She sells through the air
with the greatest
of ease

Every weekday at 4:00 P.M., a woman named Barbara Welles sets the stage smoothly on WOR for 30 minutes of the most effective programming in present-day radio. Programming that provokes thousands of letters with statements like the one we've quoted above.

Why?

Because Barbara Welles is an infectiously charming, real, honest and entertainingly informative person. Because her program is as immediate as today's temperature.

It's almost impossible to describe the ingredients that go into this WOR show. In a breezy, warm and friendly way, Barbara Welles carries her listeners from Hollywood to Park Avenue and from Kansas City to Dubuque. That is, her colorful and entertaining comments do. And she talks about cooking and fashions and... Oh, to be brief, she covers about everything a woman likes to hear about—but she does it differently.

Little wonder then that WOR's Barbara Welles sells through the air with the greatest of ease for such people as Schieffelin & Co.; Great Atlantic & Pacific Tea Co.; Elma Corp., and the Frank G. Shattuck Co.

Little wonder that Barbara Welles was picked exclusively by Unilever of England to reintroduce Pears Soap to the American public after its absence of 9 years. The result? In 3 months - 3 months, mind you! - WOR and Barbara Welles placed Pears - at 50¢ per cake (it had sold here for 15¢ in '40) - in 3,100 drug stores; 48 department stores and 14 drug chains - from Hanover, New Hampshire to Raleigh, North Carolina. And all but four major New York department stores now carry Pears.

How much did this distribution cost? A pittance, men, a pittance - the sum of $1.00 per store!

How much does Barbara Welles cost? $350.00 per week. Really, that's all. And you get Dan McCullough too for this absurdly small sum. You know Dan, of course, the witty m.c. of "Tello-Test"; the announcer who mellows the commercials on Barbara Welles' show and who is highly responsible for making this the snapper that it is.

Our address is

- that power-ful station at 1440 Broadway, in New York WOR

"Any woman who has not heard Barbara Welles, can't imagine what she's missing, I think."

excerpt from a New York woman's letter to WOR
YES, even before a very welcome Skelton shows up in the CBS closet this Fall, WHAS has been delivering an ever-increasing audience.

1. In just two years "radio homes" in the WHAS Kentuckiana area have increased 17.1%. (January 1947: 558,740, January 1949: 689,580.)

2. In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon and evening.

Credit this trend to the winning combination of CBS programming and such locally produced WHAS shows as "Circle Star Ranch".

For Fall booking with plenty of punch take note of the WHAS audience before Red . . . add Richard Skelton . . . then figure in the rest of the great CBS Fall Lineup. It all proves WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

Sources: BMB Radio Homes and 47-48 and 48-49 Winter Spring Reports.

CIRCLE STAR RANCH is headed by singing cowboy Roy Starkey and features his Silver Sage Cowboys. It's a Saturday morning favorite with youngsters all over Kentuckiana—over 13,000 of them are enrolled as "Rangers". Members and their parents throng to see the show at the new WHAS Audience Studio and at regular remotes. Sponsor: Bond Bread.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

Even now before Red (Richard) we’re packing ’em in!
Now It's 27 Yankee Home-Town Stations

As of today (August 1), The Yankee Network increases its outlets to 27 stations, adding the four new stations above.

The Yankee Network is pleased to welcome these new affiliate stations — four popular local stations which soon will win acceptance as the Yankee Home-town Stations in their areas.

Now, radio homes in these areas will receive Yankee and Mutual programs over their own hometown stations. Now, local merchants will receive the benefit of Yankee local impact in the advertising of nationally known products they sell.

Yankee welcomes the new affiliations as an extension of its own acceptance, adding to its sales effectiveness with more local impact in more markets, greater network coverage and greater flexibility in spot coverage throughout New England.

You can always reach more people more often with Yankee.

Acceptance is the Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System

21 Brookline Ave., Boston 15, Mass.

Represented Nationally by Edward Petry & Co., Inc.
PURCHASE of WOL, Cowles-owned Washington regional, by Capitol Broadcasting Co. (WWDC), controlled by Joseph Katz, Baltimore agency head, and Ben Strouse, WWDC general manager, for approximately $300,000, was in final stages of negotiation last Friday. WOL, Mutual affiliate, operates on 1260 kc with 5 kw, and would assume WWDC call. WWDC, independent on 1450 kc with 250 w, would be sold within six months. Cowles understood desirous of selling so it can concentrate efforts in Midwest (WNAX Yankton; KRT Des Moines) and in Boston (WCCP). Cowles acquired WOL five years ago in straight-out swap for WMT Cedar Rapids, Iowa. Smith Davis Corp., through Howard Stark, handling transactions.

VICE PRESIDENT BARKLEY reportedly is carrying torch for his constituent Neville Miller, former mayor of Louisville and first past president of NAB (1938-44), for first available vacancy on FCC. Mr. Miller, old-line Democrat, now is practicing radio law as senior member of Washington law firm of Miller & Schroeder.

SEASONAL spot announcement advertisers such as Grove Labs, Musterole, Vicks are currently preparing spot announcement radio campaigns.

Even though outlook for passage of McFarland Bill (S1973) appears favorable, there's known opposition to proposal to increase FCC Commissioners' pay from $10,000 to $15,000. Some Senators feel limit should to be $12,000 as proposed in omnibus salary legislation. Failure to increase beyond $12,000 probably would mean resignation of Wayne Coy as chairman upon his return in latter August.


STOKELEY-VAN CAMP Inc., Indianapolis, reported planning allocation of more than half of its budget to spot radio and contemplates test in Twin Cities using KSTP St. Paul, tentatively planning 15-minute strip six times weekly. Bulk of million-dollar-plus budget now goes to newspapers and magazines.

LEVER BROTHERS through its agency, Ruthrauff & Ryan, New York, preparing extensive fall spot announcement campaign for Rinso.

BEECH-NUT PACKING CO., Canajoharie, New York (Beech-Nut gum), effective Sept. 1 drops its long-time affiliation with Newell-Emmett Co. and is shopping for new agency.

APPOINTMENT of Attorney General Tom C. (Continued on page 88)

Upcoming


Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.

Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.

Aug. 25-27: Georgia Assn. of Local Stations, St. Simon Island, Ga. (Other Upcomings on page 28)

Bulletins

STRIKE of film laboratory technicians (page 44), which would have tied up TV kinescope films and news reels, averted late Friday. Head of major film studies called on Richard F. Walsh, IATSE president, to intervene on agreement they personally would deal with him in New York on his return from Denver where he is now at IATSE midsummer national board meeting and on condition any settlement would be retroactive to June 19. Local 702 spokesman, which was about to strike midnight Sunday, said its demands had not changed.

MBS ADMINISTRATIVE CHANGES ANNOUNCED

ADMINISTRATIVE changes affecting two departments within MBS, effective immediately, announced Friday by President Frank White. Simultaneously, changes instituted in Chicago office, reorganizing network along CBS lines, by Mr. White, former CBS vice president, with little or no autonomy given divisions outside New York.

Robert A. Schmid, vice president in charge of program sales, assumes direction of advertising, promotion, research and planning departments of MBS. Reporting to Mr. Schmid is Harold M. Coulter, administrative assistant to vice president in charge of sales, who will now handle advertising and promotion. Richard J. Puff remains in charge of research; William Fairbanks, from sales presentation department, to be in charge of planning.

Z. C. Barnes, vice president in charge of sales, named national sales manager. George M. Benson, eastern sales manager, now reports directly to Mr. Barnes, and his activities will cover entire sales organization. Eastern and western sales managements being eliminated.

Duncan R. Buckham, from sales department, named division sales manager with headquarters in New York, and Carroll Marts, from sales department, Chicago, appointed division sales managers with headquarters in Chicago.

In Chicago, James Mahoney, western division station relations manager, resigned when position was dissolved. Also resigning is Gil McClelland, director of sales promotion. George Herron takes over promotion and publicity in Chicago, reporting to New York office.

Business Briefly

McCANN-ERICKSON NAMED Bell & Howell Co., Chicago manufacturer of precision photo equipment, has appointed McCann-Erickson, Chicago, to handle all its national advertising, effective immediately. Radio being considered.

FOGARTY APPOINTED Consolidated Cosmetics Inc. and Dana Perfumes, its subsidiary, both Chicago, have named C. C. Fogarty, Chicago, as agency. Radio and television will be considered. Norman Phelps is account executive.

RUG CAMPAIGN A. M. Karageuzian, New York, manufacturer of Gulistan Carpets, preparing radio and video spots through Fuller, Smith & Ross, New York, for use by dealers purchasing time in Boston, New York, Buffalo, Philadelphia, Atlanta, Cincinnati, Pittsburgh, Cleveland, Detroit, Indianapolis, St. Louis, Chicago, Minneapolis, Dallas, Los Angeles, San Francisco and Seattle. Radio spots to be offered also to dealers in Denver.

CBS-IBEW TALKS CONTINUE AS STRIKE DEADLINE NEARS CBS and IBEW, faced by strike deadline Friday midnight, were trying at press time to work out differences around conference table in New York.

Progress toward agreement was said to have been made over previous week and chances of avoiding strike were believed good. Both sides, however, had taken steps to prepare for strike. Union officials said that should one local go on strike, locals in six other CBS cities would walk out. But they conceded such an event might not close down operations. Network has indicated its determination to keep operating.

Disagreement, it was said, was on new classifications. CBS reported it wanted in it all dollar pushers, men who move booms and men who move cameras and microphone locations to skilled technician classification. For assistants would be $55 per week, it was said. Pay for engineers presently starts at $62.50 and reaches $125 after five years. It is understood CBS offered union flat $2.50 increase. Original union demand was for increases in some categories up 25%.

RMA MEET POSTPONED SCHEDULED meeting of RMA Television Committee tomorrow (Tuesday), to consider FCC allocations proposals for VHF-UHF bands and status of color TV, postponed to Aug. 16. RMA said Friday. Postponement resulted from FCC announcement which set hearings back to Sept. 26 (story page 43).

TOP 15 HOOPERATINGS FIRST fifteen program Hooperatings for July 15-21 announced Friday:

"Wealth of Winfield", 10.5; "Horace Heidt", 10.5; "This Is Your FBI", 9.8; "Stop the Music", 9.8; "Mr. Keen Yachtsman", 9.5; "Our Miss Brooks", 9.4; "Take It or Leave It", 8.1; "Crime Photographer", 8.0; "Dante's Inferno", 8.0; "District Attorney", 8.5; "Drew Pearson", 7.9; "Mr. Chandrani", 7.9; "Fat Man", 7.9; "Curtain Time", 7.5.

Page 4 • August 1, 1949
Distribution of listeners among Savannah Radio Stations, based upon C. E. Hooper May 1949, Study of Listening Habits in 32 counties comprising the Savannah Retail Trading Area:

<table>
<thead>
<tr>
<th>May 1949 HOOPER INDEX</th>
<th>WSAV</th>
<th>STATION 'A'</th>
<th>STATION 'B'</th>
<th>STATION 'C'</th>
<th>STATION 'D'</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RATED TIME PERIODS 6:00 a.m. to 10:00 p.m.</td>
<td>18.0</td>
<td>4.0</td>
<td>6.0</td>
<td>5.0</td>
<td>17.0</td>
</tr>
<tr>
<td>Daytime 6:00 a.m. to 6:00 p.m.</td>
<td>19.0</td>
<td>4.0</td>
<td>6.0</td>
<td>5.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Evening 6:00 p.m. to 10:00 p.m.</td>
<td>14.0</td>
<td>4.0</td>
<td>6.0</td>
<td>4.0</td>
<td>12.0</td>
</tr>
</tbody>
</table>

And that's just half the story . . . WSAV's dominance is even greater in the 47 additional WSAV counties of Georgia, South Carolina and Florida. Call Don Jones or any Hollingbery man for the complete "Savannah Story".

It's 630 in Savannah WSAV 630 kc. 5,000 watts Full Time Represented by Hollingbery
VERA BRENNAN
Head Time Buyer, DUANE JONES & COMPANY

With seventeen years of heavy agency time-buying experience, Miss Brennan is well equipped for her present position. The William G. Rambeau rep today presented Miss Brennan with her Patron membership certificate and with the deed to a tract of "Patroonland".

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

* Sales, not tales
* Orders, not oratory
* Customers, not claims

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Advertisers' success stories are proof positive that WPTR delivers:

* Sales, not tales
* Orders, not oratory
* Customers, not claims
Top quality power tubes for more than 25 years

Broadcast engineers from coast to coast have learned through the years to depend on Western Electric tubes for long life and top quality performance.

