mary Kay &amp; Johnny</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Blind Date L (E-M)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00-1:00</td>
<td>Your Sports Special L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00-2:00</td>
<td>Co-Op Small Fry Club L/E (E-M)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00-3:00</td>
<td>ManHattan Tunes L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00-4:00</td>
<td>Judy Splitters Mary Kay &amp; Johnny</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00-5:00</td>
<td>U.S. Rubber L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00-6:00</td>
<td>Co-Op Small Fry Club L/E (E-M)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00-7:00</td>
<td>ManHattan Tunes L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00-8:00</td>
<td>Judy Splitters Mary Kay &amp; Johnny</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00-9:00</td>
<td>ManHattan Tunes L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00-10:00</td>
<td>Judy Splitters Mary Kay &amp; Johnny</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00-11:00</td>
<td>ManHattan Tunes L (E)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Judy Splitters Mary Kay &amp; Johnny</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Programs in Italic are sustaining.

**CBS Daytime**

- **Monday-Thursday**: 11:30 a.m.-1:30 p.m.
- **Friday**: 11:30 a.m.-1:00 p.m.

- **Saturday**: 10 a.m.-1:00 p.m.

**Daytime Schedule**

- **Your Telestram Show**
  - 9:00 a.m.: Bob Martin (with Paul Nelsen)
  - 9:30 a.m.: John McIntyre (Carlyle)

- **Standing Room**
  - 10:00 a.m.: John McIntyre (with Paul Nelsen)
  - 10:30 a.m.: John McIntyre (with Paul Nelsen)

- **Sewing Song**
  - 11:00 a.m.: John McIntyre (with Paul Nelsen)

- **Fashions in Song**
  - 11:30 a.m.: John McIntyre (with Paul Nelsen)

**CBS Daytime**

- **Morning**
  - 11:30 a.m.-1:30 p.m.: John McIntyre (with Paul Nelsen)

- **Afternoon**
  - 1:30 p.m.-3:00 p.m.: John McIntyre (with Paul Nelsen)

- **Evening**
  - 3:00 p.m.-5:00 p.m.: John McIntyre (with Paul Nelsen)

**Children's Sketch Book**

- **Mango's Private Wire**
  - 10:30 a.m.-11:00 a.m.

- **Leos Pearson News**
  - 11:00 a.m.-11:30 a.m.

- **Television Screen Magazine**
  - 11:30 a.m.-12:00 p.m.
Here are some sports Telefacts from Pulse data for the period of May 1 through May 7, 1949

**BASEBALL TELECASTS**

<table>
<thead>
<tr>
<th>Night</th>
<th>Midweek</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td></td>
<td>Hours</td>
<td>Rating</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N.Y.</td>
<td>22</td>
<td>17.1</td>
</tr>
<tr>
<td>PHILA.</td>
<td>33</td>
<td>28.8</td>
</tr>
<tr>
<td>CHIC.</td>
<td>48</td>
<td>10.7</td>
</tr>
<tr>
<td>CINN.</td>
<td>—</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>50.2</td>
<td></td>
</tr>
</tbody>
</table>

**OTHER SPORTSCASTS**

for the same week in May

IN NEW YORK rated as follows:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Hours</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxing</td>
<td>37</td>
<td>16.8</td>
</tr>
<tr>
<td>Wrestling</td>
<td>20</td>
<td>15.1</td>
</tr>
<tr>
<td>Racing</td>
<td>16</td>
<td>7.0</td>
</tr>
<tr>
<td>Roller Derby</td>
<td>16</td>
<td>10.9</td>
</tr>
<tr>
<td>Bowling</td>
<td>5</td>
<td>25.3</td>
</tr>
</tbody>
</table>

**PULSE CALENDAR FUTURES**

1st & Market Network TelePulse (July 25, 1949)
1st Washington, D.C. TelePulse Report (October 25, 1949)

**FOR INFORMATION about these and other Telefacts**

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN
Certain facts are starting to pop out of television. One of the most significant is that CBS-TV sponsored programs deliver a larger average audience in New York than any other television network programs. The messages of CBS-TV advertisers earn about a 14% larger family circulation than the messages of advertisers using the next highest television network.

CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS
NBC has issued its Television Network Rate Card #1, effective June 1.

Evening hour rate for the interconnected network of 19 stations is $7,000; for the two stations individually available (WNBC-TV New Haven; WDTV, Pittsburgh) $600; for the 13 non-interconnected stations $3,300; for all 34 stations $10,500.

Rate for all 34 stations for an evening half-hour is $6,540; for 20 minutes $5,450; for 15 minutes $4,360; for 10 minutes $3,815; for five minutes $2,125. These rates are in effect from 6 to 11 p.m. Monday through Friday and from 11 p.m. to 1 a.m. Saturday and Sunday. The 5-6 p.m. period Monday through Friday is billed as three-quarters of those rates, all other times at half that price.

VIDEO SET USE
May Tops September—Hooper

TV SET owners used their sets more in May than they did last September, according to a survey made by C. E. Hooper Inc. Viewers purchased sets during May.

Average set use in evening hours during May was found to be 66% in "old" TV set homes (where sets were owned more than a year) and 72% in "new" TV set homes (where sets were owned less than three months). In September the figures were 58% for "old" and 61% for "new" TV set homes.

Number of viewers per set in May were 4.7 in "new" and 3.8 in "old" TV homes. In September the number was approximately 4 persons in each case.

The Hooper organization stated it did not regard the difference between "new" and "old" viewing as important in September but that the widening gap between them in May was significant and was due, perhaps, to the impact of novelty factors. In the overall set-in-use figure may be due either to the month or wider program selections, it was said.

CANTOR SIGNED
For Chicago Exposition

EDDIE CANTOR will headline three stage shows daily at the second annual National Television and Electrical Living Show in Chicago from Sept. 20 to Oct. 9. His talent fee may exceed the estimated $50,000, according to Arthur M. Holland, owner of Malcolm-Holland agency, Chicago, and publicity director for the exhibition.

Mr. Cantor will be supported by characters on his radio show, a cast of variety acts and a "name" orchestra, Mr. Holland said. He termed the talent outlay "the biggest budget ever set-up by any U. S. industrial show. Contract was signed with company by his manager, Lou Cohen of the William Morris agency, representing Mr. Cantor.

KUKLA AND OLLIE give their ok to a new talent contract signed by their creator, Burr Tillstrom (r), with NBC in Chicago. Witness are Jules Herbusveaux, manager of the Central Division's TV department, and Beulah Zachary of J. W. Thompson producer, producer of the puppet feature, Kukla, Fran and Ollie. The five-week half-hour show, off the air for two months, returns to Chicago origination to NBC-TV Aug. 8.

SYLVANIA Forms TV Tube Division

SYLVANIA Electric Products Inc. last announced formation of a new division to specialize in the design, engineering and production of viewing tubes for video sets. W. H. Lamb, former manufacturing manager for television tubes, will be general manager of the new division.

Headquarters to house the new television picture tube division will be established at Seneca Falls, N. Y., Operations in plants there, at Ottawa, Ohio, and Emporium, Pa., which were formerly operated by the cathode-ray department of the radio division, will continue under the new division.

GE EQUIPMENT Purchased for WMBR-TV

FLORIDA Broadcasting Co., which operates WMBR Jacksonville, has purchased complete transmitter and studio equipment from General Electric Co. for its television outlet, WMBR-TV.

Paul L. Chamberlain, manager of sales for the GE Transmitter Division, said the equipment includes a 5 kw TV transmitter, a three-haenna array, rack of transmitter monitoring equipment, waveform rack, film camera channel and two 16mm movie projectors.

WMBR-TV, assigned Channel 4 (66-72 mc), will be managed by Glenn Marshall Jr., secretary-treasurer of Florida Broadcasting. The firm's president, Frank King, is manager of WMBR.

AIR-COOLED TV
New Transmitter Announced

AN AIR-COOLED television transmitter having a visual power output of 5 kw and aural output of 3 kw has been introduced by Federal Telephone & Radio Corp., Clifton, N. J. The new transmitter is available in both the 54-88 and the 174-216 mc bands. It uses milk modulation and has "an ingenious circuit that combines the simplicity of high level with the economy of low level modulation," according to the company.

"By applying the modulation at a mid-level rf stage," the company said, "Federal has developed a transmitter with a moderate sized modulator and few non-critical tuned circuits. Furthermore, this design permits the use of standard types of air-cooled tubes in each stage."

SMPE MEETING
Closed Circuit TV Used

JOIN MEETING via closed circuit TV of the Atlantic Coast Section and the Central Section of Society of Motion Picture Engineers, New York and Chicago, June 28 will feature a demonstration of commercial film lighting techniques for video. Cohen, the New York group, the meeting will be held at DuMont network's Adelphia Playhouse in Manhattan.

The meeting, to run from 8 to 9 p.m., will be open to society members, the press and television directors of advertising agencies.

Speakers will include E. I. Spangle, society president; D. E. Hyndman, chairman of the Theatre Television Committee; J. A. Mauer, SMPE engineering vice president, and Walter Kieman, columnist and ABC commentator, who will be master of ceremonies.

Cooperating in the program are DuMont, station WAKR-New York and WENR-TV Chicago; Gray-O'Reilly Studios, Altec Service Co., Eastman Kodak Co., and the duPont Film Division, all New York.

Tickets may be obtained from the SMPE invitation committee at 342 Madison Ave., New York.

CAMPBELL OFFICE
To Handle TV Production

MUBRIEL CAMPBELL, Broadway theatrical consultant, has opened a TV show production office at 347 Madison Ave., New York, for the creation of both live and filmed shows.

Miss Campbell will represent, in addition to her own package programs, three properties for the now inactive Pioneer Telefilms Co. whose officers, Rene Hooper and Jules Bricken, have taken over the Television Department of Columbia Pictures.

RCA Victor, Camden, N. J., has announced extension of TV set production to its Bloomington, Ind., factory.

June 27, 1949 • Page 53
THE FOUR TV networks sold $2,561,438 worth of time (at gross rates) to 61 advertisers during the first four months of 1949, according to data released last week by the eight publishers' information bureau.

Advertising of radios, phonographs, video sets and musical instruments was the top product class in expenditures for network time, with gross billing of $651,138 for the January-April period. RCA was the top individual purchaser of video network time with gross billings of $259,020 for its Kuka, Fran & Ollie program, telecast five hours a week on NBC-TV to advertise the station's radios, phonographs and TV sets.

J. Walter Thompson Co. placed more TV network business during the first four months of 1949 than any other agency, measured by gross time purchases, which amounted to $433,906 for this agency's clients. In addition to RCA advertisers, whose video network programs were placed by the Thompson organization include P. Ballantine & Sons, New York (beer); Ford Dealers Assn., New York; National Dairy Products Corp., Chicago (Kraft Foods); Scott Towel Co., New York (paper towels); Textron Inc., New York.

TABLE I

LEADING NETWORK ADVERTISERS (P&I Figures)

<table>
<thead>
<tr>
<th>Network</th>
<th>Jan.-April 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td>$259,020</td>
</tr>
<tr>
<td>2. R. J. Reynolds</td>
<td>$256,889</td>
</tr>
<tr>
<td>3. Admiral Corp.</td>
<td>$164,062</td>
</tr>
<tr>
<td>4.LLugener &amp; Sons</td>
<td>$127,140</td>
</tr>
<tr>
<td>5. Philco Corp.</td>
<td>$110,200</td>
</tr>
<tr>
<td>6. Texas Co.</td>
<td>$93,650</td>
</tr>
<tr>
<td>7. P. Jolliff Co.</td>
<td>$86,864</td>
</tr>
<tr>
<td>8. General Mirror Corp.</td>
<td>$86,458</td>
</tr>
<tr>
<td>9. A. B. DuMont Labs</td>
<td>$85,326</td>
</tr>
<tr>
<td>10. P. Ballantine</td>
<td>$73,151</td>
</tr>
</tbody>
</table>

TABLE II

AGENCIES WITH TOP TV NETWORK BILLINGS (P&I Figures)

<table>
<thead>
<tr>
<th>Agency</th>
<th>$439,906</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Walter Thompson Co.</td>
<td></td>
</tr>
<tr>
<td>2. William Esty &amp; Co.</td>
<td>$302,039</td>
</tr>
<tr>
<td>3. Kohner Agency</td>
<td>$259,842</td>
</tr>
<tr>
<td>4. Young &amp; Rubican</td>
<td>$248,465</td>
</tr>
<tr>
<td>5. Newall-Emmitt</td>
<td>$147,190</td>
</tr>
</tbody>
</table>

TABLE III

LEADING TV NETWORK ADVERTISERS BY RANK ORDER (P&I Figures)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>2. Reynolds</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>3. Liggett &amp; Myers</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>4. Philco Corp.</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>5. Texas Co.</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>6. General Motors Corp.</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>7. A. B. DuMont Labs</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>8. P. Jolliff Co.</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>9. General Mirror Corp.</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>10. P. Ballantine</td>
<td>$741</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
</tbody>
</table>

TABLE IV

TV Network Billings by Product Groups (P&I Figures)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$8,561</td>
<td>$8,561</td>
<td>$8,561</td>
<td>$8,561</td>
<td>$34,244</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>$259,020</td>
<td>$259,020</td>
<td>$259,020</td>
<td>$259,020</td>
<td>$1,036,080</td>
</tr>
<tr>
<td>Automotive, Automotive Parts &amp; Equipment</td>
<td>$32,405</td>
<td>$32,405</td>
<td>$32,405</td>
<td>$32,405</td>
<td>$130,020</td>
</tr>
<tr>
<td>Aviation, Airplanes &amp; Aircraft</td>
<td>$11,254</td>
<td>$11,254</td>
<td>$11,254</td>
<td>$11,254</td>
<td>$45,016</td>
</tr>
<tr>
<td>Building &amp; Materials</td>
<td>$3,608</td>
<td>$3,608</td>
<td>$3,608</td>
<td>$3,608</td>
<td>$14,432</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>$3,825</td>
<td>$3,825</td>
<td>$3,825</td>
<td>$3,825</td>
<td>$15,300</td>
</tr>
<tr>
<td>Consumer Serv.</td>
<td>$5,800</td>
<td>$5,800</td>
<td>$5,800</td>
<td>$5,800</td>
<td>$23,200</td>
</tr>
<tr>
<td>Dams &amp; Resorts</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$19,200</td>
</tr>
<tr>
<td>Drugs, Medicines &amp; Cosmetics</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$19,200</td>
</tr>
<tr>
<td>Food &amp; Products</td>
<td>$33,600</td>
<td>$33,600</td>
<td>$33,600</td>
<td>$33,600</td>
<td>$134,400</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$21,480</td>
<td>$21,480</td>
<td>$21,480</td>
<td>$21,480</td>
<td>$85,920</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>$147,192</td>
<td>$147,192</td>
<td>$147,192</td>
<td>$147,192</td>
<td>$588,768</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$4,800</td>
<td>$19,200</td>
</tr>
<tr>
<td>Insurance</td>
<td>$2,583</td>
<td>$2,583</td>
<td>$2,583</td>
<td>$2,583</td>
<td>$10,332</td>
</tr>
<tr>
<td>Jewelry, Optical &amp;文具</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>$125,820</td>
<td>$125,820</td>
<td>$125,820</td>
<td>$125,820</td>
<td>$503,280</td>
</tr>
<tr>
<td>Paper &amp; Publishing</td>
<td>$110,305</td>
<td>$110,305</td>
<td>$110,305</td>
<td>$110,305</td>
<td>$441,220</td>
</tr>
<tr>
<td>Rubber &amp; Related Products</td>
<td>$14,433</td>
<td>$14,433</td>
<td>$14,433</td>
<td>$14,433</td>
<td>$57,732</td>
</tr>
<tr>
<td>Stationery, Binding &amp; Office Supplies</td>
<td>$80,240</td>
<td>$80,240</td>
<td>$80,240</td>
<td>$80,240</td>
<td>$320,960</td>
</tr>
<tr>
<td>Tobacco</td>
<td>$3,360</td>
<td>$3,360</td>
<td>$3,360</td>
<td>$3,360</td>
<td>$13,440</td>
</tr>
<tr>
<td>Total</td>
<td>$423,285</td>
<td>$423,285</td>
<td>$423,285</td>
<td>$423,285</td>
<td>$1,693,140</td>
</tr>
</tbody>
</table>

TV CONTRACTS

ACTORS’ EQUITY PLANS QUERY

ACTORS’ EQUITY last week announced it would begin seeking information from its members as to what provisions should be sought in contracts between television performers and management.