Included in Western Electric’s line are power tubes and rectifiers for stations of every power, AM and FM. Designed by Bell Telephone Laboratories, these tubes are now manufactured for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

For full information on Western Electric tubes to meet your station’s needs, call your local Graybar Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

— QUALITY COUNTS —

Western Electric

“Any advertiser can and most advertisers should use SPOT RADIO”
And just about every housewife in America knows it because Procter & Gamble uses Spot Radio to tell 'em so.

Spot Radio duz just about everything too, and P&G know how to make full use of Spot's flexibility by using it for fifteen separate and distinct products in seven different forms, ranging from nighttime half-hours to daytime station breaks.

Some one or more of the many forms of Spot Radio may sell your product faster and more economically than it has ever been sold before. It's easy to find out for yourself how true this is. Investigate!

---

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA WSB-TV
Baltimore WBS-TV
Boston WNAC-TV
BUFFALO WBEN-TV
LOS ANGELES KFI-TV
MILWAUKEE WTMJ-TV
M'P'L'S- ST. PAUL KSTP-TV
Kenneth Beirn, who joined Blow Co., New York, in September 1948 as vice president, named executive vice president of agency. Prior to his association with Blow, Mr. Beirn was with Dancer-Fitzgerald-Sample, New York.

W. McCook Reed appointed head of new business department of Gray & Rogers, Philadelphia. Mr. Reed formerly was associated with N. W. Ayer & Son Inc., same city, as account executive.


Carson Ruff Assoc., New York public relations firm, will open new Los Angeles office Aug. 15. David F. Perry has been appointed West Coast representative.


Rod MacDonald, San Francisco and Northwest manager of Los Angeles Independent, resigns to become director of The Blow Co., San Francisco.

Merritt E. Willey, formerly with Garfield & Guild, San Francisco, joins sales staff of Reuben H. Donnelley Corp., same city.


Albert W. Reibling, business manager of NBC television department, joins Kudner Agency, New York, as business manager of television section. John F. Marsich, assistant to Mr. Reibling at NBC, joins Kudner in similar capacity.


Francis Kerr, former vice president and eastern manager of Rogers & Smith Adv., New York, joins Schwimmer & Scott, Chicago, as account executive. He is former member of Hearst Magazines Inc. sales staff, New York.

Marion Wood of General staff of BBDO, Los Angeles, appointed publicity director.

Grecen Mitchell, for past two years executive of Harrington, Whitney & Hurst, Los Angeles, promoted to manager. He succeeds George Whitney, who resigned effective Aug. 15 to join Don Lee Broadcasting System as general sales manager (Broadcasting, July 25).

A. J. Victor withdraws from Hollywood agency of Tullis-Victor Co. and firm name changes back to Tullis Co. Inc. Howard L. Tullis is president with Earl W. Wilhite elected to post of vice president. Ben Lang placed in charge of newly created television department.

Campbell-Ewald Co., New York has acquired another complete floor at 1 East 57th Street, in addition to 14th floor which agency already occupies.

Fuller & Smith & Ross, Chicago transfers its media and market research divisions from the 10th to the 16th floor of the Bankers Bldg., 105 W. Adams St., Chicago. Production and art departments on the 16th floor area have been enlarged.

Selma Schonfeld, media director of Brisacher, Wheeler & Staff, Los Angeles, and Herbert Solman have announced their marriage.

Eldon E. Smith, acting manager of advertising service department of Young & Rubicam, Hollywood, and Beatrice Strawway announced their marriage.

Louis Weitzman, head of Louis Weitzman Agency, Los Angeles, and Delia Rios have announced their marriage.

N. B. C. Affiliate 5,000 Watts Day and Night Nationally Represented by Edward Petry & Co.
The BRIGHT SPOT
Covering for the first time
Northeast Alabama's
300,000 buyers

WSPC
Represented by The Walker Company

FULLTIME 1000 WATTS
1390 K.C.

ANNISTON, ALABAMA
How This

Buyers' Market Can Mean

By LOUIS HAUSMAN
Director of Sales Promotion
for CBS Broadcasting

A BUYERS' market can mean business—and more business—for broadcasters, because a buyers' market can work important changes on both sides of the counter.

On the buyers' side, there is no question that a tightened economy will make advertisers more critical and more discriminating in planning media expenditures.

On the sellers' side, current conditions should bring renewed efforts to cope with what I think, one of broadcasting's biggest selling problems. The problem, paradoxically, is this:

Radio's coverage is now so complete—and radio listening so universal—that it is often hard for broadcaster and advertiser alike to comprehend the true scope and economy of radio as an advertising medium.

By finding new ways to demonstrate how big, how thrifty, and how effective radio is, broadcasters can play a significant role in persuading the businessman not to give up his most productive advertising when he needs it most.

A recent article in this series did a good job of outlining the broad dimensions and universal nature of radio today—the 39,276,000 radio families, the 80,000,000 sets, the extra listening that goes on in 10,000,000 automobiles and in some 50% of retail shops.

If also reviewed radio's rapid growth in recent years, right up to today—40,000,000 new sets since 1946; 52% more hours of listening since 1943; a 25% decline in circulation costs from 1940 to 1949.

But beyond these measures of radio's phenomenal growth and current stature, I think it is also helpful to compare radio, point for point, with the two other mass media—magazines and newspapers. For only in this way can we get a true conception of what radio's complete coverage means to an advertiser in terms of mass media values.

In the broadest coverage terms, radio offers the national advertiser a three to nine times bigger opportunity to catch the attention of a listening or reading prospect. Here is why:

First, in terms of people, we know that radio today reaches more than 94% of all U.S. families (BMB). And when the National Opinion Research Center last compared the three media on a uniform basis (1947) it found that radio reached 91% of all people; daily newspapers, 90%; and magazines, only 61%.

Second, in terms of time, we know that the average U.S. family spends more than four hours a day listening to the radio (NRI). The latest study on how much time people spend with all three media was made by Princeton U. earlier this year in Philadelphia (a city that should give magazines and newspapers every break). It found that the average family spends 3 hours and 35 minutes a day listening to the radio; 1 hour and 14 minutes reading newspapers; 21 minutes reading magazines.

When you put these two dimensions of media coverage together, as we do in the chart below at left, you can see why radio offers an advertiser by far the biggest opportunity to command attention for his product:

This chart shows the theoretical opportunity offered advertisers by the three media. But actually, in the case of printed media, there is no practical way to get the population coverage indicated. With magazines, it is wasteful (through heavy duplication) to use the number of readers that produce a total coverage of 61%.

And to get 90% newspaper coverage an advertiser would have to buy half of it at a prohibitively high price. Within any given community a newspaper does give powerful penetration. But, once you get outside the big metropolitan areas, the cost of this penetration rises rapidly to an uneconomic level. For example, to reach the 50 largest markets through newspapers would cost roughly $28 a line. But adding the next 50 markets increases the cost by 50% and only increases the circulation by 34%. And, the total cost of a 1,000-line ad in all daily newspapers would be $166,000 for one insertion.

Costs and Results

Radio's clear-cut advantages in coverage and attention translate directly into bigger audiences at lower unit cost for the individual advertiser.

In March the average evening half-hour program had a national Nielsen rating of 13.2. It was heard, in one broadcast, by 11,904,000 people at a combined time-and-talent cost of $24,890.

A half-page ad in the top 32 metropolitan markets costs $24,600 (including 10% for production) and is "noted" by some 9,800,000 people.

The average black-and-white page ad in the nation's biggest weekly markets costs $17,950 (including 11.5% for production) and is "noted" by approximately 7,170,000 people.

Thus the radio advertiser, with an equivalent outlay, reaches 22% more people than he can through newspapers (in the most economical markets). With an extra outlay of 39% the advertiser reaches 66% more people through radio than he can in the largest magazine.

Noting vs. Hearing

Even on an ad-noting basis, it is clear that newspaper and magazine audience values do not come within striking distance of radio. "Noting" is the most liberal Starch measure that can be applied to a newspaper or magazine ad. It means simply that a reader "remembered, when interviewed, that he previously seen the advertisement in the current issue—irrespective of whether he had associated it with the name of the product or advertiser."

As a measure of advertising effectiveness "noting" is of doubtful value. For as Lever Brothers' new vice president in charge of advertising, James A. Barnett, was quoted recently in the trade press: "We don't care half as much about getting 'see-ers' (in printed copy) as we do about getting high reader mail." Dr. Starch does, of course, have a more rigorous test of advertising readership—the "read-most" standard, which actually means that one has read (not merely seen) of the advertising copy. On this basis the newspaper ad reaches only 2,870,000 people who "read most." And the average magazine ad dwindles to less than 1,400,000 readers.

Radios, on the other hand, need

Page 12  August 1, 1949

LOUIS HAUSMAN has been associated with CBS since 1940, progressing steadily upward in the advertising and sales promotion field. In 1941 he was named manager of Sales Promotion’s Presentation Div., a post he held until his appointment in October 1947 as associate director of the CBS Advertising and Sales Promotion Dept. On Feb. 2 of this year he was named to his present position as director of the Advertising and Sales Promotion Dept. Before joining CBS, Mr. Hausman was associated with advertising and sales promotion for the American Safety Razor Co. from 1930-38, and from 1938-40 he was advertising and sales promotion manager for the

Mr. HAUSMAN

Electric Shaver Div. of Remington Rand Inc.
not discount its average audience of 11,924,000 listeners. For Nielsen shows that the average family counted in the National Nielsen Radio for a half-hour evening program hears 2.7 of the custom-
ary three commercials—or 90% of the program's advertising message. When you compare mass media on a listening vs. read-most basis, radio's comparative values are multiplied many times.

The average half-hour commercial program—at the same cost—reaches four times as many people as the average half-page newspaper ad. At an added cost of 39%, the average network program reaches eight times as many people as the average black-and-white page ad in the biggest magazine.

Radio's Real Audience

Radio's virtually complete national coverage brings the advertiser a second important advantage—a vast cumulative audience. In a single week, as we have seen, the average half-hour program will reach 11,924,000 listeners. But figures like this, based on one-time

ratings, hide rather than reveal the real size of radio.

In one month, this "average" program reaches 35,423,000 different listeners. Because radio listening is not channelled within the narrow limits of a subscription list, this program will reach—in four broadcasts—one quarter of all the people in the country.

Some of the quarter-hour evening strip programs reach a monthly cumulative audience of over 47,000,000 people. And in the
daytime, the relatively unexciting 6 and 7 ratings of daytime serials translate into monthly audiences of 18,000,000 listeners—who hear, on the average, more than nine commercials apiece.

Declining Audience Costs

Finally, because radio's coverage—extensive and intensive—is still growing, radio's advertising values continue to improve.

As we pointed out earlier, ra-
dio's circulation costs have dropped 22% in 10 years (while newspaper costs have gone up 17% and the largest weekly magazine up 17%). But beyond this, radio's actual delivered audience costs are falling too.

Today the total radio audience is 9% bigger than it was just two years ago. Hours of listening per family have also increased, by 17%. So even while there are now many more stations competing for the listener than there were two years ago, the cost of the average network program has fallen from $1.89 to $1.78 per thousand homes.

Advertisers Respond

With this upward trend in radio values, it is not surprising that national advertisers spent $340 million in network radio (for time

alone) in 1948. Over the past 10 years the 10 largest advertisers have increased their expenditures for radio at a faster rate than for either newspapers or magazines. And today in most major industries, the biggest advertiser spends more in network radio than he does in any other medium.

Thus in the soap industry, the $15,199,384 that Procter & Gamble spent in network radio in 1948 (for time alone) adds up to more than it spent for any other medium. In other industries, so does Sterling Drug's $9,068,366; General Foods' $6,774,593; R. J. Reynolds' $4,070,436; Coca-Cola's $2,519,887; Prudential's $1,942,416; Mars' $1,542,062, Texas Co's $1,241,898 and U.S. Steel's $1,052,090.

The preference that these industry leaders show for radio is a clear reflection of radio's superior values as an advertising medium. And these values, in large part, trace back to radio's great superi-

ority national coverage—both in terms of people reached and hours spent with the medium. If broadcasters can bring about a wider understanding of this
great basic advertising advantage, they can turn a buyers' market into well-deserved new business for radio. (And none of this takes into account the impact—the impression—of the spoken word: the frame of reference in which the advertiser's message is placed.)

In spreading this understanding, businessmen will be doing their part in the economy to maintain a necessary volume of useful advertising—persuading the business

man not to save gas going uphill by taking his foot off the accelerator.

Friendly Rivals

Since the war ended, competition intensified by hun-
dreds of new stations has be-

come a familiar story to operators. Louisville is no exception with seven A.M., three F.M and one TV. How-

ever, there evidently is a spirit of friendly rivalry and more evidence that no station is a "favorite" for continuous listening, not even for its owners. WKLO Lex-

ington, Ky., for instance, Casey Electric Co, sponsor of WKLO's Kitchen Sweepstakes, conducted a contest to find the oldest electric re-

frigerator in the area. When the contest winner was an-

nounced, it was none other than Mrs. Barry Bingham, whose husband is the owner of WHAS Louisville.

MARKET REPORTS

At All-Time High in NE

USE of farm market news by northeastern radio stations has reached an all-time high, with 203 stations in the area airing market reports regularly, according to the U. S. Dept. of Agri-

culture. The figure is based on a recent annual survey by the Production & Marketing Admin-

istration, which canvassed 417 sta-

tions in 12 northeastern states. Replies were received from 329 outlets.

Stations reported broadcasting farm market news at virtually all hours of the day, beginning early in the morning and ending during evening hours. Peak periods were from 6:30 to 7 a.m. and 12:15 to 12:45 p.m. PMA officials attribute the all-time high to increase in number of both the area's stations and farm program directors employed by them. Stations have been prompt to recognize the value of market reports and have used their facilities in speedy dissemination of market news, PMA concluded. Dairy and poultry reports are most widely used, appearing on 196 sta-

In the case of radio, the broadcast

hourly half-hour commercials apiece.
There’s WMT Strength in Union (IOWA)

... signal strength on Iowa’s best frequency, 600 kc. ... program strength with exclusive CBS network shows in Eastern Iowa ... news strength with a News Center that utilizes AP, UP, INS, and local correspondents throughout the state.

Union is one of the hundreds of communities in WMTLand whose aggregate 1,121,782 people* farm the nation’s most fertile lands and work in the area’s humming industries. Join the union of WMT advertisers if you want coverage in this important market. The Katz man has full details.

* within WMT’s 2.5 mv line.

New Business

MARCOR Inc., Chicago (plastic food bags), names Louis A. Smith Co., same city, as its agency. Spot radio nationally is contemplated, starting with proposed campaign in Illinois, Iowa, Michigan and Nebraska.


QUAKER OATS Co., Chicago, for Aunt Jemima Ready Mixes, begins spot campaign after Labor Day in 15 eastern markets for 13 weeks through C. J. LaRoche & Co., also Chicago. Stations now being chosen.

HICKOK OIL Corp., Toledo (Hi-Speed gasoline), sponsoring feeding of Musical Treasures from WXYZ Detroit five times weekly, 7:15-7:30 p.m. (EST) on four additional stations: WTCM Traverse City, WAZT Alpena, WMEN Petoskey, and WATT Cadillac, all Michigan. Show is broadcast on six other Michigan stations and on three in Ohio.

WASHINGTON, D. C., AUTOMOTIVE TRADE Assn. appoints Kal, Ehrlich & Merrick Adv., same city, as agency. Radio and television will be used.

NATIONAL ASSN. OF VARIETY STORES Inc., Chicago, and RULO PRODUCTS (Rulo reducing plan), same city, appoint Tim Morrow Adv., same city, to handle advertising. Radio will be used.


WILLARD TABLET Co., Chicago, launches AM spot campaign nationally in fall on between 70 and 80 stations. Starting dates are Sept. 12 and Oct. 3. Agency: First United Broadcasters, Chicago.


RHEINGOLD BEER through Foote, Cone & Belding, New York, sponsors five-minute film Miss Rheingold Candidates effective Aug. 1, on five video stations in New York. Film presents six contestants for "Miss Rheingold 1950" title.

C. H. MASLAND & SONS, Carlisle, Pa. (carpet manufacturers), effective Sept. 14, will sponsor quarter hour television show featuring Earl Wrightson, baritone, and Norman Paris Ensemble 7:45 p.m., Wednesday on CBS-TV. Anderson, Davis & Flatte, New York, is agency.

OAK RIDGE ANTENNAS, manufacturing division of Video Television Inc. and Television Equipment Corp., names H. W. Hauptman Co., New York, as agency. Specific media plans which may include radio and television will be consummated in two weeks.

Network Accounts • • •

CARTER PRODUCTS, New York (arrid), through its agency Sullivan, Stauffer, Colwell & Bayles, New York, buys quarter-hour of CBS’s giveaway program Sing It Again starting Oct. 1. Quarter hour sponsored is to run 10:30-10:45 p.m. Advertiser is said to have paid more than $500,000. Contract is for 52 weeks.

REVERE CAMERA Co., Chicago (movie cameras), renew Name the Movie on full ABC network for 13 weeks from Aug. 11, via Roche, Williams & Cleary, same city. Twenty-five-minute show will be moved from 8:30 p.m. CDT to 8:45 p.m. next Thursday. Contract between agency and Bernard Howard of Howard Radio Productions, Chicago, who originated show idea, was also renewed.

Adpeople • • •

R. P. GILLESPIE appointed assistant advertising manager of Hunt Foods Inc., Los Angeles. Mr. Gillespie has been with company for two years. JACK MELVIN, director of public relations, will take active part in advertising department, working with Mr. Gillespie on media and plans.

FRANK JOHNSON, former advertising brand manager for Schenley Distillers, New York, joins Frankfort Distillers Corp., same city, as promotion manager.
WE TAKE NO VACATIONS AT...

KXEL

...WHEN IT COMES TO TWO-FISTED HARD-HITTING HAIR-ON-THE-CHEST SELLING

THE STATION THAT HAS CHANGED LISTENING HABITS in IOWA

That's why business is good at KXEL and that is why advertisers on KXEL are GETTING OLD FASHIONED DOLLAR VALUES IN RETURN FOR EVERY DOLLAR INVESTED. This consistent down-to-earth selling guarantees high sales returns for advertisers . . . in an area that extends as far as 110 miles from KXEL's transmitter.

Proof of KXEL's tremendous impact is recorded in Conlan's recent study which revealed as high as 54.3% listeners in Chickasaw County, Iowa—96 miles from KXEL's transmitter. They've got to be listening before you can sell 'em. We've got 'em! KXEL's listeners plus your products will add up to quick profits.

If you represent a national advertiser see your Avery-Knodel representative. Call him now or contact KXEL.

KXEL  50,000 WATTS  ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa

August 1, 1949  •  Page 15
“Weed and Company serves you right!”

... said Mr. Jamison

Mr. Z, a prominent figure in advertising circles, had been searching high and low for just the right set of local stations in which to test his new product.

Finally (and wisely) he got Mr. Jamison, and Mr. Jamison got the availabilities. But by that time, advertiser Z was many miles at sea on his new yacht. And Mr. Jamison (who practically refuses to take a vacation) took off after him.

“I know it’s summer and all that,” said our man when he finally caught up with his client, who was much more pleased than surprised. “But I promised I’d let you see the list the moment it was ready. And besides, your test campaign really should start this month, you know.”

“Much obliged, my boy, much obliged!” said Mr. Z from his taffrail.

“It was nothing, sir,” Mr. Jamison replied. “Weed and Company serves you right!”

An exaggerated example perhaps. But we’ve got a lot of people like Jamison at Weed and Company...and we’re doing more business for all of our clients than ever before.
Tremendous Strides'

EDITOR, Broadcasting:

... I continue to watch—with considerable admiration for you and your staff—the progress which Broadcasting continues to forge in the radio-television field. Broadcasting has made tremendous strides.

Richard S. Nickeson
Manager
Broadcast Service Inc.
Madison, Wis.

... Shrdlu ... 'Cont'd

EDITOR, Broadcasting:

My comment on "etain shrdlu II" ... it is merely cmfwp!

Allen L. Swim
Editor
Congress of Industrial Organizations
718 Jackson Place, N. W.
Washington

BMB No ABC

EDITOR, Broadcasting:

Far be it from me to want to paint signs on the side of a hearse, but it is only human to want to say "I told you so" when a minority opinion, vociferously damned, ultimately proves the correct answer to a major problem in radio (or any other industry, for that matter).

And I am sure you must be getting vicarious satisfaction out of having provided an open forum, a completely honest soapbox for the widely opposed viewpoints on the BMB matter a couple of years ago.

From my own publishing experience, I know it took courage to publish my anti-BMB piece in the very issue which was distributed at the NAB convention which had been greased to ratify the BMB program (Aug. 28, 1944).

And then, after the first BMB report had been released, and the industry was deeply immersed in the business of shaking hands with itself to permit me to say again, even more pointedly, "This ain't no ABC" (Nov. 25, 1946)—that was more forceful evidence of the objectivity with which you edit your magazine.

But, enough of eulogy.

The fact still remains that the radio industry—AM, FM, and TV—can never have an audience measurement system comparable to and competitive with ABC until it adapts the absolute, mathematical, "auditable" methods employed by radio engineers to measure signal strength, and quantity.

Ibid Broadcasting of Aug. 28, 1944, Nov. 25, 1946, and several articles by a few other iconoclasts.

Francis N. McGeehee
Ridgefield, Conn. (and)
440 Park Ave., New York.

Promotion Show

EDITOR, Broadcasting:

"Radio has the greatest facilities in the world for self-advertising and self-promotion, but for some strange reason we are probably the worst advertisers in the world."

The above statement (with a switch from "newspapers" to "radio") was made by Ted Weil, general advertising manager, Louisville Courier-Journal and Times, at the summer conference of the NABE.

It makes more sense as written above, ... each of the four networks could do themselves, and the industry in general, a lot of good by planning a series of programs for the purpose of explaining broadcast advertising to the radio audience.

A super-duper quiz program could be carried simultaneously on the four networks. A $100,000 cash jackpot could be contributed by 100 of the largest national advertisers.

Local cut-ins would make possible 1,500 or more local contests in conjunction with the large jackpot prize.

The type of program is not the most important point. The fact that the broadcast industry is neglecting its best opportunity for self-advertising and self-promotion is the most important thing to consider.

Allen P. Solada
Local Account Representative
WHGB Harrisburg, Pa.

Football 'Rights'

EDITOR, Broadcasting:

The letter of Melvin Drake, WGDY Minneapolis, writing in yours of July 11 regarding Minnesota football prompts me to say the following:

No discussion on this subject of freedom of radio in the field of sports has so clearly pointed up radio's poor position as this one by Mr. Drake.

He says that due to certain circumstances: "Many of the stations, rather than carry Minnesota games have been taking games of their respective networks and have thus blocked out unintentionally the..."
Feature of the Week

The club provided prizes included such items as golf balls, and it was reported that the benefit drive was held in July. Nearly 6,000 contestants tried their skill on the 90-yard shots to special greens and 11 of them ended up with ace scores, the station reports. Each contestant was given five balls for a 50-cent fee. Weekly prizes included such items as golf clubs, radios, sportswear and luggage, and the grand prize was a 1949 Nash two-door sedan.

Robert DeTechon, WJMO sales manager, originated the hole-in-one tourney idea and enlisted the cooperation of the Cleveland Kiwanis Club and its Boystown benefit unit. The club provided referees.

Hole-in-one winners and weekly finalists were interviewed by David Stashower, WJMO announcer, who also gave additional facts on the progress of the benefit drive. Station reported that although there were 11 hole-in-one shooters, a Sigmund Bendes made the ace shot twice.

Bright Spot

Salt Lake City is a bright spot in the nation’s economic picture. U. S. Department of Commerce reports average gain of 3% in retail sales for the first five months of 1949 over 1948. It means people in Salt Lake City are buying more than ever. It means that advertising—intelligent advertising—can find responsive ears—through KDYL—and responsive eyes and ears—through KDYL-TV—the twin bright spots in selling merchandise.

On All Accounts

BING CROSBY probably doesn't know it, but a recording of one of his performances is in the permanent historical archives of the U. of Alaska—thanks to John P. Verylly, account executive in the Seattle office of Botsford, Constantine & Gardner.