In doing so, the union was assuming that the 4A’s Television Authority, which is in the blueprint stage, will become a reality very soon. Any information Equity collects will be turned over to the Authority.

Projected to be the one big union for TV talent, the Authority could spring into being shortly after a meeting July 18 of the 4A’s International board, if that parent organization approves.

Against this eventuality the Authority will be a-horning, the Equity council decided Equity members should begin considering what scales and conditions the Authority should seek when it begins bargaining.

The Authority is to be another permanent organization of the Associated Actors and Artists of America. Its original financing is to be unmatched by branches of the 4A’s as follows: AFRA and Actors’ Equity each $100,000; Chorus Equity, $25,000; American Guild of Musical Artists, $5,000, and American Guild of Variety Artists “to the best of its ability.” An effort will be made to include Screen Actors Guild on the West Coast in the Authority in some way, with that organization making a $100,000 contribution.

SUTBIES BY CITIES LIST

SURVEY of television set distributors in the Lancaster, Pa., area shows 8,497 receivers as of June 8, according to WAGL-TV Lancaster which conducted the survey. Broadcasting June 20 incorrectly listed the Lancaster set figure as 5,100, the net count for the previous month. The 8,497 figure was erroneously credited to Wilmington, Del. The WAGL-TV survey covers the entire counties of Lancaster, York, Berks and Lebanon, station reports. Also in the same listing, Scranton was given a 1,154 set ownership figure. Actually, this was not a total count, but represented the increase in sets over the previous month of total of 22,300.

TELECASTING
More results on WMAR-TV in Maryland!

**TV Success Story**

Submitted by

AMERICAN BREWERY, INC.

1700 N. Gay St.

We at the American Brewery have been able to judge the results we have received from the use of WMAR-TV and attribute to WMAR-TV a goodly portion of the increase in the sales of our product. Recognizing the importance of this new medium in advertising we have increased our appropriation in television from time to time. The actual picturization to many thousands of Marylanders enjoying the benefits of television, plus a few dynamic words, we feel not only attracts but compels the attention of the ultimate consumer to our product. Through the use of television we are best able to impart our message to the eyes and ears of the public.

R. LEITER FITZSIMONS

The television advertising referred to above was placed by

ELMER D. FREE

Radio & Television Advertising

5 West Preston St.

These advertisements originally appeared in the Sunpapers, Baltimore, Md.

**TV Success Story**

Submitted by

NORTHCOOL SUMMER SUITS

Manufactured by

A. SAGNER'S SON, INC.

108 W. Redwood St.

The reports that we have received from both the public and the men's stores that sell NORTHCOOL prove that our programming on WMAR has been very effective. To date, in addition to many spot announcements we have sponsored the Police Boys' Club Boxing Matches, the Pimlico Races and Preakness, and the redi televising of these races on film at night over an entire network. The impact of this consistent and continuous advertising on WMAR is recognized by our retail dealers who feel that it is contributing greatly to the tremendous demand for NORTHCOOL SUMMER SUITS. I would like to compliment WMAR for an excellent job in televising our complete network show, if a bit and complicated job to handle and our Advertising Agency has informed me that every one of your departments was most cooperative and eager to serve us.

W. STANLEY SAGNER

The television advertising referred to above was placed by

I. A. Goldman & Co.

Advertising Agency

7 St. Paul St.

Baltimore, 2, Maryland

**TV Success Story**

Submitted by

Baltimore Window Shade & Awning Co.

413 W. Mulberry

Our Miss Evans is a pretty busy young lady... thanks to WMAR-TV. Once a week we tell WMAR-TV viewers about our awnings, window shades, and Venetian Blinds. And then we inform them they can get a FREE ESTIMATE if they call Miss Evans at Lexington 4711. It's astounding how one minute of advertising can keep Miss Evans busy answering phones for an entire week. Our thanks to WMAR-TV for doing such a super selling job.

Clifton A. Rau

The television advertising referred to above was placed by

HARRISON-PITT

Incorporated

ADVERTISING

334 St. Paul St.

Represented by

THE KATZ AGENCY, INC.

NEW YORK DETROIT KANSAS CITY SAN FRANCISCO

CHICAGO ATLANTA DALLAS LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

June 27, 1949 • Page 55
RUDOLPH POLK, former music director of Enterprise, and Bernard Luber, formerly of Paramount and now executive of Nassour Studios, Hollywood, have announced formation of production company starring musical and dance figures to make series of twenty-six minute films for TV, as well as 16mm and theatrical distribution. New company, Mr. Luber says, has signed contracts with Artur Rubinstein, Marian Anderson, Don Cossack Choir and many other artists. Films are not committed to any television network or sponsor but complete financing has been obtained and some artists will participate in both investments and profits, Mr. Luber states. Production scheduled to start in August.

Exclusive two-year United States television rights have been obtained by WPIX(TV) New York to 13 motion pictures. In group are "Pygmalion" and "Major Barbara," two George Bernard Shaw pictures, first of his to be released for video. Other films include "A Star Is Born," with Janet Gaynor and several Charles Laughton pictures. To begin next month on WPIX films will be offered by syndication to other TV stations.

WGN-TV Chicago has bought rights to series.

Roach and Beaudette Enterprises, Los Angeles, producing series of five one-minute color films for television and theatre for national distribution . . . IMPRO Inc., Los Angeles, preparing 40 one-minute commercials for Swiss-American Cheese Co., same city. Pairs will be shown on Los Angeles television stations starting around August, and later, extended to markets in 11 western states. Hewt Corp. (vacuum cleaner) has completed first series of demonstration shorts for television. Series being offered firm's 7,000 dealers on cooperative basis says Donald B. Smith, Lewyt advertising and sales promotion manager. Films were prepared by Audio Productions, New York.


Caston Productions, Los Angeles, preparing TV film commercials for Hubert Brothers, Buick dealer, for its new Teleward show. Commercials to be 30 second opening and closing and one-minute middle spots. Agency: Edwards, Agency, same city . . . W. A. Zimmer, former managing director of now defunct Television Advertising Productions, has organized TRI-Z-PILOT at 30 N. Michigan Ave., Chicago. Firm will specialize in production of sound and silent film for TV. Mr. Zimmerman also expects to package live shows.


Sixty-second spots made by Saara, Chicago, for Amion (tooth powder) are being telecast on DuMont's Cavalcade of Stars. Sponsor, J. B. Roerig and Co., production supervised by George Bantin, advertising manager for Amion. Saara's film, Human Power, an animated film, has been commended by National Safety Council. This is sixth time that firm's films have been exhibited by council.

Telenews - INS newswave service goes into more video markets. Subscribers include WFLN-TV Philadelphia, WBRC-TV Birmingham; WGN-TV Chicago, (sometime near Sept. 1) and WMAR-TV Baltimore. . . . Foote, Cone and Belden preparing trailer commercials for Vuitton and Argoey Pictures "She Wore a Yellow Ribbon." Argoey has just completed three one-minute spots for "Mr. Young." In all cases spots will coincide with picture releases in TV cities . . . Video Plays Inc., Hollywood, has started production of second thirteen weeks series of Mystic Magic Club, 26 minute open-end films, aimed at national sponsorship . . . Better Brands of Illinois Inc., Chicago, distributor of Miller High Life Beer, is sponsoring Miller's "Valuable Reports," Agency: Frank C. Nasher. . . D. A. Lord Assoc., New York TV package producers will occupy offices at 17 East 48th St., new phone number is Plaza 5-1227.

WOW-TV Plans

Programming by Sept. 1

WOW-TV Omaha will start programming Sept. 1 and test patterns will be telecast about mid-July, John J. Gillin, president and general manager of WOW Inc., announced last week. WOW-TV is assigned Channel 6 (82-88 mc). The station and the Omaha Electrical Council started a television preview in the city's movie hootenanny, depot, Omaha, June 13. Eleven makes of receivers—30 TV sets in all—have been set up in the depot, and when shows are presented free tickets are made available free through Omaha electrical appliance dealers.

PAUL PEREZ

Forms Video Firm

FORMATION of Paul Perez Productions, New York, as a separate TV producing company was announced last week by Mr. Perez, director of TV sales for Cinemart Inc., New York.

Mr. Perez is associated with Varian Fry, Cinemart president and executive producer, in some productions currently planned, and with Sidney Ascher, Cinemart's production manager. Production, Frankly Spooking, starring Joan Brandon, is said to be under consideration by a New York advertising agency for sponsorship by a household products firm.

EDGAR BERGEN (center), comedian-ventriloquist, announces plans to do a once-a-month show on KTTV (TV) Hollywood, Calif., starring in October.

STARRING in the show will be Edgar Bergen and his puppet, Charlie McCarthy, in a special show which will feature a variety of other personalities, both human and non-human.

SEATTLE FILMS

Ad Club Gives Awards

TELEVISION and industrial films selected as the season's best were honored with awards during a meeting of the Seattle Advertising and Sales Club.


"Falling Timer," a ten-minute color film with narration, won the radio and television film production. It was produced by Rarig Motion Pictures for a group of loggers associations in the Pacific Northwest. Other first-place winners in various categories were:


Indoor film -"From Many, One," produced by Korr Film Prod. for the Western Conference School of Religion.

Public relations film—They Never Stop Trying, produced by Western Screen Adv. Inc. for the "Seattle Post Intelligence." (sic)

"In the opinion of the judges," according to A. L. Brock, general chairman of the Ad Club's second annual awards competition, "it should be called to the attention of the entire business community that Seattle producers, working with talent and technical equipment available in the city of Seattle, have produced and are capable of continuing to produce films either for orthodox film use or for television broadcasting which are far superior to the generally accepted national standards.

Camels' Video Buy

R. J. REYNOLDS Tobacco Co. (Camel cigarettes), through Willi- liam Esty Co., New York, has bought the Friday night 8:30-9 p.m. time on CBS-TV effective Oct. 7. A detective series, created by William Esty & Co., will be presented in that period.
DuMont has only one "baby."

With the Du Mont Television Network, it's television and nothing but television. When you talk television advertising to a Du Mont representative you will talk only television—he has nothing else to sell. And over the Du Mont Television Network, your message can reach 99% of all the television receivers in America.
A. BELLE ISLE, chief engineer at WSYR Syracuse, N. Y., for past 17 years, has been appointed vice president of station. His appointment marks the first time a member of WSYR's staff has been named as vice president of the station. Mr. Belle Isle will continue in charge of all P.M. and TV engineering. He also has been a director of WINK Binghamton, N. Y., and represents second district member of Engineering Committee of NAB.

TED HALL, formerly sales executive at KXOA Sacramento, Calif., has been named manager of new CBS station now under construction at Chico, Calif. Further appointments to new station are as follows: LINCOLN DELAR, president of station, includes NELI NUNLEY, program director, and TED D. BLACKBURN, chief engineer.

FLORENCE BALLOU ROBINSON, assistant manager and program director of WCCB Chicago, has resigned effective end of this month. She will devote her time to freelance commercial radio writing.

RADIO PIONEERS

Name Committee Chairmen

BMI President Carl Haverlin has been appointed membership committee chairman for Radio Pioneers Club, William S. Hedges, club president and NBC vice president, announced last Wednesday.

Other committee chairmanships have been assigned by the organization of veteran radio men, as follows:

Paul W. Morency, vice president and general manager of WTKC Hartford, as admissions committee chairman; Robert P. Myers, NBC assistant general attorney, chairman at the Monday sessions; Charles Hodges, New York city's Boscott, as chairman at the Tuesday sessions; H. C. Johnson, New York City's First更高的, as chairman at the Monday sessions; and H. C. Johnson, New York city's First更高的, as chairman at the Tuesday sessions.

Mr. Hall, now serving his second year in the Goodwill Station chairmanship, is pleased with the new office's activity and its membership membership.

Mr. Dunavan, president of WYM Xill, has been elected vice president of the Goodwill Station Club for the second consecutive term.

Mr. S. R. Duvall, formerly commercial manager of WAPA Washington, D.C., has joined WESA Charlestone, Pa., as manager.

Mr. John Karabin has resigned as station manager of WESA to take extended vacation to West Coast.

Mr. Maurice B. Mitchell, director of the Advertising Bureau of NAB, has been elected president of the company.

Mr. Roy A. Tyler, manager of KFTH-AM Kansas City, was elected first vice president of Los Angeles Advertising Club at recent meeting.

Mr. Bob F. Thompson, owner and general manager of Thompson Broadcast Co., licensee of WERT Atlanta, Ga., has been named general chairman and president of All-Olga's 50th anniversary celebration Aug. 7-14.

Mr. Bob C. Feilman, manager of WHBC Canton, Ohio, has been elected president of the Canton Ad Club for one year term.

Mr. John L. Meridian, general manager and member of board of WPIT Inc., licensee of WPIT and WPIT-FM Pittsburgh, has also been appointed vice president of WPIT Inc.

Mr. Paul C. Brines, assistant manager of WKN Chicago, is taking leave of absence during summer to return to his home in southern Illinois.

Mr. Bruce Dennis moves from program, club chairman, to replace Mr. Brines. Mr. Tom Elvidge of continuity staff succeeds Mr. Dennis as assistant.

Mr. Edward W. Scudder Jr., WNJR Newark president, is the father of a boy, Edward 3d.

Mr. Meridian

H. H. DUNAVAN

Lone Star General Manager

HOWARD H. (Pat) DUNAVAN, for the past four years sales manager of WEBC Duluth and the Arrowhead Network, has been appointed general manager of the Lone Star Chain, comprising 16 Texas stations.

Mr. Dunavan's duties will include managing station relations for the chain, supervision of special events programs and handling of public relations accounts.

Headquarters are at 1714 M & W Tower Bldg., Dallas.

Beginning in radio 12 years ago as an announcer on WWAE Hammond, Ind., later did freelance news work in Chicago and subsequently served as night program manager for the old Blue Network's Central Division.

He was personnel director for Kaiser Shipyards in the Midwest during the war.

New Grove Product

GROVE LABS, St. Louis, has acquired the rights to manufacture and sell Pfunder's Antacid Tablets from the estate of F. H. Pfunder of Minneapolis. This marked the second major purchase for Groves within a fortnight. The firm recently bought the F. W. Fitch business. Harry B. Cohen Adv. Co., New York, will handle the advertising for Pfunder's Tablets as well as the Fitch and Grove products.

Dr. Reed Elected

DR. VERGIL D. REED, associate director of research of J. Walter Thompson Co., was elected president of the Market Research Council last week. Other new officers are: Vice president, Dr. Franklin H. Cowl, director of marketing and research, Kirkner Agency; secretary-treasurer, Lloyd H. Hall, president of the Lloyd H. Hall Co.; committee members at large, Nelson H. Seubert, marketing counselor, Standard Oil Co. of New Jersey.
Respects

(Continued from page 84)

The Whiting chain store there. Mr. Whitlock was to advise him on the store's problems relating to its appliance and radio division. Mr. Whitlock paid the Queen City a visit, then decided to return to the beach via Richmond where he called on a few friends.

Events proved that Mr. Whitlock went out of his way, literally speaking, to get into the broadcasting field. It was during this visit in Richmond he called on the advertising manager of the News Leader. After leaving him he ran into two other friends who told him to call the general manager back. Result was another get together. The conversation was short and pointed.

The ad manager told Mr. Whitlock: "I have been thinking, and I am sure you and your family would not be happy anywhere except in Richmond."

Said Mr. Whitlock: "That may be true, but I have got to make a living."

Replied the ad manager: "Go on over to the radio station—they need a sales manager over there."

WRNL did, Mr. Whitlock, and a few weeks later he was on the job. That was in August 1938 when WRNL was a daytime independent operating on 880 kc with 500 w and sledding touch financial ground. Following year Mr. Whitlock was asked to take over the realm of general manager. Since then the growth of WRNL has been rapid.

Staff More Than Doubles

In 1939 the station employed 21 people. Today, its staff numbers 52 regular and 28 on a talent basis. At that time, also, WRNL competed in Richmond with three network stations, and its owners nursed a washed-out hope of getting out of the red. Business was good. In September 1940 it increased power to 1 kw and fulltime operation, and eased into the black, but not yet a large operating profit.

During that year WRNL became affiliated with NBC's Blue Network facet, and the Richmond News Leader and Times Dispatch merged, the latter deleting its WRTD.

January 1942 marked another power increase—5 kw non-directional daytime and directional nighttime. Last March, WRNL added FM facilities (50 kw), duplicating AM programs.

WRNL is owned by the Richmond Radio Corp., whose president, T. E. Tennant, is president of the/architect's firm and publisher of Richmond News papers Inc. Today the station is an ABC affiliate, operating on 910 kc with 5 kw.

Mr. Whitlock confesses his enthusiasm and ideas are wrapped up in WRNL's facilities which "today are the results of a dreamed ambition of 10 years ago—built and built until we had the finest."

"The new Radio Centre is the case in point. It is a four-story structure with foundation and service facilities designed actually for seven floors. The ground floor contains a theater and studio, seating 246 persons, and is equipped for telecasting as well as radio broadcasting. Acclaimed one of the best lighted studios in the country, it is also equipped for motion pictures.

"Five studios fill out the second floor—one TV, two control rooms, a master control room and recording studio, plus technical maintenance and newsrooms and the music library. Other offices serve to house the chief engineer, program director and production manager, and announcers. Go up another floor and you'll find the continuty department, traffic, publicity, women's commentator, clients' lounge (sales audition), sales and accounting offices, sales and station managers, and telephone room.

Plans for Video

WRNL houses its FM transmitter on the fourth floor, with additional space laid out for the eminent arrival, video. Included are rooms for the TV transmitter, control setup, announcers' booth and production. Part of the floor is rented out to Kellogg Sales Co. and Metropolitan Life Insurance Co.

Richmond's Radio Center, constructed at a cost of $1,250,000, had its formal coming-out party only last March 31, with FCC Comr. Paul Walker and others on hand to take part in the ceremonies.

In all, the station is an architect's dream, faced on the ground level with polished agate granite and trimmed with coral-colored Briar Hill sandstone.

The dream is not yet a reality. At present final fruition awaits FCC's opening its TV deep freeze. WRNL has had a television application on file with the Commission since January 1948.

Mr. Whitlock says he's "so enthroned in this radio shack" that he's apt to forget proud mention of the fact he is married and has three children. He wedded the former Mary Elise Robertson. Their eldest—Betty Jane—is married and lives in California. A son—Edward S. Jr., 22, a World War II veteran—is attending the U. of Richmond. Baby daughter of the family is Mickey, 16.

Mr. Whitlock, past president of the Virginia Assn. of Broadcasters, is a member of various civic and fraternal organizations, including both the Virginia State and Richmond Chambers of Commerce. The list includes: Past president of the Richmond Lions Club, state chairman of the Lions Club for the Friendship Train and French Merit Train events, and member of the Saints & Sinners Club, Richmond Sales Executive Club, Richmond Sales Representative Club and National Federation of Sales Executives Club.

Mr. Whitlock's favorite sport is fishing.

After a year's absence Bailey Goss (seated, l), National Brewing Co. sportsman, returns to WBAL Baltimore July 1 with his National Sports Parade, Mon.-Sat., 6:05-6:15 p.m. Completing arrangements for the series are (1 to r): Standing—Patrick Roche, sales manager, National Brewing; James M. Kennedy, WBAL account executive, and Norman S. Almony, advertising manager, National Brewing; seated—Mr. Goss; Jerold E. Hoﬄer, broadcasting firm's president, and Harold C. Burke, WBAL general manager.

WGAY CHARGE

"Clears 'Dominating'"

CHARGE that the Clear Channel Broadcasting Service stations seek to "dominate the radio spectrum to the disadvantage of the low power local stations" was made before FCC last week by WGAY Silver Spring, Md., in its effort to secure fulltime operation on 1060 kc.

With a fortnight ago filed for 500 w nighttime operation on the Mexican T-A channel on which it presently operates daytime with 1 kw, [BROADCASTING, May 30], WGAY claimed that the North American Regional Broadcasting Agreement and the "gentlemen's agreement" with Mexico had extended and therefore there was no restriction on the proposed operation.

The Clear Channel group promptly filed a petition in opposition to the WGAY proposal and alleged that the international agreement itself was not dated although NARBA was. CCBS also said Mexico had agreed to extend the provisions of the agreement until the forthcoming conference to revise NARBA, but had failed to extend to the U. S. would not assign other than daytime stations on certain Mexican channels.

WGAY got the monopoly charge in its petition to FCC last week answering the CCBS opposition. The metropolitan Washington station signed the statement was "a crude distortion of facts."

UAU STATION

WCUO (FM), United Automobile Workers (CIO) station in Cleveland, will be on Channel 26 in June 29 with under the direction of Jack Pollack, owner, T. E. Tennant, and Lynn Sheldon as m. c. A party for radio and press will be held in the WCUO studios, 4-6 p.m., on the inaugural day.

WCUO will be on Channel 277 (103.3 mc). Its executive staff, in addition to Mr. Wallace, includes William B. Hull, chief engineer; William Myrick, program director, and George Folsom, sales manager.

L. A. Publicity Club

GEORGE JOHNSON of J. Walter Thompson Co., Los Angeles publicity staff, has been elected president of Publicity Club of Los Angeles for year's term.

 Outs: President-elect will include Harriet Crouse of MBS, Hollywood, first vice president; G. D. Gatch, MGM, second vice president; Chester Miller, Douglas Aircraft Co., advertising manager; Laurence Fresegne, NBC, national account manager; R. P. Jordan, Frank Bank, Children's Home Society; Howard D. Dewey, Los Angeles; Robert Z. Hall, Burns Lea, retiring president, was elected to fill incomplete two year term vacated by Hicks Conroy, resigned.
WILL UNION has been appointed commercial manager of WYAM Altoona, Pa. He formerly was commercial manager of WSAV Rochester, N. Y.

CARL HECHT has joined commercial staff at WYAM (TV) Baltimore.

GEORGE KAYER and EDWARD BUNKER have joined CBS-TV sales staff as account executives. Mr. Kayer moves from Radio Sales, and Mr. Bunker formerly was with ABC sales.

TED EWERS has joined sales staff of WHC Canton, Ohio.

RAY O'VINGTON, formerly television director of Birmingham, Castleton & Pierce, New York agency, has joined WRM Fitchburg, Mass., as commercial manager.

ED NELSON has joined KMPC Hollywood as account executive. Mr. Nelson formerly worked in similar capacity with KGJ Los Angeles, KOWL Santa Monica and KYA San Francisco.

HERBERT FLAIG, formerly with sales staff of WLW Cincinnati, has joined sales force of WCPO-TV, scheduled to take air in Cincinnati in few weeks.

ETHEL BELL MACK, formerly radio director, Bishop & Assoc., Los Angeles, and previously executive secretary of Southern Calif. Broadcasters Assn., has joined KOWL Santa Monica, Calif., as account executive.

WILLIAM L. RAMBO, formerly account executive with KMPC Hollywood, has joined KIAC, that city, in same capacity.

STEPHEN A. LYNCH Jr., former general manager of Fine Cars Inc., New York distributor of Crosley automobiles, will join ABC on July 18 as account executive in network's sales department. Mr. Lynch was previously president of Greater Miami Hotel Assn., and manager of Miami's Towers Hotel.

CARL DOZER, sales manager of WCAE Pittsburgh, was elected president of Pittsburgh Advertising Club.

EUGENE T. GILES, vice president of Ketchem, MacLeod & Grove, advertising agency, Pittsburgh, was elected vice president.

HARRY T. CLEVELAND and JESSE R. KELLEY have joined sales department of WHY New Britain, Conn. Mr. Cleveland formerly was with WCCC Hartford, and Mr. Kelley was with WONS, same city.

WLW ‘TASK FORCE’
To Confer Thrice Yearly

“TASK FORCE” sales meetings to be held thrice yearly will replace annual sales conferences at WLW Cincinnati, Harry Mason Smith, vice president and sales manager of Crosley Broadcasting Corp., licensee of station, has announced. Under the new arrangement, key headquarters sales, programming and promotion personnel will travel from Cincinnati to New York and Chicago for conferences with WLW sales representatives in those cities. The meetings will be held in March, June and October.

Previously, WLW’s New York and Chicago sales forces joined with the Cincinnati staff at the home office for an extended conference each January. “The new setup,” Mr. Smith said, “will make possible more individualized discussion of accounts processed out of Chicago and New York. We feel that specialized problems can be worked out better by frequent conferences in the cities where they exist than they can at the more generalized annual meeting in Cincinnati.”

Use RCA tubes for FM where dependability and economy count

- RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION OF AMERICA
HARRISON, N. J.

June 27, 1949 • Page 61
FELLOWSHIPS

NBC, PRC Grant Nine

NINE FELLOWSHIPS to the NBC Summer Radio Institutes have been granted to ministers, religious education directors and laymen by the network and the Protestant Radio Commission.

Recipients, each of whom receive $150 to cover travel and a portion of expenses, are currently planning and providing radio programs on sustaining time for church federations, and ministerial association staff of other inter-denominational agencies.

Winners of the fellowships, conducted by NBC in cooperation with Northwestern U., U. of California, and the University of Arkansas, are:

1. Cleveland, Ohio, announcer Douglas McKay, Douglas McKay.
2. Chicago, executive secretary and director of the Methodist Youth Fellowship Council of the Flint District.
3. Chicago, director of public information, Church Federation of Los Angeles; the Rev. F. Marion Tharp of Evanston, executive secretary of the Evanston Council of Churches; the Rev. E. Carter of Nashville.
4. Chicago, director of the First Baptist Church of Parkville, and Dennis S. Buchanan, a third chairman of the Methodist Youth Fellowship Council of the Flint District.

It's that EXTRA SOMETHING that means EXTRA SALES!

That extra something aggressive merchandising, planned promotion and alert publicity gives WJB advertisers extra sales and assures the success of their programs. To take full advantage of these extras be sure to include Cleveland's Chief Station in your radio plans.

BILLY O'NEILL, President

WJB

ABC Network

CLEVELAND

500 KC

5000 Watts

BROADCASTING - June 27, 1949

NARDN PR CHANGE

Bud Nebel Succeeds Hogan

JOHN F. HOGAN, former news director at WCHS Portland, Me., has resigned as public relations chairman of the National Association of Radio News Directors and editor of the association's monthly bulletin. Succeeding him in the NARDN post this month is Bud Nebel, news director at KFAB Omaha.

Mr. Hogan, who was instrumental in the founding of NARDN, is setting up a specialized news and recording service in Washington, D.C., featuring news reports especially tailored for radio. Service will include disc and tape recordings, telephone news coverage and phone recordings of Washington events of particular interest to various areas.

Mr. Hogan's career in radio began ten years ago at WMAZ Macon, Ga. While at WCHS he also served as news director of the Maine Broadcasting System (WLBZ Bangor, WRDO Augusta and WCBS).

LONDON LIBRARY SERVICE

- 10 inch 78 RPM
- FULL-RANGE RECORDINGS (30-14,000 cycles - Reproduces every sound audible to the normal ear)
- Instruments only (no vocals)
- Basic library plus regular monthly releases.

For further details write or wire:

LONDON LIBRARY SERVICE

16 West 22nd St., New York 10

A Service of THE LONDON GRAMOPHONE COOP
WINX TRANSFER

Bank's Ownership

TRANSFER of WINX Washington from the Washington Post to William A. Banks was formally consummated June 16, the station announced last week. Consideration was $130,000 [Broadcasting, May 18].

Assigned 250 w on 1340 kc, WINX had been acquired by the Post in 1944 for $500,000. The paper recently acquired 55% interest in WTOP Washington from CBS and was required to sell WINX.

Mr. Banks, owner of what Philadelphia, becomes general manager of the station with his sister, Dolly Banks, assuming duties as assistant general manager. They will divide time between WINX and WHAT. Charles Trippie continues as WINX as commercial manager. Mr. Banks stated that no major changes in personnel are planned at this time.

The new WINX owner said that the Washington station will continue as an all-news station with emphasis on news, sports and music and featuring "well-known Washington personalities." New technical equipment has been installed for the station's two 250 w booster stations. Mr. Banks said, with resulting improvements in coverage of the metropolitan area.

JOHN LATTA

Agency Executive Dies

JOHN LATTA, 46, former vice president of Booth, Vickery & Schwinn Inc., New York and Baltimore, died June 16 at United Hospital, Port Chester, N. Y. He was formerly vice president of the Northeastern Water and Electric Service Corp., and the Boots Nut Co., both New York. A native of Atlantic City, Mr. Latta is survived by his wife, Mrs. Marion McKeel Latta; a son, Arthur; two daughters, Nancy and Hope; a brother, and three sisters.

MRS. LEA HOLLOWAY, KOMA Oklahoma City receptionist, was awarded courtesy award certificate at end of local "Courtesy Week."

KOMO HEN DUZ

Lays First Egg in NBC Stunt

KOMO's Hen breaks the record-and the egg on Announcer Easton.

APPEARENTLY Duz will do anything, even induce a hen to lay. When Ralph Edwards' Truth or Consequences invited KOMO Robert Easton to participate in the 10 in NBC affiliate egg-laying stunt, staff announcer Scott Easton was named for the job.

KOMO set up its display in the show window of Poole Electric Co. Mr. Easton sat below and the hen set up above (see picture). One minute after arrangements were complete, the hen obliged.

According to NBC officials, KOMO's hen was the first of the 10 around the country to lay its egg, thereby proving the station's claim that its area is first in the nation in egg production. KOMO packed the scene with commercial plugs for all involved—the network, the station and the sponsor.