If that seems slighty incredible, consider the facts:

It seems that the Olympia Brewing Co., one of John’s accounts at BCG, was about to celebrate its 16th anniversary in September 1946, and John set up a commemorative half-hour broadcast, The End of the Oregon Trail. Three months’ research for the show disclosed a number of fascinating facts, the information that one Captain Nathaniel Crosby was the founder of the Crosby Flour Mill at Tumwater, Wash., (the actual end of the Old Oregon Trail). And who was more logical to play the part of the flour tycoon than Captain Crosby’s great-grandson, Bing?

The resulting program, transcribed in Hollywood and broadcast on 28 stations throughout the Pacific Northwest, was an accurate historical narrative of the early days in Washington State. The agency subsequently had the show pressed on 78 rpm recordings and made up into attractive albums for presentation to universities and libraries.

John Verylly’s interest in radio goes back to the cat-whisker days when, as a boy in Waterloo, Iowa, he built home-made receivers. His first job was as licensed operator at WMT Waterloo, and later at KGIR Butte, Mont. Subsequently, he served variously as operator, announcer and weather man for KPCB (now KIRO), KRSC and KOMO-KJR, all Seattle.

Mr. Verylly stepped into the commercial end of broadcasting when, in 1937, he became radio advertising manager for Frederick and Nelson, Seattle department store. During his six years in this spot, he wrote, produced and announced as many as 13 programs a week, including the daily Frederick and Nelson Concert Hour, which is still on the air and holds the record as Seattle’s oldest continuous show.

On some of John’s programs for the store, his colleague on the air was Mrs. Verylly (the former Ruth Skillingstad, whom he married in 1939), handling dramatic roles and (Continued on page 18)
Time-Buyers Getting Tight-Fisted?

Not with KYW—No Sir! Philadelphia advertisers are buying more and more time on KYW

The record tells the story. In this day of shrewder time-buying habits, and more competitive selling efforts, KYW’s local time sales are higher, substantially higher, than last year.

You can’t go wrong when you take your cue from those who know the market best. For effective, economical coverage of the nation’s third market area, put KYW at the top of your schedule. For information on availabilities and on KYW’s exceptional program-building ability, check Harvey McCall at KYW, or Free & Peters.
THE BRANHAM COMPANY

Page 20 * August 1, 1949

Open Mike
(Continued from page 17)
wide-spread coverage desired by the university."
Radio under the present arrange-ment pays many schools for so-called "rights." In many cases, pay for the right to keep others from broadcasting.
In the Minnesota case the right is not exclusive, but we now see from Mr. Drake's letter that what the university wants is advertising.
Radio is not only proposing to give the university free advertising but it is prepared according to Mr. Drake's letter to pay for the privilege of giving that free advertising.
What is more preposterous than this? Where is radio's courage to demand freedom?

Re: Talking Mike
EDITOR BROADCASTING:
Sorry but I hadn't seen KDKA's 1948 story.
All honors to KDKA's earlier talking mike even though it was wireless instead of wired.
WSM engineers say they will accept the challenge from the engineers of KDKA but would never consider using anything so old fashioned as "electronic pistols at 20 paces." Our men say they will be glad to duel, however, with radar bounced off the moon.

Radio Helps Quail
HERE'S another use for radio as reported by F. E. Lackey of WHOP Hopkinsville, Ky.
It seems the Kentucky Fish and Game Commission sent Mr. and Mrs. Herbert King some 900 baby quail to be raised for a sportsman's organization. The big problem was getting them to eat. It looked as if they would die of hunger. Then it was noticed that when people were in the building talking, the birds would quiet down and peck a little. But without the talk, eating would stop.
The Kings hit on the idea of placing a radio with them. How did it work? Well, the quail thrived on music, sports, news and commercials, 24 hours a day. Now, six years later, over 800 healthy birds are ready to be released.
It's a good question. A radio station can be first with all kinds of people:
It can be first with left-handed schoolteachers, or seven-foot motormen, or women having their hair done, or men with one foot on a brass rail.

So what?
So this: ask Mr. Hooper who's first in Baltimore—in the departments that count. Such as: WFBR: First in morning audience. WFBR: First in afternoon audience. And in the three-ring, all-star sweepstakes department—WFBR: FIRST IN TOTAL RATED PERIODS!* Plus: something no other Baltimore station can even approach—a listener loyalty factor, represented by over 100,000 people who come to WFBR to see a broadcast every 365 days!

Private memo to timebuyers: Fall is just around the corner. In Baltimore, if you want to be first—you need

*May-June
Hooper Report

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS

50,000
WATTS
680 Kc.

WPTF NBC
AFFILIATE

RALEIGH, North Carolina

National Representative FREE & PETERS INC.
Leaders of the Congressional "dry" contingent moved rapidly last week in an effort to block what appeared to be a surging movement threatening radio's historic ban on liquor advertising.

With three networks and over 300 CBS-owned stations weighing the pros and cons of entry into this vast new revenue field, one of Capitol Hill's most potent anti-liquor crusaders—Chairman Edwin E. Johnson (D-Col) of the Senate Interstate Commerce Committee—launched a counter-offensive on two fronts.

Warning that if the liquor industry persists it will get an advertising dry law for its pains, Sen. Johnson called upon the Internal Revenue Bureau's Alcohol Tax Unit to use "moral suasion" on the liquor interests, and upon FCC to make clear that use of liquor advertising will haunt a station at license renewal time.

The whole issue was explored at various levels, with the added developments:

- Schenley Distillers Inc., prime mover behind negotiations for purchase of radio and TV time, announced sales are being conducted presently with independent stations as well as networks looking toward an AM-TV advertising schedule this fall or winter.
- Bow Co., New York, agency for the distillers, queried all station representatives in New York for availability on stations throughout the country.
- CBS definitely turned thumbs down on liquor advertising on its network, but it was still considering possible experimentation on "non-matter-of-fact" stations.
- NBC reported no change from last week and still awaited word from Schenley's: ABC said it was still studying the situation; and individual stations were generally silent pending consideration of local factors and clearance of legal aspects.

- NAB President Justin Miller said network acceptance of liquor advertising may stir complaints, controversy, and "repressive legislation," but cited wide feeling for its acceptance as long as newspapers and magazines have led the way. He felt its introduction might lead to "another noble experiment."

- Distilled Spirits Institute, of which Schenley's is not a member, felt the move would prove "bad" for the radio industry and expressed itself in agreement with Sen. Johnson's stand.

Howard Jones, executive secretary of the Institute, recalled its voluntary ban on liquor advertising on both radio and television and said the Institute is pledged to a host of other limitations covering Sunday newspapers and religious periodicals, and use of women in ads. He declined to give figures on membership but said the Institute represented about 70% of all distilled spirits sales.

What additional revenue the acceptance of liquor ads could mean to the broadcasting industry was matter of speculation. The figure presumably would run into millions of dollars, judging from distillers' funds allotted for newspaper and magazine advertising. A number of firms allocate from $1 million to a top of $10 million to black-and-white space. Schenley Industries, which turns out whiskey, brandy, gin, wine and beer products, alone parcels out over $8 million yearly on printed media.

Most liquor companies and their agencies are abiding by the Distilled Spirits Institute rule. However, a few are definitely interested in radio but are "playing it safe" and waiting to see what the reaction of the Schenley bid for radio time will bring.

Philip Lukin, account executive of National Distillers Products Corp. for Lawrence Fertig Adv. Agency, said that "National Distillers would observe the industry agreement for not using radio and we are not considering any change of policy."

William T. Oakie, account executive of Canada Dry (Johnny Walker Scotch) for J. M. Mathes Inc., told Broadcasting that "the prestige of the Canada Dry line has been built up through color and national magazines and at the present time there is no need for basic shift in strategy. But the possibility of liquor getting into radio is an interesting one and we are open-minded about it."

Fleischmann Cautions

A spokesman at the Ted Bates Agency, which handles the Fleischmann Distilling Co. account, said the firm was a very cautious and conservative one and would not use radio for the time being.

An executive at the Lawrence Gumbiner firm who services G. F. Kublin & Co. (Bell's Scotch Whiskey) explained that they are definitely interested in using radio but have no program schedule worked out.

Other major distillers queried simply replied "no comment" on the issue.

Aside from the traditional radio ban and voluntary compliance by the distillers, it also was pointed out that liquor ads would fall under the sharp eye of the Alcohol Tax Unit, which administers provisions of the Federal Alcohol Advertising Act.

Specifically, this would directly affect radio advertising with respect to the type of format used. Under its provisions institutional advertising might be rejected since Tax Unit laws ordinarily require the name and address of manufacturers in all advertising involving interstate commerce, it was pointed out. Additionally, 13 states have statutes forbidding liquor ads on the air.

The Schenley announcement, made by S. D. Reese, advertising coordinator, stated that results so far, including reaction of individual stations, "not only warrant continued inquiry, but immediate submission of contracts to stations and networks." Program types under consideration are newscasts, spot announcements and musical entertainment, he said.

Pointing out that many companies have used wine and beer advertising through the years, Mr. Reese observed: "Nationwide re-

(Continued on page 35)
DAVISON NAMED Directs Lang-Worth on West Coast

WALTER B. DAVISON, former general manager of Capitol Transcriptions, has been appointed director of West Coast operations for Lang-Worth Feature Programs Inc., New York, effective today (Aug. 1). C. O. (Cy) Langlois, Lang-Worth president, has announced. Appointment is made primarily to the debut of the new Lang-Worth Transcription Library, "which will introduce to the radio industry a revolutionary development in this field," Mr. Langlois said.

Mr. Davison, a veteran of 15 years in the radio and recording fields, began his career as a page-boy apprentice at NBC. Prior to joining Capitol, an operation which he directed from its inception in 1946, Mr. Davison served as sales manager for the radio-recording division of NBC. In establishing the Lang-Worth branch offices on the West Coast, he returns to home base, where at one time he headed the sales staffs of KGO San Francisco and KMPC Los Angeles.

Mr. Davison will leave for the Coast within the month.

In making the announcement Mr. Langlois stated: "... Mr. Davison will be in complete charge of Lang-Worth's West Coast recording and pressing plants, which are expected to be in full operation by next spring... During this interim, he will devote his entire time to procuring new Hollywood talent for the Lang-Worth Library and exposing to West Coast advertisers our complete plan to increase local station revenue through the commercial use of the West Coast operations for

Colgate Sales Drop

COLGATE-Palmolive-Peet Co., one of radio's biggest advertisers, recorded $5,26,715 less sales during the first half of this year compared with the same 1948 period. Price reductions were said to be main factor in the dip. World-wide sales for the first half of 1949 were $146,856,852 as compared with $151,957,927 in 1948. Domestic sales were $182,640,569 compared with $111,798,297.

BMB STUDY


THERE are presently 39,281,230 radio families in the United States, according to Radio Families USA-1949 published last week by Broadcast Measurement Bureau. This total, an increase of 1,658,230 over the 1948 report, means that 94.2% of the non-subscriber households were reached. Meanwhile, Mr. Davison said another addition to Lang-Worth sales staff is Bill Young, formerly with NBC and Capitol Transcriptions [Broadcasting, July 18], who will operate out of the New York offices.

L. F. ERIKSON

Quits K&E Post Aug. 15

LEONARD F. ERIKSON, vice president and radio director of Keenan & Eckhardt, New York, has resigned effective Aug. 15.

Mr. Erikson supervised the radio and television version of the Ford Theatre at K & E. Prior to his association with the latter agency he was with BBDO as business manager and account executive on U. S. Steel. Before that he was with CBS as general sales manager in New York and western sales manager in Chicago.

It was understood that Mr. Erikson's new position will be revealed within a fortnight.

BROADCASTING also learned that Mr. Erikson's successor at K & E will probably be named from within the organization.

Mr. Erikson

BROADCASTING • Telecasting

Page 24 • August 1, 1949

"Rascomb, are you absolutely sure this will be legal?"
RADIO’S INCOME

'B48 All Time High

The industry paid out an estimated $12,000,000 in dividends, about one-third of all income after taxes. Dividends in 1947 were higher by $2,000,000, and the difference is probably due in part to the higher costs of television installation which have eaten into the surplus available for the stockholders.

After dividends and taxes, the final undistributed income for the industry is $25,000,000 which is a record for broadcasting. In 1947 the undistributed income was $2,818,000, and in 1942, just $5,000,000.

The Commerce Department estimates that the radio and television broadcasting employed 46,000 persons in 1948 full-time and 51,000 including part-time employees.