CARSON HEARING

Slated for Hill Thursday

HEARINGS on the nomination of John Carson to membership on the Federal Trade Commission will be held at the Capitol Thursday. The Senate Interstate & Foreign Commerce Committee announced last week. Names of those who will appear, in addition to Mr. Carson, were not available, however.

Mr. Carson, research director for the Cooperative League of America, would serve for the remainder of a term of seven years from Sept. 26, 1945. He would succeed Albert Freer, resigned. His nomination was sent to the Senate by President Truman last April, then referred to the committee for appropriate action [Broadcasting, April 11]. Since then his appointment has stirred considerable controversy in Congressional circles for alleged "socialistic leanings," and the fact that as an "independent" he would be filling a Republican vacancy. Despite the probability of heated hearings, his confirmation as FTC commissioner is expected.

HIFAM RENEWAL

Tarzan Station Is Favored

INITIAL decision was reported by FCC last week to grant renewal of license to Sarkies Tarzian's experimental HIFAM station at Bloomington, Ind. The initial decision was by Hearing Examiner J. Fred Johnson Jr.

HIFAM is the term coined by Mr. Tarzian to describe the high-fidelity, high frequency amplitude modulation system of broadcasting employed by his station, KSOX, formerly W8XZH [Broadcasting, May 3, 1948]. The station has been operating since spring of 1946, airing various types of programs for the Bloomington area. The station operates on 8775 mc with power about 200 w and using AM emission.

Mr. Tarzian, a radio design engineer, built WTTTS and the HIFAM station himself. He formerly was chief engineer of the RCA Bloomington plant and during that time was chief engineer and production manager of the whole RCA VT fuse program.

Mr. Tarzian told the Commission that HIFAM requires only a 10 kw channel (to FM's 200 kw) to deliver a signal of comparable quality to FM reception. The initial decision pointed out that Mr. Tarzian's experiments also show that HIFAM involves no problem of multipath distortion as does FM.

Further advantages of HIFAM were reported to be that it can be received on any AM set with use of a $5.95 converter; it can be received on FM sets without any adjustment, and combination AM-HIFAM receivers could be marketed for $30.

Mr. Tarzian indicated that HIFAM was ideal for instituting hometown radio service in small non-radio communities because of its frequency saving and economic characteristics. A HIFAM station would cost only about $12,000.

The examiner's decision pointed out that Mr. Tarzian plans to expand his HIFAM experimentation by establishing another station in Bloomington and another in a town about 100 miles away to study interference factors. Study and research in equipment also would be continued. Simultaneous airing of WTTTS shows on the HIFAM outlet also would aid in comparison studies, it was pointed out.

KDUK, wired-wireless outlet of U. of Oregon, began programming early this month. Station will feature music and campus news exclusively.
MARYLAND unemployed, wounded and handicapped veterans are going to use TV to seek a job. Through cooperation of Baltimore Sunday American, News-Post, WBAL-TV Baltimore's veterans' organization and state and federal re-employment services, veterans are going to talk to prospective employers by TV. Former servicemen will be guests of Dr. David E. Weglein, public service counselor for WBAL and WBAL-TV, on his Thursday 7 p.m. program beginning June 30. At same time, Maryland businessmen will be urged to tune in. Service will be available to any Maryland handicapped veteran, and when all of these have been placed, search for employment for non-handicapped men will begin over WBAL-TV.

'Million Dollar Ballroom'

NEW PROGRAM plan has been inaugurated by WFPG Atlantic City. All local music programs use the same general name, the Million Dollar Ballroom. It is broken down into 15 minute segments so that whenever listener tunes in, morning, afternoon, or night, he is sure to hear segment of Million Dollar Ballroom. Station states that almost all talk programs have been dropped and block type musical program is extended to include whole day with interruptions by some network shows and such local features as news and sports. WFPG now calls itself the "Million Dollar Ballroom" station.

Features Police Band

AS SUMMERTIME public service program WXYZ Detroit in cooperation with Detroit Police Dept., is airing Saturday Afternoon in the Park, half-hour program featuring the Police Band.

Children's Morning

SATURDAY morning lineup for young people at WTCF Hartford now includes There's Magic in the Air, program of music fantasies based on folklore, Ernest C. Watson as "Uncle Ernie" conducts program. He writes all program's music, stories and impersonates all the characters on his show. With addition of this show, WTIC now programs from 9 a.m. to 12 noon "Children's Morning." Only exception is one half-hour show.

Band Drive Boost

MOREY AMSTERDAM, Martha Raye and Sid Stone headed list of talent when WAAF (TV) Baltimore gave U. S. Treasury's Opportunity Bond a drive with an hour and a half program on June 21. Also appearing on program were Ben Tost Singers, The Foolettes, Harry Bixert, Baltimore Colt Band, Lazy H. Ranch Boys, David Deitz, Terry Grue and Harry Grue and his orchestra. Originally scheduled for an hour, program was extended due to response of talent in Baltimore to contribute their efforts. Anthony Farrar produced the show, with Dennis Kane assisting. Joel Chasman supplied the script.

'Economics in the News'

LATEST addition to WCFS (FM) Washington's growing list of weekly commentators is Robert Nathan, internationally known economist. He author of "Nathan's Money and Business" was heard on his weekly series, Economics in the News, June 21. He will be heard each Tuesday at 6:30 p.m.

Elks Convention

THE 7TH Annual New York State Elks Assn. Convention, June 16-18, with Albany Lodge of Elks No. 49 as host, had its activities and special features, such as Masonic Patriotic Demonstration and State Assn. Parade, broadcast by WPTC Albany and WBCA-FM Schenectady, in series of five special broadcasts running from Thursday noon to closing Saturday afternoon. Programs included interviews and guest appearances on WPTC and WBCA's regular program features.

'Feature Game of the Day'

WVLK Versailles, Ky., is doing repeat on its popular Feature Game of the Day baseball broadcasts of last year. Instead of following fortunes of any one team, each day station broadcasts, via wire report, the "best" game being played in either major league. If first choice is rained out, WVLK selects a second, etc.

Auto Show Programs

TOTAL of 21 broadcasts—7 variety programs and 14 news shows—were originated by KYW Philadelphia from first American Auto Show held in Philadelphia June 11-18. Show was presented by Philadelphia Automobile Trade Assn.

Lacrosse Classic

FOR FIRST time in its eight year history, the North-South All-Star Lacrosse classic was played north of Mason-Dixon Line in Troy, N. Y. and WPTB Albany, N. Y., was exclusive broadcaster of event to Northeast. Station also aired pre-game ceremonies.

'Stage It'

HALF-HOUR weekly show featuring amateur characters is being telecast by KRSC-TV Seattle. Untitled calls for competing teams that set out to sell, sell, sell in slogsamr, proverbs or titles, with successful groups winning contributed prizes. Tom Herbert, Seattle actor and commentator, is m. c. Sponsorship of Saturday 8:30 p.m. program is participating.

'Old Guide' Returns

LATEST news of the outdoors is back on WSM Nashville. John Jared, well-known fisherman, hunter and outdoors writer of Manchester, Tenn., is on air once weekly with latest hunting, fishing and general outdoor news. Mr. Jared, as the "Old Guide," is reviving program not heard on WSM since Aldermen's first, station's original "Old Guide," several years ago.

Aldermen Aired

NEW HAVEN Board of Aldermen at its regular monthly meeting June 6 granted WBIB-FM New Haven permission to broadcast proceedings of its future meetings. First broadcast will be July 11 and will mark first time in New Haven history that citizens may hear their elected legislators in session. Unanimous approval was given on strength of highly regarded WBIB-FM broadcasts of several alderman committee public hearings, station reports. Sol Chain, station's general manager, will handle mike duties for the broadcasts.

'The Snap Club'

DUE TO tremendous popularity of Negro programs aired on WHAT Philadelphia, station has added additional program to its format. The Snap Club, new disc show, is handled by Ramon Bruce, outstanding Negro disc m. c. Send off for program on June 6 included guest appearances by Cab Calloway and Lionel Hampton.

Aviation World

PILOTEO by Capt. Robert C. (Ace) Rosbon, nationally known American Airlines flier, WOL Washington's Aviation World is digest of all types of news of interest to flying enthusiasts. Capt. Rosbon features tape-recorded interviews during each session with air-minded radio, stage and screen stars, famous business and professional figures and state men. Many interviews are obtained on his scheduled flights.

'Platter Chatter'

FOR FIRST time since it began operations, WXYZ Detroit will broadcast after midnight to carry new disc show. Hour long program will originate from Indiana Room of Detroit's Wonder Bar night club. Bill Silbert will m. c. Platter Chatter and interview visiting celebrities between records. Following firms participate in sponsoring program: D & C Boats Co., Everkrisp Potato Chips, Gutes Motor Sales, Frygo Beverages and Saebo Tablets.
NATIONAL NIELSEN-RATINGS
(TOTAL U. S., INC. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)
MAY 12-21

WJBW PETITIONS
For Temporary Continuance

PETITION for temporary continued operation of WJBW New Orleans was filed with FCC last week. The present license expires July 1.

Denied appeal by the U. S. Supreme Court from an earlier FCC ruling which refused license renewal on grounds of repeated technical violations. [Broadcasting, June 20]. WJBW has asked the Commission to extend its license to Oct. 1. Purpose is to allow Charles C. Carlson, owner, to wind up the station's business affairs, to enable employees to seek other positions and to provide a continuity of broadcasts until Louise C. Carlson, ex-wife of Mr. Carlson, completes her new station there.

Mrs. Carlson was granted WJBW's facilities, 250 w fulltime on 1250 kc, when WJBW was denied renewal. Her station is WADW. Mr. Carlson told FCC he would cease operations at any time after Sept. 1 simultaneously with the beginning of program tests by WADW.

Letter from the Most Rev. Joseph F. Rummel, S.T.D., Archbishop of New Orleans, accompanied the WJBW petition and urged the Commission not to deprive the city of "very useful service" pending completion of WADW. The WJBW petition was filed by Baker & Thompson, Washington counsel.

WBNY APPEALS
Grant to Dunkirk, N. Y.
ROY L. ALBERTSON, licensee of WBNY Buffalo, N. Y., last week petitioned FCC to stay the effectiveness of the Commission's new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y., pending settlement of his appeal of the grant in the U. S. Court of Appeals for the District of Columbia. The appeal was filed in early June.

Mr. Albertson claims that WBNY, 250 w fulltime on 1400 kc, will suffer interference within its normally protected contour from the Dunkirk station, assigned 500 w fulltime on 1410 kc, directional night. The latter was granted by the Commission in December [Broadcasting, Dec. 20, 1948].

WCON Atlanta was chosen by Public Information Div. of Dept. of the Army as one of stations to act as training agency for Army public information specialists.

June 27, 1949 • Page 65
The Texas Rangers, America’s greatest western act, for many years stars of radio, screen and stage, are now starting in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. The Texas Rangers transcripts, used on scores of stations from coast to coast, have achieved Haoop[eas as high as 27.4.

Advertisers and stations — we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

ANNETTE OROMANER, former assistant to program director, has been promoted to program director of WHAT Philadelphia.

THAINE ENGLE has named commercial film director of WBAP-TV Fort Worth and LEWIS CEARLEY has been appointed film laboratory supervisor.

KENNETH HIGGINS, producer-director for KFI-TV Los Angeles, has been promoted to executive producer. In this capacity he assists RONALD C. OXFORD, program director, in station’s over-all programming. JAMES E. LILLY, formerly assistant field director and stage manager, replaces Mr. Higgins as production director.

DON PATTON, writer-producer, becomes stage manager.

JANET LYNN GILLESPIE, formerly with WHHH Warren, Ohio, has been named women’s director of WHBC Canton, Ohio.

CARL L. FLOWER, formerly with WOR North Adams, Mass., has joined WHAY New Britain, Conn., as copy editor.

JACK PALMER, KEX Portland, Ore., chief continuity writer for past two years has left station to resume graduate studies at U. of Washington, department of speech. DICK NELSON, formerly of KGW Portland, replaces Mr. Palmer.

LEE PRATT, ROBERT MILES and LARRY BROWN, receptionists at WGY, Schenectady, N. Y., were recently graduated from Union College.

DONALD VOORHEES, conductor of American Telephone & Telegraph’s New York symphony orchestra, was recipient of award of achievement from Musical America magazine for best program in the “orchestra with guest soloists” category as selected in sixth annual poll of music critics and editors conducted by the magazine.

JACK OWENS has resigned as “Cruise’ Crooner” of ABC’s Breakfast Club, effective July 22, to expand his Decca recording activities and consider night club and motion picture offers. He is represented by Music Corp. of America. Mr. Owens joined early morning Chicago network show in 1934. He returned in 1944 after eight years on West Coast.

PRESTON L. TAPLIN has been appointed program director at WEBR Buffalo. He was formerly program director at WEML and WPVR. JIMMIE BAKER, formerly ABC Hollywood messenger, will become member of production department July 1.

FRANKLIN FULASKI, freelance innovation and actor in film, television and radio, has joined WQXR New York as summer replacement announcer. He has been cast in video productions of Suspense, Studio One, Toast of the Town, and the Phil Silvers Show. He has announced for WNYC WNY WGBH, all New York, and Voice of America.

CHRIS DODSON, instructor at City College of New York, has joined WQXR New York as assistant manager. He replaces FRANK MORMIARY, who will return to Northwestern U. to continue his radio studies.

WALLACE BRUCE RAMSAY, formerly freelance director, has joined KFI Los Angeles as writer-producer.

BERT MULLIGAN has joined WARD Johnstown, Pa., as disc m.c. He formerly was with WRON Romeoville, W. Va.

JOHN CANNON, freelance announcer, has joined WINS New York as summer replacement announcer.

ROBERT MICHEL, formerly chief announcer at WVAM Altoona, Pa., has joined WKRT Cortland, N. Y., announcing staff. He will handle news and disc shows.

PAUL K. DAMAI, assistant music and program director at WMOR (FM) Chicago, was cited by National Society for Crippled Children and Adults “for his outstanding adjustment to a severe physical handicap.” Mr. Damai, who has never left his wheel chair, was chosen by National Society as national success story of month.

JOHN McCORMICK, Chicago disc m.c. who conducts WBMB’s Matinee at Midnight, has been awarded official appointment certificate as special sales representative for his work during Treasury Dept.’s “Opportunity Drive.”

ED COLEMAN, student at New England School of Radio Telecasting, Bridgeport, Conn., is conducting Saturday afternoon disc show over WLIE Bridgeport.

JOSEPH J. BELJAN has been appointed program director and news editor of WESA Charleroi, Pa. He replaces KIERAN BALFE, who resigned to take similar post at WKKB Oil City, Pa.

ROLAND KAY, merchandising manager of CBS Housewives Protective League, was elected president of Hollywood Junior Chamber of Commerce at recent meeting.

HATTIE McDANIEL, star of CBS Health show, and Larry C. Williams have announced their marriage.

ERNEST FELIX, ABC Western Division auditor and personnel manager, has been appointed to board of governors of Industry Credit Group of Los Angeles Credit Managers Assn.

DON MARCOTTE, music supervisor at NBC Central Division, and Antionette Marie Triconi have announced their marriage.

JANE SPARKS WILLIAMSON, WSB-TV Atlanta producer and star of WSB’s Adventures in Music, is the mother of a boy, Stephen Doxy.

FLORENCE HELM, producer at WBAP Fort Worth, and BILL McANDREW of station’s announcing staff, have announced their marriage.

BILL PETERSON, script writer for KTAR Phoenix, is the father of a boy, David.

DAVE ROSEHILL, disc jockey at WKBS Oyster Bay, L. I., is the father of a boy, David William.

GOVT. STATIONS

Senate Approves Transfer

AUTHORIZATION directing the “paper” transfer of three government-owned broadcasting operations from Reconstruction Finance Corp. to State Dept., was passed by the Senate and sent to the House last Tuesday for approval with minor amendments. Concurrence is expected momentarily.

The measure (HR 2282), originally introduced in the House, involves stations operated by Crosley Corp., CBS and NBC (BROADCASTING, Feb. 14). The bill authorizes transfer to the State Dept., which assumes former RFC obligations and without reimbursements of funds. Sen. J. William Fulbright (D-Ark.) quoted original construction costs of stations as $506,287.43 (Crosley), $380,677.93 (CBS) and $353,956.10 (NBC). They were built by the Producer Plants Corp. during the war for use by OWI, and now belong to RFC, its successor, he explained. Bill was passed by the Senate without objection.

A 1 1/2 BILLION DOLLAR MARKET spread over two states

Take our BMA Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us of our "raps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-Oklahoma STATION
Wichita Falls, Texas
Represented by Paul J. Mazymer Co., and KWFT, 91 Tower Petroleum Bldg., Dallas

KWG and KGW FM
PORTLAND, OREGON

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

AFFILIATE

RADIO TODAY • June 27, 1949
**Discrimination in Radio Study**

Continuing that radio "has consistently denied recognition to the Negro as a human being."

The Committee for the Negro in the Arts has called a conference to discuss the problem. The meeting will be held July 9 at 11 a.m. in New York's Hotel Theresa, also will delve into the charge that television is following in radio's footsteps in discrimination against the race.

The group contends, among other things, that out of more than 600,000 15-minute broadcasting periods weekly on the major networks and local stations, there are fewer than 20 negroes permanently employed. This, it says, covers engineers, writers and announcers, and does not include the actors who "get work occasionally" and "an occasional Negro singer or musician or two or three Negro orchestras."

Cite Program Examples

They also take exception to the lack of portrayal of Negro life, except as "a slander upon the Negro people." The committee tells its case for action as "associate without legal employment discrimination, provide a means of expression and an outlet for the "cultural riches of the Negro people," and the so-called damaging "stereotype" exemplified by such radio characters as Amos 'n Andy and Beulah.

**Sicks' Spots**

Placed in Wash., Alaska

SPOT schedule which will exceed two hundred announcements a week when it goes into full effect July 1 has been placed on 18 stations in Alaska and the state of Washington by Sicks' Seattle Brewing and Malting Co. The 20-second and one-minute singing commercials feature Sicks' Rainier Extra Pale Beer.

Placed through Western Agency, Seattle, with Tom Jones Parry as executive the campaign will run for one month with option to renew. Budget of $40,000 is understood to have been set for a two-month period, indicating that the client plans to continue the campaign beyond its first scheduled run. In Seattle, where the spots have been on since June 18, contracts run for a full year.

Stations participating in the campaign are:

KBCO, Boulder; KFYK, Cheyenne; KFAR, Fairbanks; KENI anchorage; KJUN, Port Angeles; KJOY, Pullman; KIJL, Yakima; KIKK, Seattle; KFOX, Bakersfield; KPNX, Phoenix; KDAZ, Dodge City; KBOO, Oklahoma City; KRVN, Wichita; KTKT, Denver; KZCO, Colorado Springs; KZOA, Oklahoma City; KUAJ, Austin; KAIK, Anchorage; KQAL, Anchorage; KQLE, Homer; KPOW, Portland; KJRE, Reno; KSLX, Los Angeles; KBON, Portland; KBIA, Columbia; WBOB, Columbus; WHTC, Cedar Rapids, Mich.; WHOS, Decatur, Ala.; WRDO Augusta, Me.; KOTA Rapid City, S. D.; KVOD Tulsa; WWOD Lynchburg, Va.; KOIL Omaha; WPSH Portland, Me.; KFH Wichita; WKA Charleston, W. Va.; WKLX Clanton, Ala.; KEM Eureka, Calif., and WSHY Hickory, N. C.

M. CLAY ADAMS has been appointed manager of commercial and television department of RKO Pathe, New York. He replaces PHILLIPS BROOKS NICHOLS, resigned.

DON ROBERTS, formerly freelance television writer and producer and motion picture publicist, has joined Bernie Milligan, Los Angeles (publicity and promotion agency).

CHURCH WORLD SERVICE, New York, has announced distribution of its Outline—Centerberg; dramatic transcriptions to help Protestant and Eastern Orthodox churches raise funds needed for immigration to America of Diaspora faiths, to 157 United and church groups. Transcriptions are available from service at 214 E. 21st St.

**Equipment**

MILTON STREHLE has been appointed assistant sales manager of magnasound recorder, General Electric Co., Schenectady. Mr. Strehle has been with company since 1929.

SOUND APPARATUS Co., Stirling, N. J., has distributed detailed leaflet covering its models FRA and FR recorders.

LOUIS H. NIEMAN, former assistant purchasing agent for Philco Corp., radio division, has joined sales staff of Sylvania Elecctric Products Inc., New York.

R. A. HACKBUSCH has been appointed president and managing director of Sterlingmen-Carlson Co., Ltd., Toronto. He formerly was vice president and managing director. C. G. HOIT has been appointed vice president; J. L. GASSER treasurer, and J. MCGARAGHY continues as secretary.
Canadian Ratings

'Shadow Theatre' Tops

only one Canadian program made the first 10 evening programs in May, according to the national ratings report issued by Eillo-Bayly Ltd., Toronto. First 10 evening programs in Canada, of total of 21 network programs, were "Radio Theatre" with a rating of 33.3, Fibber McGee & Molly 20.5, Amos 'n' Andy 24.3, Ozzie & Harriet 23.3, Bob Hope 23.7, Fred Allen 22.5, WOY and WJSH 20.5, (Canadian program), Album of Familiar Music 20.4, M. Mendel Irma 19.5, and Ford Theatre 19.5.

First five English language daytime programs for May were Ma Perkins 16.1, Pepper Young's Family 15.1, Happy Gang 14.9 (Canadian program), Big Sister 14.9, and Aunt Lucy 14.8. Leading five French language daytime programs in May were Les Hommes de 40 Feche 41.1, Metropole 34.3, Radio Cogolin 31.9, Radio Ruelle 29.8, and Ceux Qui V'ont Aimé 28.5. Leading five French daytime programs were Jacques Doré 28.8, Rue Principale 27.8, Grande Sœur 25.3, Les Paroissiens 22, and Tonte Lucie 22.

Special NABT Pact

NABT has obtained an agreement at ABC and NBC to get two weeks severance pay for summer replacement engineers let out in economy wave before their temporary employment period would have ended.

Send Me

The Newsmaker of Radio-TV

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00

(Total 1950 Bookkeeper)

TWO YEARS AT $12.00

Enclose $2

Please Bill Me

mail to

870 Hall Press Bldg., Wash., D.C.

CALIFONE

10 pound  Professional Quality

Three-Speed + Low Power

TRANSCRIPTION PLAYERS

CALIFONE CORPORATION

1041 N. Sycamore, Hollywood 38, Calif.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1217 Vermont Ave., Wash. 9, D. C.

Studios 3562

BROADCASTING TELECASTING

BEN ADLER

TELEVISION FACILITIES ENGINEERS

Specialists in Simulated System Design

For Low Cost TV Operation

515 Madison Ave. Plaza 5-7358

N. Y. 20, N. Y.

* VACANCY

YOUR FIRM'S NAME in this "vacancy"

will be seen by 15,000 experienced

station owners and managers, chief

engineers, and technicians. Advertise

for AM, FM, Television and facili- ties.

Write or wire . . .

BROADCASTING

Member AFCCE

NIELSON MANUAL

First Guide Issued

FIRST book in projected series of international trade manuals to be exchanged by member countries of the International Chamber of Commerce has been distributed by A. Nielsen, president of the Chicago market-research firm, to 700-plus delegates at the 12th Congress of the ICC in Quebec, Canada.

The 180-page book, A Guide to Drug Store Marketing in the U. S., was issued to delegates at the suggestion of Mr. Nielsen, who supervised publication. He is chairman of the committee on distribution of the U. S. Council in the International Chamber. Mr. Nielsen spoke to the group June 15.

JUNE 20 DECISIONS

BY COMMISSION EN BANC

KWBK Corpus Christi, Texas. - Granted extension of SSA for three months from June 15 to operate on 1000 kw non-DA during hours from local sunrise to local sunset at Corpus Christi.

KEDC Laguna Beach, Calif. - Granted mod. CP to change tower spacing and phasing.

ACTION ON MOTIONS

By Comr. Sterling

WPPT, S. W., and WPFT, Raleigh, N. C. - Granted joint petition to intervene in hearing application of WPTT, Corbin, Ky. and WPFT, Raleigh, N. C. on exceptions to application for increase in power of WPTT.

WMJM Peoria, Ill. - Granted petition to intervene in hearing of application for renewal of license for WJMM to make changes in schedule.

All Nations Best, Co., Boston, Mass. - Granted petition to amend application to specify 2000 kw power.

WAL, San Juan, P. R., and WPFT, Raleigh, N. C. - Granted joint petition to intervene in hearing on application of WPPT for five day extension of period to file exceptions to grant.

Custer County Best, Co., Broken Bow, Neb. - Granted joint petition to intervene in hearing on application of Lincoln Best, Co., Springfield, Ill. for increase in power.

Town of New York, New York - Granted petition to intervene in hearing on application of WOR, New York.

The Roanoke Best, Co., Roanoke, Ala. - Granted petition to allow hearing on its application for license.

George H. Nelson, Bradley Inkeld & Benjamin L. Dubb - Denied petition of complainants in matter of control of Western Gateway Best, Corp., Chicago, Ill. in an extension to file exceptions to an application to make changes in stockholders.

George A. Bohn, Martinez, Calif. - Granted petition to dismiss without prejudice application for new station.

Belvedere Best, Corp., Baltimore, Md. - Granted petition to amend application to specify 400 kw non-DA during hours from local sunrise to local sunset to 1000 kw.

CP-Construction permit

DA-directional antenna

ERP-effective radiated power

ST-station facilities

N-night

STC-special temporary authority

CG-conditional grant

antenna cond.-conditional

local

vis.-visual

un.-unlimited

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 20 Applications

June 20 Applications . . .

AM-530 kc

The Northeast Iowa Radio Corp., Oelwein, Iowa-AMENDMENT application for new AM station 560 kc 500 w DA to make changes in stockholders.

Modification of CPs

Following AM stations filed requests for completion date extensions covering changes in facilities: KTSa, San Antonio, Tex.; KCOX, Wilmer, Okla.; WMRC, Greenville, S. C.; KU, Kalamazoo, Mich.; WCOO, Oklahoma City, Okla.; WOYE, Vernon, Ohio; WXU, Delaware, Ohio; WWK, Greenfield, Wis.; and WTVX, Danville, Ill.

WVOK, Birmingham, Ala.-AMEND. - Granted petition for continuance of AM station 1510 kc from 20 kw to 50 kw to make change in DA.

WEC, Rocky Mount, N. C. - Granted petition to drop 10 kw to 5 kw.

By Examiner Johnson

By Examiner Resnick

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

By Examiner Nielson

AM-1230 kc

WMBL, Newburch City, N. C. - Granted to change to 10 kw.

(Continued on page 75)
# Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Telephone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Washington, D.C.</td>
<td>2414</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers, 906 Natl. Press Bldg., Washington 4, D.C.</td>
<td>3-8073</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering, MUNSEY BLDG., REPUBLIC 3347</td>
<td>Washington 4, D.C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 CHURCH ST., N.W., DE 1334</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>Suite 604, 1737 K ST., N.W.</td>
<td>National 0196</td>
<td>Washington 4, D.C.</td>
<td></td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers, 363 E. 75th ST., Triangle 4400</td>
<td>Chicago 19, ILLINOIS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, WASHINGTON 6, D.C.</td>
<td>MICHIGAN 2261</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG., REPUBLIC 2151</td>
<td>WASHINGTON 6, D.C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
<td>ARLINGTON, TEXAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant, Executive 5851</td>
<td>1833 M STREET, N.W.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
<td>Washington 4, D.C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D.C.</td>
<td>6513</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8213</td>
<td>WASHINGTON 4, D.C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg.</td>
<td>Wash. D.C.</td>
<td>Republic 3984</td>
<td></td>
</tr>
<tr>
<td>ROBERT R. BAILEY</td>
<td>WASHINGTON 6, D.C.</td>
<td>7236</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N.W. Washington 6, D.C.</td>
<td>Republic 7236</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D.C.</td>
<td>1605 Connecticut Ave., Dallas 16</td>
<td>Riverside 3611</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>1025 CONNECTICUT AVE., N.W.</td>
<td>WASHINGTON 6, D.C.</td>
<td></td>
<td>NA. 7161</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, BOND BLDG. EXECUTIVE 5670</td>
<td>WASHINGTON 5, D.C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td>927 15th St., N.W.</td>
<td>Republic 3883</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS, HIGHLAND PARK VILLAGE, DALLAS, TEXAS</td>
<td>JUSTIN 6-1088</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineers, 134 Clarence St., Phone 7-277</td>
<td>Lake Charles, La.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H. V. ANDERSON &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers, 3738 Kanawha St., N.W.</td>
<td>Washington 8071</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. R. BITLER</td>
<td>CONSULTING RADIO ENGINEERS, 4125 Monroe Street, TOLEDO 6, OHIO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer, 526-28 Landers Bldg.—Ph. 3421</td>
<td>SPRINGFIELD, MISSOURI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave., BROADCASTING • Telecasting</td>
<td>Washington, D.C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEER, Telephone Riverside 2795</td>
<td>114 Northgate Road, Riverside, Illinois</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philip Merryman &amp; Associates</td>
<td>1470 Madison Dr., Arlington, Virginia</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

June 27, 1949 • Page 69
AS FIRST move in carefully planned program for introducing television to San Antonio and Southwest area, officials of WOAI San Antonio issued invitations to set distributors and dealers to attend meeting in Gun-
er Hotel there on June 21. Purpose of meeting was to acquaint distributors and retailers with WOAI’s plans for television and to discuss problems involved in launching TV in new area. WOAI-TV expects to be on air before end of 1949.

Mousers
TWO KITTENS, "Audio" and "Video," are currently in charge of "mouseproofing" squad at WLWT (TV) Cincinnati. "Tree-
kee," matronly tabby originally assigned to job, has deserted and is being cared for by a vendor who services candy ma-
chines at WLWT.

WOL Winner
TO SHOW her appreciation after winning $600 from WOL Washington Money Man, Mrs. Harry G. Roth immedi-
ately volunteered to visit District of Columbia Red Cross Blood Bank, in whose behalf WOL's Money Man broadcasts are made. Making 12 phone calls daily in Capital area, George Campbell, WOL's Mr. Man, had accumulated the $600 in his account, when his question concerning the monthly requirements of Washington's Blood Bank had gone unanswered for four weeks. Red Cross informed WOL that they had received more than 4,000 telephone requests for the information, and added that Blood Bank donations had attained and stayed at highest level ever in history since start of Money Man campaign in its behalf.