Average annual wages in radio and television are among the highest of any industry in the United States. The average full time worker was paid $3,978, according to the estimate by the Department of Commerce. This is only a shade below the average annual salary in water transportation business, which was the industry with the highest average wage in 1947.

Although broadcasting was second ranking, its annual wage dropped slightly from the peak of $4,076 in 1947. The average wage for all industries, full time workers were $2,818—a figure more than 25% below the average salary in the broadcasting business.

Total wages and salaries in radio and TV for the year amounted to $183,000,000, the highest on record. In the previous year the figure was $167,000,000. By contrast in 1942, total wages and salaries were $72,500,000.

Corporate sales of the radio and television businesses amounted to $343,000,000—$16,000,000 above the previous year, and nearly double the total sales in 1942.

Figures were reported in the "national income" issue of The Survey of Current Business, July 1949.

PACIFIC GRID

Radio Rights To Tidewater

TIDEWATER-ASSOCIATED Oil Co. has obtained exclusive radio broadcast rights to the 1949 football games of the Pacific Coast Conference. P. E. Allan, vice president, announced. This will be the 24th consecutive year the oil company has sponsored western football on radio.

Mr. Allan announced that in addition to the FCC schools, exclusive rights have been obtained for the games of seven other leading colleges and universities in California, Oregon, Utah and Nevada. Harold R. Deal, advertising and sales promotion manager for Tidewater-Associated and director of the company's broadcast program, announced the first game will be heard on Sept. 17.

RCA REPORTS

Income Up in First Half of 1949

RCA and its domestic subsidiaries have reported increases in second quarter gross income and in gross income for the first six months of the year over the corresponding periods in 1948. RCA net profits, however, were off and earnings per share were off.

During 1949's first half, RCA gross income was $187,297,000 compared with $176,079,713 last year. Its second quarter gross income was $94,930,159 compared to $88,026,415 in 1948. Net profit for the first six months was $10,122,049 compared to $10,650,288 last year. Net profit for the second quarter was $4,189,866 against $5,085,790 a year ago. Earnings per share for the first six months were $.616 as against .608 last year.

The statements:

RCA AND DOMESTIC SUBSIDIARIES

Consolidated Statement of Income

For the Six Months Ended June 30

GROSS INCOME 1949 1948
From operations $186,478,346 $175,595,763
Including income from investments and dividends from other investments 379,641 283,550

Other income, excluding interest and dividends from other investments
Dividends from wholly-owned foreign subsidiaries 200,000 200,000
Total gross income from all sources 207,257,987 197,791,313

Operating Expenses
Cost of goods sold, operating, development, selling and administrative expenses 166,172,296 154,569,290
Depreciation 2,946,339 2,848,848
Amortization of patents and patent rights 750,000 700,000
Interest 420,426 420,426
Total deductions 170,274,938 157,977,425
Balance before provision for federal income taxes 16,983,049 21,813,888

FEDERAL INCOME TAXES

Net profit for the six months $10,122,049 $10,650,288
Preferred dividend 1,566,050 1,516,475
Balance for common stock 8,546,460 9,133,833
Earnings per share on common (3,881,016 shares) .616 .608

For the Quarter Ended June 30

GROSS INCOME 1949 1948
From operations $49,663,641 $87,700,763

FCC ACTIONS

GRANTS for four new AM outlets were authorized by FCC last week and an initial decision proposes grant of another. One existing outlet received improved facilities. Six stations received transfer grants. One AM and three FM applications were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 79.

GEN. FLOYD PARKS

Heads Military Information


Simultaneously, the Army Dept. announced the appointment of Lieut. Gen. Raymond S. McClain, chief of information, as Army comptroller effective today (Aug. 1). No successor will be named to Gen. McClain, it was said, pending further study with a view to consolidation of the office of Chief of Information and that of the Chief, Public Information Div.
to be effective wages RWG will be exploring considerable thought for a new set of collective bargaining contracts that would provide for the association's promotion of BMB—ANA, AAAA and NAB—have all aligned with the proposal to study the merits of organizing like BMB and the proposed BAB. Much of the trouble that has beset BMB, the Judge said, has not been for the fact that its policies were largely set by NAB, two-thirds of whose membership are not BMB subscribers. To be successful, he commented, an organization should be governed by those most interested in its service. He contrasted the smooth operation of BMB with the stormy experience of BAB and expressed the hope that it might be reorganized as an independent corporation with agencies, advertisers and independent broadcasters as stockholders.

NAB REVAMPING

HOP that the new head of NAB's video division may be chosen by the end of this week and on the job by Sept. 1 he expressed Thursday by Justin Miller, NAB president, at an "open house" news conference in New York. The meeting was devoted largely to an informal discussion of the recent reorganization of the broadcasters trade association [Broadcasting, July 18, p. 22].

Judge Miller said he has already interviewed six or eight candidates for the TV post, adding that he would like to have one selected before Friday, when he is to leave his Washington headquarters for a vacation at his California home. Following that, he will take the road for the circuit of fall NAB district meetings and he does not expect to return to Washington for about four months from now.

At this point, Miller will make his headquarters at NAB in Washington, Judge Miller said, but will undoubtedly spend a lot of time in New York and some in Hollywood, Chicago and other TV centers. As a result of a possible merger of NAB with TBA, he stated that NAB expects to handle television as it has FM, as a service organization and with proportionate representation on the NAB board, but not to promote TV in competition to audio broadcasting. NAB can work with TBA much as it has done with the present chairman, noting that as long as the TV broadcasters feel the need of a promotional organization there will be some need for an NAB committee.

Questioned about BAB, Judge Miller said that every effort was being made to separate this new bureau from NAB as swiftly as possible. He pointed out that its aims and operations differ from those of NAB and that it should have its own independent operating set-up. For example, he said, NAB representatives are only as affiliate members, whereas they might well become active members of BAB.

Maurice B. Mitchell, BAB director, said that it was expected that it would take a year to complete the separation of BAB from NAB might be beaten by as much as 50%. He reported that more than 100 orders have been received for prints of the slide film "How To Turn People Into Customers" [Broadcasting, July 18] and that at least 25% of the orders had checks attached. BAB is now preparing a brochure for use of FM broadcasters who are providing data on commercial results obtained from advertising exclusively on FM. BMB is in much the same situation as BAB, Judge Miller said. Noting that the three sponsoring organizations of BMB—ANA, AAAA and NAB—have all aligned with the proposal to study the merits of organizing like BMB and the proposed BAB.

Football Sponsors

NATIONAL Professional Football League football championship game Dec. 18 will be aired by ABC radio and video under shared sponsorship of General Mills, Minneapolis, and Wilson Sporting Goods Co., Chicago. The General Mills sponsorship, placed through Knox-Reeves, Minneapolis, is expected to be for Wheaties. Wilson's agency is Ewell & Thurbur, Chicago.

NAB Executive Committee Meets

A FIRM belief that sound broadcasting will continue to earn their way as advertising media by "constructive and positive action" and that the two must "bury the hatchet" furnished the keynote for NAB's Unaffiliated Stations Executive Committee's two-day meeting in Washington last week.

The group, first of NAB's committees to meet after its board of directors had dictated a thorough realignment of the association [Broadcasting, July 18], took action along several lines during its Monday and Tuesday sessions. Among other things, the Committee:

Heard Albert Sindlinger, co-inventor with Harold Reiss of Radox, speak on his radio measurement system and arranged for continuing audience studies by Dr. Sindlinger and Dr. Sydney Roslow, director of The Pulse Inc.

Expressed conviction that reorganization of NAB is a "milestone" calling for harmony among AM-FM-TV industry factions.

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Hearing Planned on Trusteeship, Renewal

FCC REVIVED its investigation of the news policies of G. A. Richards last week, calling for a consolidated hearing on his trusteeship plan for his three stations and on the renewal application of one of them, WGAR.

The hearing would replace the one called last fall but subsequently "postponed indefinitely" to permit Mr. Richards to submit the trusteeship proposal covering his stock in all three stations: WGAR, WJR Detroit and KMPC Los Angeles [BROADCASTING, April 25]. But in a more orderly way, the FCC would hear the charges of slanting and impulsive action against the former radio executive.

The stations where Richards would have a direct interest in any new agreement are KMPC, WJR and WGAR.

There was a likelihood that the renewals of the two other Richards stations would be brought into the same proceeding as KMPC and WJR licenses expire Nov. 1, and their renewal applications, under FCC rules, must be filed by Sept. 11. There was no indication that the Commission could get its hearing under way by that time. No date was set.

Nor did the order designate a hearing officer. One of the Commissioners, Mr. Webster had been slated to conduct the earlier proceeding. Failure to redesignate him indicated to observers that the Commission now is inclined to call for the hearing to one of its hearing examiners.

If the Commission follows its general policy on renewal hearings, at least a portion of the testimony would be taken in Cleveland. Generally, it was felt the plan originally evolved in this respect would be followed, with hearings in each of the cities where Richards stations are located.

At any rate, it seemed certain that FCC planned to hold a portion of the hearing in Los Angeles, where the news slanting charges originated.

Filed by News Club

They were filed by the Radio News Club of Hollywood, which accused Mr. Richards of ordering KMPC staff members to slant news against members of the late President Roosevelt's family, certain minority groups and communists [BROADCASTING, March 8, 29, 1948]. The complaint was based on allegations of Clete Roberts, George Lewin and Maurice Stbe, former KMPC newsmen. The American Jewish Congress also petitioned for revocation of KMPC's license.

An answer for Mr. Richards offered no comment on FCC's new call for hearing, pending further study.

In the earlier proceeding when hearing was slated to start last March, Mr. Richards sought to appeal petition before the FCC Commission in Washington and thus perhaps eliminate the need for the formal session scheduled in Los Angeles. He argued that the charges of slanting the news were true, but explained that the confinement from his 11-year illness of coronary thrombosis made him "inactive and impulsive" at times, that his station officials knew he meant for his instructions to be followed only by his stock to three trustees. He obeyed to conformity and impartiality and that no "slanting" ever actually occurred on his stations.

FCC refused his request, but subsequently postponed the hearing "indefinitely" on representations of former Sen. Burton K. Wheeler, now one of Mr. Richards' attorneys, that Mr. Richards had long wanted to retire when he reached the age of 60 in March; that his doctors feared the hearing might cost him his life, and that a trusteeship proposal would be submitted. FCC said then that it would decide after studying the trust agreement whether it should be consolidated for hearing with the investigation of other policies.

The trusteeship proposal was filed in mid-April providing for Mr. Richards' resignation as an officer and director and for transfer of his stock to three trustees. He owns 71.64% of WGAR and 64.8% of KMPC; he owns only 28.66% of WJR, but he and his wife to whom he is married, have no "personal or own interests" would be transferred.

The trustees would be Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klinger, vice president of General Motors and general manager of its Pontiac Div.

In its issues for the hearing FCC evidenced concern over "the rights, if any," which Mr. Richards would retain, particularly with respect to revocation of the trust and renewal of trustees and in relation to FCC rules against transfers where, as part of the consideration, the transferor reserves a right of reversion of the license or a right to use the facilities of the station.

Effective "Til Death"

(The trust agreement by its terms would terminate upon Mr. Richards' death but not prior to that time except with FCC approval. There is no provision with respect to removal of trustees, but it is provided that if any resign their successors shall be named by Mr. Richards and FCC shall be notified.)

FCC also questioned whether Mr. Richards would retain any influence over policies and operations, and whether he would vote any stock that is not transferred.

Text of the issues set by FCC for the hearing on the trusteeship plan:

1. To determine the extent, if any, that G. A. Richards issued instructions or directives to officers or employees of said licensees.

2. To present new broadcasts in a manner designed to give a biased or one-side opinion of the news.

3. To broadcast news, items which were not known to have any basis in fact concerning particular issues.

4. To broadcast editorials of daily newspapers as news items without identification of such editorials as such.

5. To discriminate among the political candidates as against the interests of other political causes, groups or candidates.

6. To manage any of the programming of stations KMPC, WJR and WGAR in a way which will influence, or tend to influence, political, social, and economic views of the listeners of G. A. Richards.

7. To determine the extent, if any, that the facilities of said stations, or any of them, have been used to carry out said instructions or directives.

8. To determine, in the light of the information adduced pursuant issues 1, 2 and 3 above, whether the licensee, corporations, or qualities, continue as licensees of stations KMPC, WJR and WGAR.

9. To determine the nature of the right, if any, expressly or impliedly retained by Mr. Richards, under the trusteeship agreement, with the applications, particularly with respect to the question as to the removal of the trust, the removal of any or all of the trustees, or to exercise control over, or influence in any manner, any of the policies or operations of the trusts, KMPC, WJR and WGAR and the applicability of the provisions of Sections 3169 and 1312 of the Code (the Rules) in the light of the reten-

10. To determine the extent, if any, after effectuation of the proposed transfers, Mr. Richards would exercise actual control over, or influence in any manner, any of the policies or operations of the trusts, KMPC, WJR and WGAR.

11. To determine what arrangements, if any, are contemplated among top personnel.

(Continued on page 48)

Leaves Management of WQXR

JOHN V. L. HOGAN has withdrawn from active participation in the management of WQXR New York, which he launched 15 years ago as the first station to specialize in the broadcasting of "good" music, to concentrate his efforts on facsimile service.

I've done all I can do at WQXR," Mr. Hogan told BROADCASTING in an exclusive interview. "I've met all the criticisms we had when we first started that station. Facsimile broadcasting is just now at the breaking point and it needs all the attention I can give it, so for the immediate future I'm going to put in full time at the lab.

The "lab" is the factory and workshop of Radio Inventions Inc., holding company established some years ago by Mr. Hogan for his numerous inventions in facsimile and other electronic fields. Mr. Hogan will move his office to the building in downtown New York during the coming month, he said.

He added that the company will probably be rechristened with a name more descriptive of its new activities.

Arthur Hays Sulzberger, publisher of the New York Times, succeeds Mr. Hogan as president of Interstate Broadcasting Co., operator of WQXR and WQXR-FM, which the Times purchased from Mr. Hogan in 1944. At that time, Mr. Hogan stayed on as president under a five-year contract, which has now expired. Mr. Hogan is not completely breaking his connection with WQXR, however, as he is retained as a consultant to its management. Elliot Sanger, aso...

Mr. Hogan

August 1, 1949  Page 27
METROPOLITAN
Favored in 1240 kc Case

ON GROUNDS that a more equi-
table distribution of radio stations
would be achieved, an FCC hearing
examiner last week favored Me-
ropolitan Broadcasting Co., Alamo
Heights, Tex., over St. Mary's U.
Broadcasting Assn., San Antonio,
in their fight for 1240 kc with 250 w.

"We conclude that a grant of the
age language--which would add the
10th standard broadcast station in
San Antonio as against the grant of
the first local transmission facili-
ties to Alamo Heights, even though
the two communities are in the
same metropolitan district, would not
be a fair and equitable distribution," Examiner Elizabeth C. Smith ruled.

Her decision was released Mon-
day. It becomes effective in 40
days unless challenged, in which
case the examiner will be oral argu-
ment in review by the Commission. The
grant is for the frequency vacated by
KMAC San Antonio, now on 630 kc.

Either of the proposed 1240 kc
operations, Miss Smith said, would
involve adjacent-channel interfer-
ence with KORA Bryan, Tex. The
population within the interference
area would be about 14.9% of that
within KORA's remaining inter-
ference-free area. The decision noted
that KORA did not intervene in the case.

Ownership of the applicant com-
pany is given as follows:

Metropolitan Broadcasting Co., Al-
amo Heights--The voting stock is
owned in equal shares (25%) by
President Lawrence H. Beitel, a West-
ern Electric engineer who was with
the Office of Scientific Research and
Development during the war; G. E.
Vandergrift, owner of Vandergrift Ra-
dio Co., and constructs custom-
created radio equipment; Ernest M.
Gloudemass and B. S. Thomas, Jr., phy-
sician. Mr. Beitel would be general
manager, and Mr. Vandergrift chief
engineer.

St. Mary's U. Broadcasting Corp.,
San Antonio--Headed by Mark Perkins,
owner of the San Antonio Times, Tex.,
who is president, owns 45% and would
be managing director; Al M. Heck, attor-
ney, owns 35%; and the remainder held
with the remainder held by the follow-
ing business and professional men:
Joseph T. Kenny, Ralph G. Lomay,
Richard C. Kittel, Edwin L. Mueller,
John L. McMahon, Ernest A. Raba and
George E. Strach.

Bulova Case

FCC APPEARED last week to have
closed the books on its 13-
year-old "Adre Bulova" case by
refusing to reconsider the decision
by which it cleared the watch ma-
tufacturer of charges made back in 1936
against its licenses of his WNEW and
WVOY New York, and approved the
transfer of WVOY to Victory Broad-
casting Co. [BROADCASTING, May
16]. The petition was filed by Maricanna C. deRaczynski daugh-
ter of the late John Iraci, one-
time owner of WOV [BROADCAST-
ing, June 6, 1949]. FCC ruled that it
"does not allege new or additional
material facts which have not been
heretofore considered."

Goldens to WRC

BILLY GOLD, Washington (D. C.)
Post "District Line" columnist, moved
his program of local news and
reporting to WRC Washington start-
ing Aug. 8. Show previously was on Post-
owned WTOP Washington but was
forced to the air when it was vacated
extra quarter hour of Arthur
Godfrey at 10:15 a.m. WRC Man-
ger William R. McAndrews says sta-
tion plans to retain same format
for show, with emphasis on humor,
local news and interviews. Pro-
gram will be half-hour daily, Mon-
day-Friday, 1:30 p.m.

Music Merchants

Hear Craig, Elliott

THIS FALL will see the levelling off
to television set prices and the end
of "incredible" dealers who sacrificed
normal profits to indulge in price
cutting. So said John W. Craig, vice
president of Avco Mfg. Corp.,
and general manager of the Crosley
Division, before the 1949 conven-
tions in 91 metropolitan areas, in-
cluding New York, Chicago and San
Francisco, in the present VHF
band, and would require no con-
version at a cost of $250 to $300.

Predicting an upward climb in televi-
sion sets sales after Labor Day,
Mr. Craig reminded the group of the
predicted two million receiver
sales for 1949, pointing out that the
sale of 1,100,000 sets during the
year's first half bore out such pre-
dictions.

Signing the speaker's notes with Mr. Craig at Thursday's forum, J. B. Elliott, vice president in
charge of RCA Victor consumer
products, declared that RCA record
and phonograph sales attained on
45 rpm and 78 rpm. Mr. Elliott revealed to the dealers that RCA's "most vigorous sales
and merchandising efforts will be de-
voled" to promoting the two
forms of phonograph entertainment;
and that RCA has the biggest stake in
78 rpm, its sales wagon is hitched to the star
of 45 rpm, which it feels is superior
in performance and efficiency and
more saleable than its competitors.

NEW HAVEN RR
Promotes Summer Services

NEW HAVEN and Hartford Road-
road Co., through its agency, St.
Georges & Keyes, New York, has
started a spot announcement and
participation plan in New England
to promote the summer service of
the railroad. Emphasis is on using
the trains to reach vacation points
in New England. The campaign is
in addition to the regular use of
radio for its "commuter's service."
The special summer schedule in-
cludes three participation shows, "Bob
Smith on WNBV," "Bob Smith in
WOB" and "Bob Smith on WNBC.

To the Northwest.

THERE'S HOPE

Where There's Life...

AN ESTIMATED 30,000 spec-
tators attended the Twin Cities
Aquatennial and 10-day summer
festival extended a lavish welcome
to Bob Hope at the airport July 22
and the following night 11,000 of
them were to have heard the fam-
ski-nosed radio and movie comic
as he co-starred with WCCO Minne-
sapolis' Cedric Adams on the two-hour Aquat-
nennial broadcast.

After the colorful afternoon pa-
rade, the Hollywood star exchanged
banter with his listeners, CBS Star
Arthur Godfrey, Vice President
Alben Barkley, CBS President
Frank Stanton and Songstress
Monica Lewis. Half-hour segment
from 6:30-7 p.m. of the program
was fed to the CBS network
[BROADCASTING, July 25].

B&W Renews

BROWN & WILLIAMSON Tobacco
Co. has renewed its contract with
the 9:30-10 p.m. (CDT) Tuesday
slot on full NBC network for 52
weeks from Sept. 6, and has ordered
another half hour on 17 basic
eastern stations for People are
Funny. A Life in Your Hands,
now aired at that time, will be re-
placed Sept. 20 with Art Linkel-
ter's People are Funny. The show
will be joined by Ruth Buzzi, who
has been associated with the show
in various capacities, with recordings of the Tues-
day program aired the following Saturday at 9:30 a.m. (EST). Re-
peats are planned for a differ-
cent audience. Agency is Russell
M. Seeds, Chicago. Gene Hoge is
the NBC account executive.
Last week reaffirmed his opposition permit any commissioner of FCC in office beyond expiration of his own bill claiming authority to make and other agencies claiming power to make recommendations in "feasance in fied."

AN AMENDMENT authorizing restoration of a $108,000 cut in FCC expenses for fiscal 1950 drew support from the Senate last Wednesday in floor debate over funds for independent offices for the coming year. It voted 48-8 to approve the additional $108,000 originally cut by the House and stored by the Senate Appropriations Committee last month [BROADCASTING, July 11].

The Senate also took up a bill to discuss the bill Friday, with a view to possible overall cuts in appropriations. The measure (HR 4177) encompasses a host of regulatory agencies, including FCC, FPC, SEC, FTC and others.

Hearings will determine action for pending legislation which would cease to have legal effect the Federal Communications Commission without legislative action. Sens. McClellan and McCarthy had been concerned with the present law, the situation which prevails prior to the Senate Maritime Commission.

Sen. EDWIN C. JOHNSTON (D-Col) to pending legislation which would extend pending to September 30.

Two bills (S 2073 and S 2059), sponsored by Sen. McClellan and McClellan, would amend the Communications Act to allow FCC Commissioners to serve in office until a successor is appointed by the President, which has not been done in some cases.

The measures arose out of recommendations of the Hoover Commission.

To correct the existing jurisdictional situation, Commerce Committee Chairman Johnston’s bill (S 2390) would, in effect, divest the Executive Committees of certain jurisdiction over FCC, ICC, FTC, FPC, CAB and U.S. Maritime Commission.

In introducing the measure on the Senate floor, Sen. Johnston strongly warned that the measure is not indicating approval of the legislative changes advocated but was "necessary in the interest of laying the problem before our committee in legislative form. It is intended to stabilize the entire situation, and will hold hearings to determine a general overall policy" for the regulatory agencies.

Sen. Johnston’s measure incorporates provisions identical to those contained in the McClellan-McCarthy measures but, in view of his belief expressed privately to Sen. McClellan, it was believed he would push amendments designed to create a more effective regulatory framework for the FCC, FTC, SEC, FPC and others.

Sen. Johnston pointed out that the proposed language on commission functions would be made subject to the chairmen of each of the commissions duties not now authorized by the Senate’s committees, to be consistent with the chairmen’s expressed wishes.

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Opposes Personnel Increase

Opposing amendment to the amendments—providing for increases in FCC employees to 1,549 (17 more than the House allowed) and boosting funds from $6,525,000 to $6,633,000—was Sen Styles Bridges (R-N.H.). He told colleagues the personnel increase provided by the Senate Appropriations Committee was "far too large" and urged rejection of the amendment.

However, Sen. Joseph O’Mahoney (D-Wyo.), chairman of the subcommittee which held hearings last May, noted that the increase would "seriously alter the present operations of some of the commissions."

With respect to commissioners serving after expiration of their terms, the Commerce chairman noted that the appointive power already resides with the President and that further change "would tend to make commissioners even less responsive to Congress than they now are." He observed further that FTC already operates under the proposed changes, and believed it would be salutary if the FCC Act were amended to bring it in line with those acts of the FCC and other agencies requiring automatic expiration of terms.

"The matter of confirmation has come in recent years to be an almost perfunctory act, thus resulting in increased dominance by the Executive over agencies which historically have been regarded as arms of Congress," he wrote.

Webster Case

The FCC was also amendable, he said, that the President and the Senate might need up the authority of Congress." He felt, however, that as long as the President retains the appointive power, he should likewise have the power of removal for cause provided in S 2073.

"Unless the appointive power is changed so that it resides in the Congress, this particular amendment proposed by the bill might be acceptable," he added.

In reply, Sen. McClellan pointed out the bill was referred to his committee on Commerce and that it involved organizations with a number of regulatory agencies and formal presentation of Hoover Commission recommendations. He added, however, that it was policy of his committee to permit any other committee having legislative jurisdiction to proceed in any way they may determine." Sen. McClellan said his group had no desire to usurp policy determinations, and suggested that bills be introduced to include pertinent sections of S 2073 for reference to the Commerce Committee. His committee will be "guided" accordingly, he added.