Randy Scores on TV
REPRINT of an article which appeared in Radio Mirror about its personal-
ity, Randy Merriman, has been distributed by KSTP-TV Minneapolis-
St. Paul, Mr. Merriman, who appears on KSTP AM and TV, conducts station's Family Party, audience parti-
cipation giveaway show. Promotion piece highlights popularity of program on TV and mentions availability for participation.

'Vedeo Bank'
MERCHANTISING technique to promote TV set sales by Carson Bros., Philadelphia, involves "video bank" in which potential buyers can save for down payments on receiving Brainchild of Paul Dietz, account executive at Ernest W. Greenfield Inc., Philadelphia, free space-change banks, in form of television sets, are sent to all families requesting them. Carson Bros., who retain keys to banks, send a regular "bank collector" to the homes, emptying the banks periodically and depositing collections to customers' accounts. When down-payment sums are reached, sets are delivered, with remaining sum to be paid in one lump sum. Fast promotion of this type, technique was introduced in Philco cooperative advertisements.

'Passing the Steer'
A PRIZE steer, "Old Gold Jr.,” is on his way to becoming a standard radio giveaway gimmick. His unusual career began in Kansas City when The Original Amateur Hour originated from KCMO Kansas City last month, under the auspices of the Kansas City Statesman council. The WLW Rock Market presented the steer to Ted Mack, m.c. of the show. Mr. Mack put the animal up for auction with all returns from the sale to go to the Safety Council's fund. Highest bid for "Old Gold Jr." came from Roger W. Clipp, general manager of the WFIL stations in Philadelphia. Now quartered at the farm of Howard Jones, WFIL farm editor, the prize steer is rapidly adding to his 800 pound in preparation for another rousing annual steak dinner. Clipp has an-

ounced that a "gigantic" contest will be staged this summer on WFIL's Farmer Jones program, with "Old Gold Jr.,” going to the winner.

French Wedding Gown
PLAYING "postmaster," is WTOP Washington's disc m.c., Eddie Gal-
laher. He was asked to receive let-
ters from local girls who would like to have the wedding gown being sent to Washington aboard France's "New York Train." To be a plus, young lady must wear size nine or ten; must be getting married on Bastille Day (July 14), and have furnished a reason for wanting this French wedding gown. Mr. Gallaher is giving the above details on a recent Sunday show, and all letters must be in by June 29. The gown will be given away weekend of July 1.

UJA Fund Drive
THREE Los Angeles stations have coordinated their annual "Can You Give?" Appeal drive in presenting as a public service a series of five nightly news shows featuring presentations of various stars. Stations were KKLK, KPWB KFMB.

Baseball Window Streamers
WMGM New York has distributed 35,000 window streamers on Nedick Inc., New York, sponsorship of Today's Baseball, which features two of day's best games. Streamers are being placed in Nedick Stores, and feature photograph of appropriate stars. "Once Upon a Time" have been distributed to retail clothing stores carrying merchandise.

'Cisco Kid' Contest
PILING up letters from all over Georgia, WCON Atlanta's six-week Cisco Kid contest came to a climax early in June, with 13-year-old Bobby Long, Douglasville Ga., taking first place. Bobby Long won a trip to the "Cisco Kid" vacation at a dune ranch in Texas, with his transportation furnished by Delta Airlines and Bobby's father was on "Why I would like to be the Cisco Kid." Contest was feature of WCON's "You Kid program, a Frederic W. Ziv production.

'When They Were Very Young'
BABY PICTURES headline WOR New York's ad which appeared in New York Herald Tribune June 20. Sixteen photos of station's program promotion "When They Were Very Young," plus background sketches gave WOR listeners a look into the past. Tear sheet print of each page ad were distributed to trade.

'I Want You'
BROCHURE titled "I Want You on My Team" is being mailed to young-
ters who are members of the Boys Clubs of America by ABC Central Division to promote the Adventures of Johnny LaJugak, aired on network Mon., Wed. and Fri., 8-9:30 p.m. CDT. Folder cover features picture of Mr. LaJugak, former All-American football player.

Program 'Blocks'
"BLOCKS" picturing star personalities and programs featured on CBS-TV appeared in New York Times on June 19. Copy on ad pointed out "This is what CBS is doing in the promotion of it's programs, of course." Re-

prints of ad have been distributed to trade.

Talent Show
TOBY DAVID, comedian and disc jockey for CKLW Windsor, has teamed up with East Detroit business and frater-
nal organization, in series of talent shows for youthful aspirants to radio or theatrical careers. In final contest, held at East Detroit High School, winners, a basset and a cro-

natic team, were given the Toby David Trophy and table model radio from CKLW. In addition, civic organization awarded them a $50 Savings Bond. It is planned to make competition an annual event.

Professor Canary
PETER PIPER and Wab-O-Ling, singing canaries in Art Brown's early morning show over WOL Washington, attained rank of professors June 20. Wab-O-Ling, in six-week old baby canary to be trained by his veteran singers. He also is holding contest to name his "youngster."
DISC JOCKEYS are a crazy lot, as proved by Don Bell of KRNT Des Moines, shown here in a promotion stunt for his latest contest. The “Husbands Are a Sorry Lot” contest was based on the popular Chic Young comic strip, “Blondie.” Lasting two weeks, the cleverest-letter feature offered the winner a “Blondie” mask. In announcing his proposal, Mr. Young referred to radio time stations accepting this type of controversial radio time.

SUMMING up his defense, Thwing & Altman, New York, an agency which deals heavily in P.I. business. In a letter to BROADCASTING Mr. Gans set forth the policy of Thwing & Altman on this controversial issue.

Taking issue with a story appearing in BROADCASTING June 20, which reports that protests have been received from stations about a P.I. campaign submitted by Thwing & Altman on behalf of William H. Wise & Co., Mr. Gans stated that “the amount of favorable replies to our queries indicates that more stations are accepting this type of business.” Gans summed up his defense by writing: “If a mutually profitable arrangement, on the basis of productivity is unethical, then P.I. business is unethical.”

Complete text of Mr. Gans’ letter follows:

EDITOR, BROADCASTING:

I reach the subject of P.I. business on local stations has caused a great deal of controversy in the trade, but I was particularly amused by the item which appeared in your issue of June 20. Regarding protests about a P.I. campaign submitted by this agency on behalf of WTOP.

It may be true some stations took “exception” to our proposal. However, the amount of favorable replies to our queries indicates that more stations are accepting this type of business. The William H. Wise Co. is accepted as the largest user of radio time in their field. Wise books are offered to radio audience on a send-no-money basis. If the customer does not want the book, he has merely to return it and nothing. There is never any talk of a single listener not being totally satisfied. And the price is fixed company pays per order is to be the highest in this field.

I don’t think any controversy could be started over the fact that radio stations, regardless of size and location, are interested it profitability. What greater inducement can a station offer its prospective clients other than its pulling power. Every trade journal contains advertisements screaming about the pull of particular station. If a local station has as much pulling power as it advertises and claims, that better way is to capitalize on this power than by having an advertisement pay for results produced? If a station can produce P.I. results, their billing is unlimited.

We propose the P.I. deal for our client during the summer months when station billing is usually at its lowest ebb. This mutually advantageous proposal is its annual vacation advertises and provide profitable business for a station loaded with unsponsored time.

We are of the very nature of our client’s operation they are wholly dependent upon advertising for success. As a 4-A agency with a deep belief in the station as an asset, in one way or another, we submitted our P.I. campaign to the boss. It would provide our client with an additional opportunity to obtain results at a minimum risk during the off season. Some stations with whom we do business tell us for a much greater amount than they normally would obtain from a straight timebuy. This unprofitability is in their advantage because they’ve produced the results and are being paid accordingly.

Many factors are contingent upon a successful station operation, and P.I. business should be acceptable. Mail order advertising is a sound test of a station’s ability to produce results. An advertiser can only keep advertising when he gets results. If a mutually profitable arrangement on the basis of productivity is unethical, then P.I. business is unethical.

GENERAL Electric Co. has announced that its Electronics Dept. will have its annual vacation shutdown from July 1-17 inclusive.

ANDREA RADIO Corp., Long Island City, N.Y., has introduced five new TV sets.
**Classified Advertisements**

**Payable in Advance—Checks and money orders only.**

**Situations Wanted**

**Help Wanted**

**Managerial**

Immediate opening—Commercial manager for fast growing station. Must have at least two years experience, preferably in the commercial department. Must have a solid record of success. Four weeks added vacation. Salary will be commensurate with experience. Box 565B, BROADCASTING.

Southern radio station seeks public relations director with three years experience in similar position. Excellent salary and excellent location. Box 565B, BROADCASTING.

**Salesmen**

Wanted—Radio account executive with several years experience in the sales field. Must have a proven ability to sell advertising. Box 565B, BROADCASTING.

**Help Wanted (Cont'd)**

Program director. Experienced newspaper publisher or editor desired. $10,000 plus. Boston, Mass. Box 645B, BROADCASTING.

Program director for a large metropolitan station. Must have a proven record of success. Box 645B, BROADCASTING.

**Situations Wanted**

**Managerial**

Educated, aggressive, experienced 25 years old. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in the radio department. Box 565B, BROADCASTING.

Program director with four years experience as program director. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in broadcasting. Box 565B, BROADCASTING.

Wanted—Salesmen—Radio stations. Must have a proven ability to sell advertising. Box 565B, BROADCASTING.

Wanted—Situations wanted—Commercial manager. Box 565B, BROADCASTING.

Wanted—Tech. Excellent references. Box 565B, BROADCASTING.

**Salesmen**

Wanted—Full time, part time—Radio salesmen. Box 565B, BROADCASTING.

Wanted—Sale manager—Radio sales manager. Excellent references. Box 565B, BROADCASTING.

**Announcers**

Experience—Wide variety of experience. Box 565B, BROADCASTING.

Experience—Wide variety of experience in broadcasting. Box 565B, BROADCASTING.

**Help Wanted (continued)**

Program director. Experienced newspaper publisher or editor desired. $10,000 plus. Boston, Mass. Box 645B, BROADCASTING.

Program director for a large metropolitan station. Must have a proven record of success. Box 645B, BROADCASTING.

**Situations Wanted**

**Managerial**

Educated, aggressive, experienced 25 years old. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in the radio department. Box 565B, BROADCASTING.

Program director with four years experience as program director. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in broadcasting. Box 565B, BROADCASTING.

Wanted—Salesmen—Radio stations. Must have a proven ability to sell advertising. Box 565B, BROADCASTING.

Wanted—Situations wanted—Commercial manager. Box 565B, BROADCASTING.

Wanted—Tech. Excellent references. Box 565B, BROADCASTING.

**Salesmen**

Wanted—Full time, part time—Radio salesmen. Box 565B, BROADCASTING.

Wanted—Sale manager—Radio sales manager. Excellent references. Box 565B, BROADCASTING.

**Announcers**

Experience—Wide variety of experience. Box 565B, BROADCASTING.

Experience—Wide variety of experience in broadcasting. Box 565B, BROADCASTING.

**Help Wanted (continued)**

Program director. Experienced newspaper publisher or editor desired. $10,000 plus. Boston, Mass. Box 645B, BROADCASTING.

Program director for a large metropolitan station. Must have a proven record of success. Box 645B, BROADCASTING.

**Situations Wanted**

**Managerial**

Educated, aggressive, experienced 25 years old. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in the radio department. Box 565B, BROADCASTING.

Program director with four years experience as program director. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in broadcasting. Box 565B, BROADCASTING.

Wanted—Salesmen—Radio stations. Must have a proven ability to sell advertising. Box 565B, BROADCASTING.

Wanted—Situations wanted—Commercial manager. Box 565B, BROADCASTING.

Wanted—Tech. Excellent references. Box 565B, BROADCASTING.

**Salesmen**

Wanted—Full time, part time—Radio salesmen. Box 565B, BROADCASTING.

Wanted—Sale manager—Radio sales manager. Excellent references. Box 565B, BROADCASTING.

**Announcers**

Experience—Wide variety of experience. Box 565B, BROADCASTING.

Experience—Wide variety of experience in broadcasting. Box 565B, BROADCASTING.

**Help Wanted (continued)**

Program director. Experienced newspaper publisher or editor desired. $10,000 plus. Boston, Mass. Box 645B, BROADCASTING.

Program director for a large metropolitan station. Must have a proven record of success. Box 645B, BROADCASTING.

**Situations Wanted**

**Managerial**

Educated, aggressive, experienced 25 years old. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in the radio department. Box 565B, BROADCASTING.

Program director with four years experience as program director. Excellent references. Box 565B, BROADCASTING.

General manager, commercial manager or both. Must have a solid background in broadcasting. Box 565B, BROADCASTING.

Wanted—Salesmen—Radio stations. Must have a proven ability to sell advertising. Box 565B, BROADCASTING.

Wanted—Situations wanted—Commercial manager. Box 565B, BROADCASTING.

Wanted—Tech. Excellent references. Box 565B, BROADCASTING.

**Salesmen**

Wanted—Full time, part time—Radio salesmen. Box 565B, BROADCASTING.

Wanted—Sale manager—Radio sales manager. Excellent references. Box 565B, BROADCASTING.
Careers Wanted

Newsmen—Two years commercial radio experience. Has reported and written highly experienced news-writing, reporting, editing, announcing. 500 watt AM station. Available immediately. Box 563B, BROADCASTING.

Experienced girl Friday desires change. Bonafide reasons. Administrative, Program, human, programatic relations, air work. Box 564B, BROADCASTING.

Program director with outstanding record in highly competitive metropolitan markets desires change. Interested in locating in competitive metropolitan market. Must have minimum requirements—but will guarantee job. Will list qualifications. Box 565B, BROADCASTING.

Six years experience radio continuity, newspaper, magazine advertising. Desires credit listing of all political stations. Concrete evidence of qualifications available. Call collect Box 566B, BROAD-

CASTING.


Woman commentator—news, sports, fashions. Proven sales results. Age 35. Desires permanent work with good radio executive. Presently emcees program. Desires change of location. Interview, pictures on request. Box 568B, BROADCASTING.


Manager's enthusiastic letter on character, ability tells my story. Journalism graduate. 25 years experience. Box 570B, BROADCASTING.

Program director. Presently employed. Desires change to medium AM market. Available on two weeks notice. Box 571B, BROADCASTING.

Television

Announcer—Announcer-director of proven versatility. Thoroughtly experienced all phases of audio-visual industry. Stage and director experience. Desire change to station with future. Box 572B, BROADCASTING.

For Sale

Profitable daytime and FM station in major South Atlantic market. Telephone and FM facilities available. Price $100,000. Box 573B, BROADCASTING.

Florida daytime station in metropolitan market with exceptional on good regional frequency. Power info. Box 574B, BROADCASTING.

Ohio 1000 watt, fulltime regional station, value $100,000. Will trade for midwest low watt, Western property. Box 575B, BROADCASTING.

Equipment, etc.

For Sale—Four Collins 2F AM transmitters for 250 or 500 watt broadcast operation, $1200 each. Also two Collins 2F 1000 watt broadcast transmitters, all used but in excellent condition guaranteed to meet all FCC specifications. Siemens Collins audio racks containing 9F preamplifier and 75 wreath filter, $200 each. Box 576B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to build an FM station, would you like present tower installation? We can offer you a practically new in procurer complete tower and new transmitter installation. Reference Box 577B, BROADCASTING.