Summary of Sen. Johnson’s views:

I respectfully urge (a) that no action be taken on the bill respecting jurisdictional matters dealing with the authority and duty of any agency, that the Senate determine, after receiving testimony by those agencies coming under jurisdiction of this committee, whether the bill is necessary and if it is to be determined that the Committee on Interstate & Foreign Commerce shall give consideration to amendments to the Interstate Commerce Commission and Federal Trade Commission Acts to provide that such commissions shall cease to hold office when their terms expire so as to have been already cut into accord with the other quasi-legislative agencies.

Finally, I earnestly request (c) that the Senate Committee on Expenditures in the Executive Departments be discharged itself from consideration of the bill as an amendment to the bill be referred to the Senate Committee on Interstate & Foreign Commerce and the Senate committee as well as the Senate committee for the jurisdiction of this committee. For Airing School Sports

IOWA TALL CORN NETWORK has adopted a resolution that no member will broadcast high school sports events of any kind anywhere in the state of Iowa for which a fee is necessary. Action came at a meeting at Des Moines July 19 after network had been advised of a decision by the Des Moines school board to charge a fee for the privilege of broadcasting play-by-play football and basketball games played in Des Moines.

Resolution pointed out that all members of the network for the past given generously of their time in free publicity of these and other school activities without thought of recompense and have played a part in the development of interest in high school sports through broadcast as indicated by increased attendance figures. Resolution also stated that the other networks have traditionally provided modern broadcast facilities for use by their local, as well as out of town stations, which fees or charges of any kind.

Following members adopted resolutions:

Ben Sanders, KICD Spencer; Walt Telch, KROS Clinton; Horning, KSIB Creston; KAYX White, KDCOM Clinton; KDTH Dubuque; Ed Breen, KICM Mason City; Al Triggs, KAYX Waterloo; George Voiger, KWPC Muscatine; Bill White, KFJB Marshalltown; Paul Millen, KWCR Cedar Rapids; Bob Webster, KWDM Des Moines; George W. Webster, KDCN Des Moines; Dave Horning and E. M. Shannon, KICD Creston; Ken Maynard, KFDM Davenport; KDTH Dubuque; Ed Breen, KVFD Fort Dodge; Bill Jacobson, KROS Clinton; Sen. Frank Byers, KWCR Cedar Rapids, and Charles E. Jones, KICM Mason City.
McNAUGHTEN

Heads NAB's Engineering Dept.

APPOINTMENT of Neal McNaughten as director of NAB’s Engineering Dept., indicated last week by NAB President Justin Miller, was announced by Judge Miller’s office last Wednesday. Mr. McNaughten succeeds Royal V. Howard, who resigned contemplating return to private industry [Broadcasting, July 29].

The new director joined the NAB staff Jan. 1, 1948, as assistant director to Mr. Howard, who on leaving recommended Mr. McNaughten for the post in his letter of resignation to the NAB president.

Mr. McNaughten previously was with FCC for seven years, heading the Allocation Section of the Commission’s Engineering Dept., Standard Broadcast Div., from 1945-1961. In that position he administered FCC’s N A R B A (North American Regional Broadcasting Agreement) activities.

Born in Pueblo, Colo., in 1911, he entered the broadcast field in 1929 at KGHF Pueblo. In 1934 he became chief engineer at KRGV Weslaco, Tex., where he remained until his appointment to the Commission in 1941. After being named allocation section chief four years later, Mr. McNaughten drew the nod as secretary to the U. S. delegation to the second NARBA conference, with the ex-officio title of secretary-general of the conference. As FCC chief engineer in charge of coordinating NABBA activities with clear channel proceedings, he prepared the original U. S. proposals for the third NARB conference.

In 1947 Mr. McNaughten was appointed to the U. S. delegation to a meeting of engineers at Havana, Cuba, and served as one of two official U. S. spokesmen at a conference looking toward revision of NARBA. Earlier that year he was a member of the delegation to the Atlantic City International Telecommunications Conference.

Mr. McNaughten’s first FCC assignment, in 1941, was to the West Indies where he assisted in the development of the Commission’s radio intelligence operations in that area. In 1942 and 1943 he was assistant supervisor of FCC’s Great Lakes monitoring area, in charge of the station in Allegan, Mich. Following year he was transferred to Washington as assistant chief of the Treaty Section, International Div.

Mr. McNaughten was affiliated with FCC representation on IRAC and the Radio Technical Planning Board, and aided in first studies of allocations problems for the tele.

NCAB MEETING

Endorses NAB Plan

A RESOLUTION endorsing NAB’s recently adopted reorganization plan was passed by some 60 Tar Heel broadcasters at the North Carolina Association of Broadcasters’ summer meeting at Wrightsville Beach, N. C., July 18-19.

Speakers included Easom C. Wooley, director of NBC stations relations department in New York, and Charles Godwin of MBS station relations in Atlanta. Mr. Wooley gave a roundup of the progress of television and Mr. Godwin outlined the problems facing the broadcaster today.

The fall meeting of NCAB, at which next year’s officers will be elected, will be held at Pinehurst, N. C., in October in conjunction with NAB’s District 4 meeting.

GAB MEETING

Summer Session in August

SUMMER meeting of the Georgia Assn. of Broadcasters will be held Aug. 28-27 at the King and Prince Hotel, St. Simon’s Island (near Brunswick), Ga. Officers and directors of GAB met in Macon July 25 and made arrangements for the three-day event.

Meeting will be confined to present day problems of broadcasters. Invitations have been issued to six outstanding speakers to appear at the summer meeting.

Evel Doctor, WLAG Laurel, is president of GAB, vice president is Tom Carr of WGLS Decatur, and Ben Williams of WTOC Savannah is secretary-treasurer. In addition to the officers, are Fred Scott Jr. of WKMG Thomasville and Wilton Cobb of WMAZ Macon.

HAROLD FAIR

NAB Program Head Retires Post

HAROLD FAIR, director of NAB’s Program Dept., which today (Aug. 1) ceases to exist as a separate entity in line with NAB’s streamlining operation, last Tuesday announced his official departure from that post.

In a statement issued shortly upon his return from his vacation in the northeastern states, Mr. Fair observed crisply that recent action of the NAB board of directors, abolishing the Program Dept., “naturally resulted in some effect on me. I was abolished, too.”

He added that his plans for the future had not taken form yet and that, “after spending nearly a quarter of a century in station, network and agency operation, I anticipate with pleasure returning to industry activity.” He evidenced no desire to effect a speedy return to private broadcasting circles, but said instead he would “move slowly” for duration of the summer.

“The work of the Program Dept., particularly on the Standards of Practice and the establishment of the NAB National Program Clinic, has been stimulating and gratifying to those of us who were responsible, and of lasting usefulness to the industry,” Mr. Fair stated.

He expressed hope that these projects will be continued under the board’s plan. While the board has not yet worked out details, it is believed it strongly favors continuation of the program clinics which Mr. Fair instituted, and the last of which was held in Chicago June 27-29.

Mr. Fair is the third official of NAB’s upper echelon to leave high posts within the past fortnight. Royal V. Howard’s resignation as director of the Engineering Dept. was accepted by NAB President Justin Miller, A. D. (Jess) Willard, executive vice president, July 15 announced his resignation [Broadcasting, July 25] which is effective today. He had declined the TV directorship of the new Video Division created by NAB’s board under its revised structure [Broadcasting, July 18].

In effect, both Mr. Willard’s and Mr. Fair’s positions were abolished by the board, while Mr. Howard was reduced in status to virtual elimination.

Joined NAB in ’47

Mr. Fair joined NAB as the first and only director of the Program Dept. in April 1947 at a time when the Standards of Practice were being evolved and were yet to be accepted by and for the broadcasting industry at large. Its acceptance constituted the primary objective of the new department. Mr. Fair had immediate staff responsibility for development among communications conclave in Atlantic City.

Since joining NAB, he has assisted Mr. Howard in holding two annual NAB Broadcast Engineering Conferences, held concurrently with the 1948 and 1949 annual conventions. In addition, he has appeared before FCC on behalf of NAB, served as a member and chairman of many subcommittees on preparatory work for the third NARBA conference, and has just recently completed the 675-page fourth edition of the NAB Engineering Handbook.

As vice chairman of the association’s Telecommunications Standards Committee, he has devoted a considerable amount of his time to development of disc and magnetic standards for the broadcasting industry.

FM EXPANDABLE

Lines Interest Buyer

FMA PRESIDENT William E. Ware last Thursday described current campaigns of Zenith and Crosley as “dollars and cents indications that FM is radio’s most expandable market.”

Mr. Ware referred to Zenith’s campaign which launched that manufacturer’s FM-only receiver, the “Major,” and to Crosley’s stepped-up promotion of a TV receiver, combining full range FM.

“FM,” Mr. Ware stated, “is the added plus that satisfies buyer interest and apparently FM can’t miss so long as this trend keeps up. Expectation is rapidly achieving realization with the FM audience sloated to swell as TV expands and the production of TV-FM only receivers increases. With 750 FM stations on the air in 450 cities, FM represents a national market of 100 million people.”

Broadcasters. They were adopted in 1948 and now are in effect.

As an broadcasting technician, Mr. Fair gained his first radio experience during the industry’s infancy in 1921. His broad interest in radio materialized through the broadcasting activities as an arranger and pianist with several well-known orchestras. After forming his own orchestra he joined Gene Goldkette’s band.

In 1939 he returned to Council Bluffs, Iowa, his home town, where he joined KOIL as announcer, and later was promoted to program director. A year later he became general manager of WBEN Buffalo and also served as associate conductor of the Buffalo Symphony Orchestra.

Moving back to the Midwest, he joined CBS Chicago as production manager. Other positions followed, including head of the radio department before FCC in behalf of NBC, program director of WHO Des Moines. He remained at the latter post for 13 years. His station won several awards, including the duPont in 1947, for excellence in programming during Mr. Fair’s tenure there.
THEY WORK FOR PEANUTS

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W-I-T-H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W-I-T-H works for you like a Trojan—for peanuts!

Yes, for very little money you can do real big things on W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W-I-T-H. Your Headley-Reed man will gladly give you the whole story.
"Wet" Radio

(Continued from page 28)

action to these shows demonstrated that the majority of the public regards advertising of alcoholic beverages by radio in the same light as advertising in newspapers, magazines and other media.

Regarding Biow Co.'s study of availabilities, an agency spokesman told Broadcasting early last week that ABC had agreed to sell time for liquor ads on its owned-and-operated outlets but that its affiliates had not yet been cleared. The agency is asking for availabilities after 10 p.m. on individual stations, assuming children are in bed by then.

"As far as our taking liquor advertising on the network is concerned, the answer is absolutely no," Howard Meighan, CBS vice president and general executive, said. "We have had some discussions about experimenting with it on one or more CBS owned stations," he went on. "However, to date there has been neither any offer of facilities on the part of CBS nor any offer to buy time from us on the part of Schenley or its agency.

"MBS and Don Lee Network already have flatly rejected any liquor ad bids.

NAB President Miller told a news conference in New York that "this is a troublesome question as it is one that will be answered largely at the emotional level." If networks accept liquor advertising, with dry groups, women's clubs and other organizations certain to complain, quite a lot of controversy may develop, Judge Miller noted. The introduction of "repressive legislation" in such a move would undoubtedly stimulate Congress and the state legislatures, he added. Perhaps for this reason, many network personnel and local advertisers have said they don't want liquor advertising on the air, he said, but he pointed out that there is also a wide feeling that as long as many high-class magazines and newspapers accept this type of advertising, why not radio?

It is possible that liquor advertising might develop somewhat as cigarette advertising has, he said, recalling that women were first introduced into cigarette advertising as bystanders gazing admiringly at male smokers. Then the women in the ads began to do things that they were going to do things about the cigarettes; then they were pictured holding cigarettes and finally smoking them.

Or, the Judge said, the introduction of hard liquor advertising on the air might work the other way and lead to "another noble experiment." NAB's Standards of Practice contain no prohibition.

George W. Bolling, president of the Bolling Co., station representatives, expressed opposition to acceptance of hard liquor advertising on any basis. He said, however, that stations he represents seem to be split 50-50 on the issue.