WANTED

Excellent opportunity for experienced salesman with New England 50 to 100 watt affiliate. Immediate opening. Send outline of experience and photo to BOX 578B, BROADCASTING.

General Information

WILL TRADE successful twenty-two year career for right opportunity. Available. Pro- gressive organization. Fully experienced in position of program director, news- man, general manager & northwest affiliate. Broad experience invaluable in time of reorganization or expansion. Would accept liberal capacity for right opportunity. Identification available from sol Taishoff or Messy Long at BROADCASTING or write BOX 539B, BROADCASTING.

Help Wanted

Manager

Employment Service

Immediate openings for: sales engineers, salesmen. $75 to $200 a week. Technical writers, copywriters. Open to good men. All other positions, properly qualified. Write Box 580B, BROADCASTING.

Technical

Chief Engineer—B.S.E.E., with following experience: AM, FM. TV, 500 kw network Directional arrays Construction.

To arrange an interview please address BOX 991B, BROADCASTING.

School

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.

Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, DEPT. 30

3338-16th St., N.W.

Washington 10, D. C.

Please send us information concerning 
Correspondence Residence Courses

Name: ___________________________
Address: _______________________

City: ___________________________

(Continued on next page)
On All Accounts
(Continued from page 12)
ganized, rehearsed and sent overseas more than 20 all-soldier shows, including "This Is the Army."
After separation from Army in June 1946, by which time he rose to the rank of colonel, he de-
tided to take easy for a while, before resuming civilian life. Then he
was appointed by the U.S. Mears. Shubert, theatrical pro-
ducers, as their general western representative, retaining that post until
joining R & R.
A native of Richfield, Utah, where he was born May 19, 1909,
he first went to California at seven.

For Sale

FOR SALE

1. Triumph H-30 5'6" foot, self-sustaining model, with 240 ft. of
silver, brand new, never owned, complete in every detail with A. B. Building, base.

2. GE BT-4C-A 259 watt FM transmitter, rate $3000.

3. GE BT-4C 4 bay FM antenna, brand new.

4. Pronet/Royal model "O" system already
for dual receiver, used less than 600 hours.

5. WAVE intermediate receiver set complete with
AC 120 volt, 60 cycle, 11A and 20K, also
20K watt, 6L6 power amower, used in good condition.

6. RCA 120 watt, 6L6 receiver, used.

7. RCA 200 watt, 6L6 receiver, used.

8. NCA Wasecotone microphones, 4, used.
9. Used condenser mikes.

10. Used battery, used.


All prices quoted FOB.

WHHH
2nd Nat'l Bank Hub, Warras, Ohio

NEWSPAPER OWNED STATION

One kw daytime - 3 kw FM in one
of largest downstate Illinois industrial
and agricultural markets. Owners must
devote fulltime to newspapers. Only station. Best
opportunity for resident manager.
This is not a distress property.
Price $100,000.00. Write Box 878, BROADCASTING.

THE Fred A. Palmer Co.
Columbus, Ohio
Radio Consultants
on
Management and Operation
(20 years experience)

• SALES CAMPAIGNS
• SALES TRAINING
• SALES PROMOTION

Post Office—Box 106, Worthington, Ohio
Telephone—Worthington 2-7346

when the family residence was shifted to Los Angeles. Following
graduation from Los Angeles Polytechnic High School in 1927,
he embarked on a combined work-
study program. For employment
he started as a property man work-
ing at most of the existing motion
picture studios while nights he
busied himself with three years' study of law at La Salle Extension
School.

From property man he advanced
to assistant director and also
began to develop as a writer.
All told he spent about five years
on the production end of motion
pictures and another year of writing for the movies full-time before shifting to radio. Among
his writing efforts were "Shoeshine Boys" for RKO, "Easy Pickings" for
Warner Bros. and "Dangerous Money" for Columbia, in addition to
a number of others upon which he collaborated.

Aside from his movie background, Marv also had a hand in
stage production, having directed and managed a number of tour-
ing theatrical productions on the West Coast. With stage, motion
pictures and radio as an ample base, he is now ready for television.

When Maruska Petrasek, Czech
director of research projects for
Washington to perform war work for the U. S. government, little did she know that she was also destined to meet
up with her life's work. After
appropriate courtship, she recog-
nized the fact and they were married July 16, 1944.

Today they live in the suburban San Fernando Valley together with their three-month-old daughter,
Shari.

Marv's most serious hobby is
camping, followed closely by wood
speeding, cabinet-making—and fish-
golf when time permits.

Organizational, he serves as
commanding officer of the Armed
Forces Radio Service Reserve Unit
in Hollywood for the Air Force
and Army. In addition he is a member of the national radio
committee of the Community Chest as well as a member of the Hollywood
Advertising Club.

WELCOMING Thomas Hamilton (I)
who joined CBS Network Sales Dept.
June 20 as an account executive.
Mr. John J. Karol, network's sales man-
ger, has been with ABC, also as an account executive.

CAB OFFICERS
Snegrove Named President

RALPH SNEGROVE, CFO
A. S. Sound, Ont., was elected
president and vice-chairman of the board
of directors of Canadian Asso. of
Broadcasters, at first annual
meeting held following annual
meeting of St. Andrews, N. B.
[BROADCASTING, June 20].

William Guild, CJO C. Leithbridge, was
elected chairman of the board following
the annual meeting. This past
year, two young Canadian broadcasters
in their mid-thirties to the
industry.

At CAB board meeting at
St. Andrews June 17, Clifford
c. Alton, S. C., and Gordon Low,
CFCF, Calgary, were elected to board of
trustees.

Place of 1950 annual meeting
was decided for Royal Connaught
Hotel, Hamilton, Ontario, March
27-30.

WOXF TAKES AIR
Fulltime Outlet on 1340 kc

FORMAL opening of WOXF, new
fulltime commitment station at
Oxford, N. C., was held early this
month. Owned and operated by
the Oxford Broadcasting Corp.,
the independent station operates on
1340 kc with 250 w. Prominent
citizens participated in the June 6
opening, WOXF reports.

Jimmy Childress, formerly with
WKDB North Wilkesboro, N. C.,
as manager of its Elkin, N. C.,
station, is manager of WOXF. Other
staff members include D. K.
Walker, commercial manager; Hart
Curl, program director; Johnny
Morris, Jim Mahoney and Bill
Blalock, announcers; John Parham,
traffic manager; Emily Nicholson,
continuity director, and Mrs.
Durward Hight, receptionist and book-
keeper.

DIVIDEND of 10¢ per share to be
paid Thursday (June 30) to share-
holders of record June 20 has been
declared by board of WJR Detroit,
station reports.

DECCA RECORDS Inc., New York,
declared regular quarterly dividend of
1¢ on common stock capital stock
payable June 30, to stockholders of
record June 16.

ILL. SEMINAR
World Educators to Attend

LEADERS in educational broad-
casting from the U. S. and five
foreign countries are scheduled to attend the seminar on educational
radio which opens today (Monday)
at the U. of Illinois. Sponsored by
the U. of Illinois Broadcasting Foundation, with Wilbur Schramm, director of the Institute of Communications
Research at Illinois, as general direc-
tor, the seminar will run through
July 9, the U. of Illinois announced
last week.

Scheduled to participate, in addi-
tion to those previously announced
[BROADCASTING, June 5], are:
From the U. S.—Alfred Abhol, gen-
eral manager, WUOM U. of Michigan.
Maurice E. Spalding, general man-
ger, WUQA U. of Alabama, Tus-
cumbia; John H. Bache, general
manager, WAKR Michigan State College.
From England—Franklin Ditham, head, division of radio, U. S. Office of Edu-
cation, Washington; Donald W. Page, general manager, WDR N. U. of Ot-
awas; J. J. Yancey Ebel, consulting
engineer, WLOC, TV and FM.
From Japan—Koichi Torii, III, Earl F. English, associate
director of radio at the U. of C. Chi-
groal classic, and head of faculty labora-
tory and director of the National
Radio Council; Jiro Kato, general
manager, WDR Iowa State College, Ames.
From Canada—William W. Durr, general
manager, National Assn. of Educational Broadcasters; Donald
Brown, general manager, WR - 62 on the
effects of TV, U. of Chicago; George
Dewey, general manager, Chicago
Public Schools System; R. L. Lowder-
Chisholm, director, University of
U. S. Office of Education, Washington;
W. H. S. S. A. of Georgia, general
manager, WABA U. of Wisconsin; Irving
Merrill, general manager, KUSD U. of
South Dakota; Vermillion; James
D. H. Miller, general manager, WABA
Purdue U., Lafayette, Ind.
From Mexico—general manager, KWSC Wash-
ington, D. C.; Paul B. Pullman, N. M.;
Novik, radio consultant, New York.
From France—general manager,
ROUM U. of Minnesota; Minneapolis;
K. W. Barta, general manager, WCH B. I. C.,
U. of Denver; George Probst, director,
WCH B. I. C., U. of Chicago; Thomas
Risworth, director, Radio WMBB, Austin;
Walter Sener, general manager, KUSB U.
of Chicago; Radio WMBB, Austin;
W. L. Steele, general manager, \WLSU \Louisiana State U.; William
Rogers; Keith Tyler, manager of
radio, Ohio State U. Columbus;
A. H. Gorney, director of radio,
Lowell Institute, Boston; Justin Miller,
NAB president; Ralph Hardy, KSL
City, S. L., City manager, NAB commit-
tee on educational standards; Robert
Armstrong, director of activities and
educational broadcasts. CBS, New York;
W. W. Siegel, general manager,
WNBC New York.

From Denmark—Mogens K. Jesen,
director of educational radio for Den-
mark; Great Britain—Thompson Baird,
American representative. CBC, Japan;
Teruko Ibara, director of women's
division, planning division, Radio
Tokyo; Hiro Nami, chief, program
operating board, Radio Tokyo; Michio
Tan, chief production section, Radio
Tokyo; Shigemitsu Itoh, chief, foreign
division, Radio Tokyo; Inoue Shinya, chief, broadcasting sec-
tion, Radio Osaka; Hiroshi Nino, vice
chief, liaison section, Radio Tokyo;
From Korea—Young Yul, women's
program's announcer, Radio Seoul; Song
Yeo Ho, continuity chief, program
Radio Seoul; R. A. H. Joon, script writer, Radio Seoul; Park Young,
government planning, Radio Seoul; Shelma
Farrel, director of radio-visual aid and
Philippine Educational Sys-
m.
FCC Actions
(Continued from page 88)

June 21 Decisions...

BY THE SECRETARY

Grandied license. Request for repacking station
stations (therefore extended on same.
period June 17 to May 1, 1952.
KA-158, KN-398, Oregonian
Co. Area, Portland, Ore. Call
letters formerly KEHT and KEIZ.
respectively.

Scopes-Howard Radio Inc., Area
of Chicago, Ill. Granting of license for
new exp. TV relay on CA-360. (Call
letters were recently KCHV.)

WLRP New Albany, Ind. Granting
license for new AM station in
same city and same class. (Station

June 21 Applications

ACCEP TED FOR FILING

AM-879  

Kiev, Glendale, Calif.-CP to change
from 1250 kw to 1750 kw. to
1610 kw. to

AM-1060  

WGAJ Silver Spring, Md.-CP to change
from 1650 kw to 1650 kw, call letters

AM-1210  

KKXK Rocklin, Calif.-CP to change
from 1210 kw to 500 kw.

License for CP

WRUF Gainesville, Fla.-License for
new FM station.

TENDERED FOR FILING

AM-1410  

K T F S Texarkana, Tex. to change
from 1400 kw to 1400 kw.

June 22 Decisions...

BY COMMISSION IN BANC

KFDX-FM Nampa, Idaho.-Granted
request for license for period ending
Dec. 1, 1951. (Call letters were
recently KFDX-B.)

Proposal Vacated
In regard to report and order. Commission
vacated its proposal of March 22, to
amend Part 3 of its rules and regu-
lations to make special provision for
standard stations in Virginia. Declared
proposal not adopted, and
terminals.

BY COMMISSION IN BANC

WTRF Sanford, Fla.-Ordered hearing on
application for assignment of license to
Mr. A. Beck.

New England Exclusive Market Station
Located in one of New England’s most desirable medium sized mar-
ks. This fulltime facility is well established, dominates its area, and operating profitably under non-resident ownership.

This situation presented for the expansion and an important increase in gross and net. Realistically-priced—$85,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C. 

James W. Blackburn 711 Construction Bldg. 
20th F, 84.

SAN FRANCISCO 

Ray V. Steinmuller Russ Bldg.

Central 1177

EBBROOK 7-5872

BROADCASTING • Teletacing

June 27, 1949 • Page 75
FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 23

Summary of Authorizations, Applications, New Station Requests, Ownership

Class

Total

Original

Licensed

CPs

Cond'l

Applicant

In

AM Stations

7,006

1,559

216

1st

34

210

FM Stations

727

359

513

2nd

30

260

TV Stations

63

12

108

3rd

182

65

5 on air

Docket Actions

INITIAL DECISION

Bloomington, Ind.---G. E. Tarzain, initial decision to grant application for new AM station WSKXP (formerly WSSX2). Initial decision June 21. See story on this issue.

Non-Docket Actions

AM GRANTS

Erlin, Ill.—Elgin Broadcasting Co. grants, in lieu of application for new AM station WSKXP (formerly WSSX2). Initial decision June 21. See story on this issue.

TRANSMITTER GRANTS

KDFW, Dallas, Texas—Granted to license of new AM station KDFW (formerly KDFH). Initial decision June 21. See story on this issue.

WNAF Providence, R. I.—Granted assignment of permit from Community Broadcasting Co. to Narragansett Daily Broadcasting Co. Principals in Narragansett Daily Broadcasting Co., all of whom hold equal interest, are: L. A. Piferi, who holds interest for Providence Auditorium, president; B. F. Farnum, treasurer, and real estate, secretary; Michael DeCicco, attorney. Filed June 21.

KENY San Marcos, Tex.—Granted assignment of license from Charles L. Cain and Meil Saxon d/b/a Hays Broadcasting Co. to Central Broadcasting Co. Mr. John Fanning, principal. Filed June 21.

KCBS San Bernardino, Calif.—Granted co-owned assignment of new AM station KCBS (formerly KOXH) in lieu of new AM station KCBS. Granted June 21.

WLEK Richmond, Va.—Granted to license new AM station WLEK (formerly WAKZ) in lieu of new AM station WRAE. Granted June 22.

WFZI, Fort Smith, Ark.—Granted to license new AM station WFZI (formerly WAKS) in lieu of new AM station WRAE. Granted June 22.

TRANSFER GRANTS

KGFL Grass Valley, Calif.—"48er Broadcasting from KGRS, El Dorado County, Calif., assigns license to Joe D. Carroll for $12,000. Mr. Carroll has been made partner in station and will be known as KGFL, Grass Valley, Calif., since 1954. Principals in principal corporation, John G. Colling, H. W. Westbom, John K. Neier, and Carl D. Rudey, order for transfer, license cited heavy competition in operation, for request for transfer to be withdrawn. KGFL operates on 1490 kc. 500 watts, 1st class and full license granted June 22.

WLJ La Junta and KFJTK Trinidad, Colo.—Granted transfer of control of license to control of licensee, from Colorado Broadcasting Co. and Trinidad Broadcasting Corp., respectively, from large block of stockholders to Elliott L. Leonton. Mr. Leonton acquires 67% of stock of each and will be sole owner. License transferred on 1450 kc, 250 watts, unlimited. Granted June 22.


AM DELETIONS


AM APPLICATIONS

WBNJ Voight, Ill.—Amer. Broadcasting Co., Inc., 215 W. Polk St., Chicago, Ill., has filed application for new AM station WBNJ, to operate at 1540 kc. Filed June 21.

NEW APPLICATIONS

WBBY New York, N. Y.---WBBY, 1230 W. 11th St., New York, N. Y., has filed application for new AM station WBBY, to operate on 1230 kc, 500 watts, unlimited. Filed June 22.

S P O R T S

R A T E

Protected by Minnesotans

High rates charged by the U. of Minnesota for rights to broadcast sports events were protested last week by the board of the Minnesota Assn. of Broadcasters, held by CBS, Mutual, KYSW and Mankato Minn. The university charges twice the highest daytime hourly rate.

Articles of incorporation for the state association were completed, with meeting scheduled Sept. 21 adjacent to the NAB District 11 meeting. Mr. Meagher is District 11 director. The meeting will be held at the Radisson Hotel. Other association officers are C. T. (Swanee) Hagan, WLOL Minneapolis, vice president; Melvin Drake, WGYY Minneapolis, secretary-treasurer.

Farmers

 Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.
MERGER

Two Columbus, Ga., Stations Join Forces as WGBA

ANOTHER SIGN of a trend toward station consolidation in highly competitive markets was seen last week in Columbus, Ga.

In this city of approximately 75,000, the Ledger-Enquirer newspapers bought fulltime WSAC, a Mutual outlet, for $198,000 and propose upon sale to another party for $20,000. WSAC, considering it vital that he concentrate more time upon his theatre interests in view of the theatre-divestiture plan being undertaken by Paramount Pictures, with which he is associated. Willis J. Davis, 20% owner, also is associated with the theatre enterprises.

The remaining 20% is held by Edwin Mullinax, WSAC vice president and general manager.

Mr. Jenkins also has minority interests in WS A V Savannah (about 20%) and WALG LaGrange (15%). Mr. Mullinax is general and commercial manager of WALG.

The $109,000 purchase price, authorities said, represents the ownership interest in the station. WSAC has been on the air since Jan. 14, 1948.

WGBA, like WSAC, is a post-war station. It went on the air Oct. 4, 1947, and was preceded in operation by its FM affiliate, WGBA-FM, which was established December 1946. It is licensed to Georgia-Alabama Broadcasting Co., which is under common ownership with the Ledger and Enquirer publishing company; Mr. and Mrs. M. R. Ashworth, 35%; Mr. and Mrs. W. H. Chapman, 35%; and W. E. Page and E. Page, 15%; each. Walter Windsor is manager of WGBA.

The other Columbus AM stations are older. WRBL, a CBS affiliate on 1420 kc with 5 kw, was in operation in 1925. WDAK, ABC affiliate on 1340 kc with 250 w, started in 1923. Unlike WMOK, which went off the air June 14, WSAC is continuing in operation pending FCC approval of the transfer. This is necessary since WGBA proposes to take over WSAC's operating assignments. The sale case involved only the sale of physical assets (to the Press-Register's WABB Mobile for $150,000) and the license itself was to be returned to the Commission.

Meanwhile, tightening times were reflected in an application filed with FCC seeking approval of the sale of KPIK San Luis Obispo, Calif. The station is losing money at the rate of $2,500 a month and will have to cease operations if the transfer is not approved, FCC was told (details, this page).

A week before, the owners of WTTS Clearfield, Pa., turned in their license, explaining they did not consider it feasible to continue operations [Broadcasting, June 20]. That lifted to 18 the number of AM authorizations which have been deleted since the first of the year, according to FCC reports.

STATION SALES

FCC Orders Hearings for 3

HEARINGS were ordered by FCC last week in three station sales. Outlets involved are WTRR Sanford, Fla.; WCMW-AM-FM Canton, Ohio; and KROI Del Rio, Tex.

No dates were set by the Commission for the investigations and the issues in the proceedings were not announced.

WTRR seeks approval to sale by James S. Rivers to Myron A. Beck for $50,000. Mr. Rivers wishes to devote fulltime to his other station, WIMJ Cordele, Ga. Mr. Beck with Homer D. Morrow at one time had received FCC permission to purchase WWLX Peoria, Ill., but the deal was dropped.

WCMW requests approval for transfer of control from five of 10 stockholders for $38,800 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney [Broadcasting, Dec. 20, 1948].

WCMW seeks approval for resale of control from five of 10 stockholders for $50,800 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney [Broadcasting, Jan. 5].

The KDLK case involves assignment of license to new firm composed of three of four original partners. Thomas O. Mathews withdraws to re-enter Army while James A. Clements, Richard J. Higgins and Joe H. Torbett continue as partners. Mr. Mathews' one-quarter interest is sold for $750 plus assumption of certain obligations [Broadcasting, Jan 31].

Duhamel Resigns

REIGNATION of Maurice F. Duhamel, executive assistant to the president of the World Wide Broadcasting Foundation, was announced last week. Mr. Duhamel, after a Mainebased vacation, will return to New York to participate in the formation of The Committee for Industrial Education, a national organization to outline opportunities to American youth in the individual enterprise system.

Resolute Names

RESOLUTE Paper Products Corp., New York, has appointed Lester Harrison Inc., New York, to handle its campaign to introduce a new toilet tissue, "Sure." Radio will be used later in the campaign, which gets underway in other media immediately.

SUSTRING To Spot Sales

DONALD DURGIN, assistant sales manager of Chanel Inc. and before that assistant account executive at Foots, Cone & Belding, has joined NBC's national Spot Sales department as assistant to the manager of advertising and promotion.

Duhamel Resigns

REIGNATION of Maurice F. Duhamel, executive assistant to the president of the World Wide Broadcasting Foundation, was announced last week. Mr. Duhamel, after a Mainebased vacation, will return to New York to participate in the formation of The Committee for Industrial Education, a national organization to outline opportunities to American youth in the individual enterprise system.

Resolute Names

RESOLUTE Paper Products Corp., New York, has appointed Lester Harrison Inc., New York, to handle its campaign to introduce a new toilet tissue, "Sure." Radio will be used later in the campaign, which gets underway in other media immediately.

Duhamel Resigns

REIGNATION of Maurice F. Duhamel, executive assistant to the president of the World Wide Broadcasting Foundation, was announced last week. Mr. Duhamel, after a Mainebased vacation, will return to New York to participate in the formation of The Committee for Industrial Education, a national organization to outline opportunities to American youth in the individual enterprise system.

Resolute Names

RESOLUTE Paper Products Corp., New York, has appointed Lester Harrison Inc., New York, to handle its campaign to introduce a new toilet tissue, "Sure." Radio will be used later in the campaign, which gets underway in other media immediately.

When Is Your Next Call?

Another BMH "Pin-Up" Hit—Published by Marks

IN THE GOOD OLD SUMMER TIME

24605; Horace Heidt—Musical Knights—Nov.
36318; Dick Robertson—Dec. 1758; Horace Heidt—
Munchak 2542; Buck Bailey—Vargo 2910.

On Transcriptions: Knickerbocker Four—NBC
Theosophus; Walter Preston—Associated; Orches-
trists—Langworth; Millionaires—Langworth.

June 27, 1949 * Page 77
RAYTHEON GETS EXTENSION OF BOSTON TV PROJECT
RAYTHEON MFG. Co.'s WRTB (TV) Waltham, Mass., won recommendation of completion date Friday in initial decision by FCC heard by Enchauer, Hugh E. Hutchins, although firm was taken to task on several points for protracted delay. WRTB would have to be ready for commercial operation in 90 days after grant by FCC of bid to move site to Wollaston.

In recommending renewal, report cited program plans to serve large Boston area and facet only two TV stations now operating there. Raytheon would complete station whether or not proposed CBS purchase is granted, decision said [Broadcasting, Feb. 17]. WRTB is assigned Channel 2 (105.9 mc).

STEINMAN FM DISMISSEALS
FM APPLICATIONS OF WKBO Harrisburg, WORK Youngstown, WAWA and WAGQ Salem, and six of six Steinman stations, dismissed Friday by FCC on applicants' petition. FCC refused to dismiss "without prejudice." Proposed decision was issued two years ago to grant WKBO's FM bid but deny WORK's and WAWA's on duopoly grounds. Steinman's WGAL Lancaster, WDEL Wilmington, and WEDT Easton have FM affiliates in operation.

TWO CAPITAL FM GRANTS
FINAL TWO of total 12 Class B FM channels allocated to Washington granted Friday by FCC to existing Class A outlets. WARL-FM Arlington, Va., won Class B Channel 286 (106.1 mc), relinquished by WTOP Washington in acquisition of WINX-FM, while Montgomery FM Broadcasting Corp., Silver Spring, Md., won Channel 290 (105.9 mc).

FOUR TV APPLICATIONS
TEXAS group filed Friday for three new TV stations. Partnerships of James B. Cheek, Wadie B. Dows, M. F. Foshee, Virgil A. Harig, Winnie Whelton and Dave A. Card, seek Channel 11 (198-204 mc) in Abilene, Channel 7 (174-180 mc) at Midland and Channel 8 (180-186 mc) at San Angelo. Head of the Lakes Broadcasting Co., owner several stations in WCBS-AM Hutbuh, Minn., Friday filed for Channel 3 (60-66 mc) there.

SHARE-TIME BAN DROPPED
FCC announced Friday it had abandoned its proposal to ban licensing of additional share-time or specified hours stations [Broadcasting, April 18]. Move attributed to opposition registered by industry.

ORANGE, VA., AM GRANT
NEW AM grant to James Madison Broadcasting Corp. for 250 w fulltime on 1340 kc at Orange, Va., made final by FCC Friday [Broadcasting, May 16].

NAB PROGRAM CLINIC OPENS
ATTENDANCE of 300 indicated at first NAB Program Clinic opening today (Monday) on downtown Chicago Civic Center. Three-day meeting includes shirt-sleeve agenda covering news, sales, agency cooperation; working with representatives; improving programs; use of music and copyright services, transmission and related topics. Advance registration includes many top management executives along with program directors and others interested in this phase of station-network operation.

SALES SUBJECTS TO FEATURE NAB DISTRICT MEETINGS
SALES topics should dominate NAB district meetings this fall, in opinion of NAB Sales Managers Executive Committee which closed weekend meeting Friday (early story page 25). Special types of salable programs should be included in discussions, committee felt.

Continuation of TV subcommittee with enlarged membership was authorized by NAB TV Sales Practice Subcommittee, which also includes Mr. Thomas and Simon R. Goldman, WJTN Jamestown, N. Y. Mr. Goldman heads an NABET Subcommittee, with two more to be named. Arthur Gerbel Jr., KJQ Seattle, heads Retail Advertising Subcommittee, with Mr. Goldman and Pete Schloss, WWSW Pittsburgh, as members. John M. Oulter, WLS Chicago, is chairman of Sales Practice Subcommittee, with Messrs. Gerbel and Schloss as members.

Continued study of TV sales practices, rate cards and contract forms voted by NABEC.

REPRESENTATIVE GROUP OPPOSES LONG TV CONTRACTS
NATIONAL Assn. of Radio Station Representatives recommends that television stations do not adopt rate guarantees periods longer than one year and that all advertisers be treated alike in this rejection of long-term contracts.

Resolution adopted by NARS Board was made as result of various propositions being submitted to television stations in early stages of TV growth, according to T. F. Flanagan, managing director of NARS.

NARS also decided to publish next autumn radio manual to assist timebuyers in making rapid determination of regional and national spot radio campaign.

NAB REORGANIZATION PLANS DRAFTED BY COMMITTEE
SEVERAL rough drafts of plans to reorganize NAB along functional lines to be worked on by members of NAB board Structure Committee, which meets again July 10 just before July 11-13 board meeting at Portsmouth, N. H. (early story page 23). Structure group met all day Friday in Washington office of NAB President Justin Miller.

Continued consultation and reorganization NAB must be sharply reorganized, with both divisional and federation ideas considered along with desire to streamline operation. Close attention given to advance results of Broadcasting TV Finance Committee, study of industry sentiment on NAB operation (story page 23). NAB headquarters' officers to aid in refinement of structure plans, with industry.

AVCO NET SALES UP
INCREASE in net sales in first half of 1949 over same period last year and decrease in net income reported by AVCO Mfg. Corp. Net sales for six months of 1949 were $71,054,898, compared with $62,267,080 year ago. Net income after taxes was $2,566,640, equal to 35 cents per share, the company reported. Consolidated net income for the first half of 1948 was $3,141,607 or 43 cents per share.

TOP TELERATINGS FOR MAY
1949 first fifteen Hooper Network Tele-ratings (TV home based estimates) are: Texaco Star Theatre (24 NBC TV cities), 74.4; Guild Hall (28 CBS TV cities), 72.9; The Goldbergs (1) CBS TV cities. 60.0; Toast of the Town (7 CBS TV cities), 53.9; The Hoise of David (12 NBC TV cities), 53.8; Lux Radio Theatre (12 NBC TV cities), 49.6; Suspense (9 CBS TV cities), 41.6; Appointment With deuxy (24 NBC TV cities), 39.9; The Caine Mutiny Court Martial (DuMont NBC TV cities), 39.5; The Show of Shows (9 NBC TV cities), 37.1; Your Show Time (28 NBC TV cities), 34.5; The Blue Sky (ABC TV) (18 NBC TV cities), 33.6; Suspense (9 ABC TV cities), 32.8; Colgate Theatre (14 NBC TV cities), 32.5.

ASCAP TV ACCORD SEEN
HOPE of early agreement on industry-licenses brightened as network representatives continued negotiations with copyright group last week. Robert P. Myers, NBC, chairman of NAB music negotiating group, said recent proposals were considered. ASCAP and temporary TV licenses extended another month to Aug. 1. Fred E. Ahlert, ASCAP president, said it was his "earnest belief" that negotiations will be concluded before Aug. 1.

DAYTIME SCHEDULE CUT
WCBS-TV New York abandoning daytime television, except baseball, for rest of summer. Station to be on schedule at noon. Until fall, operations will begin at 5:15 p.m., save for afternoon baseball telecasts.

IEBW WINS TWO BALLOTS
IEBW received 3-1 decision in WQQW Washington technician election, according to NLRB. IEBW also named to represent WOU New York at recent election, NLRB found.
Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land . . . proving ground for America.

Here is a true cross-section of our country—a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution — winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

INCLUDED IN WLW's SERVICE FACILITIES . . .

People's Advisory Council
to determine program preference and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction on products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

WLW
THE NATION'S MOST MERCHEINISABLE STATION
Crosley Broadcasting Corporation
Programming for the Missus

WGN has long prided itself on its variety of high caliber program entertainment...whether morning, afternoon or night.

Recently, the adjoining column appeared in a Chicago independent newspaper...a testimonial to WGN's program variety for the missus' of the Middle West.

But whether you want to reach the missus, the mister, or the small fry...with your advertising message...WGN can do the job for you. Let us design the program that will give you the best results.

And REMEMBER...when you buy...always make your best buy WGN!

*Chicago Daily News—Sam Lesner's Column

More people listen to WGN each week than any other Chicago station

A Clear Channel Station...Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

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

574