"This business should not prostitute itself and particularly should it not change a 25-year policy for a herring."

He did say that he believed liquor companies could do a good job for themselves and for radio if they were to use the medium in a big but cautious way, buying time when children would not be part of the audience, buying good programs instead of spots, and using the best possible taste in commercials.

He said he was advising his stations to be cautious, adding that definitions of outlets were being made after considering local factors, legal opinions from their Washington attorneys (most of whom flashed a green light) and economical factors. What the networks did would be important as a standard for stations, he said.

ABC Still Discussing

At ABC Spot Sales, Manager Ralph E. Dennis said the discussions as to liquor policy for the network's O&O stations were still going on. At present the stations were not accepting such ads.

Joseph F. Timlin, New York manager for the Branham Co., said his stations were being canvassed as to mild institutional copy in the late evening hours. He expected most stations he represented would say "no," especially those in such "dry" states as Tennessee and Texas.

Mr. Timlin also said that WEWS-TV Cleveland had definitely turned down such advertising, noting that an Ohio statute made it unlawful to carry such advertising in the late evening hours.

Jones Sovern, vice president in charge of sales for Free & Peters, said his company had solicited its stations on the liquor question.

He said that in doing so, F&P was making no recommendations. He said it was F&P thinking that local conditions might be the biggest factor and that the station itself was in a better position to assess such conditions.

At Headley-Reed Co., New York, it was said that queries were sent out to all station clients to sound out sentiment. Headley-Reed did not offer any advice. Replies had been received from two stations, one accepting and one rejecting the policy of taking late-night liquor advertising.

None of its stations previously would carry hard liquor commercials, it was said.

Eugene Katz of the Katz Agency said stations his company represented were being asked anew their views. His company would not presume to advise them because the whole question on the local level "was fraught with public relations problems" to be solved as the companies and stations could. He said big-city stations might agree to accept such advertising but that many Southeastern, Corn Belt and Mountain states would continue a negative attitude.

Weed & Co. also has been circulating its more than half-hundred client stations and at deadline had heard from only one station representative. Joseph J. Weed said the company offered no counsel on the matter to its stations, but merely explained that the possibility of a radio purchase by a big distiller was the reason for the canvassing.

In his letter to John W. Snyder, Secretary of the Treasury, under which the Bureau of Internal Revenue operates, Sen. Johnson characterized radio licensees as "stupid to receive" and said the industry's plan, which he termed "vicious and without regard to the high moral standards of American judges and contrary to the public interest."

Alluding to a bill (S 1847) introduced by Sen. William Langer (R-N. D.) and now before the Senate Commerce Committee, Sen. Johnson said his feelings would commence Jan. 20 and promised: "If the liquor people go ahead with their plans to use the radio to promote sales of drink, then I assure the passage of that bill."

Extensive hearings were held by the committee on a three bills in the last Congress—one to prohibit in sold time to beer liquor advertising, the other to curb liquor advertising. Representatives of the Alcohol Tax Unit were among those who appeared. Advocates of restrictive legislation included Sen. Johnson, Sen. Claude M. Reed, (R-Kans.), Rep. John Rankin (D-Miss.) and former Sen. Arthur Capper (R-Kans.).

This session, three bills are pending. The latest, introduced by Rep. Laurie C. Battle (D-Ala.), would declare certain advertisements "misleading" if they represent or suggest that alcoholic beverages are beneficial to health, will increase personal or social standards, or are "traditional" in American family life. It covers beers, wines and hard liquors. The other bills, authored by Sen. Pepper (D-Calif.) and Rep. Joseph C. Bovard (D-S.C.), would prohibit broadcast or telecast of such advertising.

A three-year-old FCC decision stands on the books to serve notice that the Commission will almost unavoidably get into the question if stations start accepting whisky advertising.

The FCC had turned down in March 1946 in the Sam Morris-KRLD Dallas case. On behalf of the National Temperance & Prohibition League, Mr. Morris asked FCC to deny KRLD's license renewal application. He charged that KRLD and CBS, with which it is affiliated, sold time to beer and wine interests and refused to sell time for abstinence messages. FCC denied the request, holding that "the problem ... is of industry-wide scope and is not restricted solely to KRLD," and that a "general investigation" did not seem warranted at that time because the "points of controversy were adequately covered in the briefs of Mr. Morris, KRLD, and CBS."

The Commission did hold, however, that "its advertising of alcoholic beverages over the radio can raise substantial issues of public importance"—that is, issues on which FCC presumably would expect to be heard, and in particular, a balanced treatment by radio stations. The theory of the Scott Decision on atheists' (Continued on page 37)
"Inhale!"

You do what you're told!

[Cartoon image by W. Steig]
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Experience shows us that the spoken word is far more persuasive than the written. To hear is to do, if what you hear is well and truly spoken.

In Radio the spoken word reaches its greatest power of persuasion. And because CBS has more of the most powerful facilities in all network radio, more people can hear better the firm and persuasive accents of its advertisers.

...for the largest audiences in the world!
rights to broadcast time might also be applicable.

The Morris Decision pointed out that "the question whether the sale and consumption of alcoholic beverages should be prohibited by law is frequently an issue of public importance. It continued:

What is for other individuals merely a routine advertising "plug" extolling the virtues of a beverage, essentially no different from other types of product advertising, is for (some) individuals the advocacy of a practice which they deem to be detrimental to our society. Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may create the proportions of a controversial issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue.

Sen. Johnson's Views

Highlights of Sen. Johnson's letter to Treasury Secretary Snyder:

While radio licensees are stupid to even consider broadcasting liquor advertising, yet the FCC is not now authorized by law to censor program material, including the advertising content of television programs. Whether such advertising is in the public interest, which it is not our function to resolve, it is at least clear that it may create the proportions of a controversial issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue.

However, I am of the opinion that the Alcohol Tax Unit now has the legal authority and the responsibility to step cold this reckless plan to invade the privacy of the home with liquor selling messages. If I do not need to remind you that there is a vastly different principle involved between liquor advertising by newspapers and magazines and that by radio and television.

In the latter case, there is no protection against children hearing liquor extolled as a fit product for purchase by their parents. Nor is there any answer to say, as some may, that the liquor industry is a legal industry and should have the same right to advertise as any other American industry.

It would appear to me that the Alcohol Tax Unit could very properly notify all licensees that the use of radio for liquor advertising would not only be in extremely bad taste but of questionable legality under the Act it administers.

In any event, would you be kind enough to let me know the entire situation looked into promptly and advise me what the Alcohol Tax Unit is going to do about it. If the Unit is unwilling to use moral suasion to tell liquor licensees that radio advertising of liquor is bad business, I am sure that we can and will do something about it in the Congress. It is incomprehensible to me that the liquor interests are so blind and so selfish as to flaunt their restricted wares over the radio and television.

Sen. Johnon's letter to FCC Acting Chairman Paul Walker follows in part:

I am aware that the FCC has no authority over radio to censor program material, including advertising copy. But I know of no legal provision of the Act which prohibits the Commission from considering the type and kind of advertising broadcast by a licensee when it considers that license for renewal. No one, I am sure, will disagree that the public interest, convenience and necessity is not being served by the broadcasting and televising of liquor advertising into American homes.

Programs lauding beem and wines now on the air are bad and of very questionable taste and propriety by far the worst that has been heard in advertising, in my opinion and must not be permitted.

I trust that the Commission will give serious consideration to this problem. If the Commission is of the opinion that liquor advertising, as a part of program content, is not in the public interest, it may be advisable for it to say so publicly now. Then, when renewal time comes, no licensee can plead ignorance of having offended the public interest when his license is not renewed. Moreover, it is my opinion that the Commission can also make it clear that no surrender such as that it is a network program will be an excuse. Networks also are licensees and their own stations should pay the penalty for their greed.

LOBBING
Investigating Group Asked

A NEW House resolution creating a Select Lobbying Activities Committee, as a subdivision for a Joint Congressional Committee previously proposed, was submitted to Congress last Tuesday, together with an accompanying demand for $50,000 to conduct a study and investigation.

Previously, the House had passed a concurrent resolution (H Con. Res. 62) to set up a joint committee of seven members from each the House and Senate. Senate Judiciary Committee, however, voted to report it with an amendment specifying five and leaving their selection to the chairman of each Judiciary Committee, rather than the President and House speaker [BROADCASTING, May 30]. The measure has been tied up for weeks in Senate Rules & Administration awaiting approval of funds.

It was believed that House members felt there was too much delay in Senate concurrence, and also that they preferred the original provision of seven members rather than five and selection of the chairman from their Judiciary Committee.

The new resolution (H Res. 298), introduced by Rep. Frank Buchanan (D-Pa.), author of the joint proposal last May [BROADCASTING, May 23], would again provide for a study of all lobbying activities intended to influence, encourage, promote or retard legislation and cover all federal agencies, among them FCC and FTC. Certain Washington representatives of radio interests also might be slated for inquiry if the resolution is approved by both the House Rules and House Administration committees and an investigation is launched.

NATIONAL ADVERTISERS by placing one order can reach this productive market less expensively and more economically than ever before.

PROMOTION... Yes! WGUY and WGAN will continue a regular and two-tiered promotion schedule in the five Gannett newspapers of Maine.

Guy Gannett Broadcasting System

WGUY

5000 Watts • 560 Kc
250 Watts • 1450 Kc
PORTLAND BANGOR

STATION REPRESENTATIVE: PAUL H. RAYMER COMPANY

August 1, 1949 • Page 37
**First Things First**

THE EXPERTS, after devoting three weeks to careful study of FCC's revolutionary new UHF-VHF television plan [Broadcasting, July 18], are now saying that the only endless complaints, the chief of which appear to derive from the vast uncertainties involved.

Consider the questions. Is the UHF ready? Will equipment be available next year, or for the first time the FCC will it be worth the while for it to compare in service to the VHF? Will we have color in the immediate future, or won't we? If we do, will it be on one band or brought about by Stratovision? Policy casting? Directions constant? Do the proposed co-adjacent-channel separations reflect maximum use of engineering know-how? What about the benefits of offset-carrer operators?

These questions arise entirely apart from specific allocations to communities. Presumably they will be answered in the forthcoming hearings. But clearly they must be answered before enlightened decision of specific or overall allocations can ensue.

The conclusion that FCC has undertaken too much for a single, orderly proceeding is, to us, inescapable. The allocation table should be sizeable, big, and last. It is the end product upon which television must progress or fail. It cannot be constructed wisely, or even intelligently discussed, until its foundations are fixed and known.

The FCC presents new testimony on specific situations after deciding the "general" questions, or preferably, postpones consideration of the table until the standards are set, then much of the forthcoming hearing will be devoted to shots taken largely in the dark. Much time will be needlessly wasted, and there can be no assurance that the ultimate allocations will even approach the best that can be created.

Apart from this, there is a crucial weakness in the rigidity which FCC would give to the allocations. Such inflexibility, in our view, cannot be justified. It implies a wisdom and foresight which FCC cannot lay claim to. Its legality is open to challenge. The law requires assignments based upon demand, not upon the opinion of seven men, or four of the seven, that the town of Dry Run is entitled to a channel. According to FCC, however, who accepts or denies one ever essays to build a station there or not.

There are hundreds of Dry Runs, communities of five or six thousand or less, in FCC's table. They make the paper plan look pretty and we agree that their citizens are entitled to television service. But an allocation plan must also be realistic. Many practitioners think it would be well-nigh impossible, once the allocations are fixed, to budge them materially, irrespective of need or demand elsewhere. Such a freeze seems unthinkable. Additionally, although a nationwide television service might emerge from the present FCC has laid down, a glance will show that the competitive possibilities would be restricted in many cases.

We commend FCC for recognizing the need for a thoroughly informed approach and to that end postponing the hearing from Aug. 29 to Sept. 26. It will be no excuse to say that time would be wasted by withholding final consideration of specific allocations until the end of the "general" questions have been decided.

It is a time to take first things first; to lay the foundation before building the house. The solution must not be hastened to television's ultimate harm.

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**Our Respects To—**

**JEROME STEWART STOLZOFF**

One of America's oldest agencies—Cramer-Krassell Co., Milwaukee—has one of the youngest radio-television directors in the land.

Ask Jerry Stolzoff his age, and he will reply: "Six. I look like this because I worry."

But a glance at his 6-foot, 175-pound chassis convinces one that he is at least of voting age. Under duress, he admits he's "on the short side now."

Milwaukee born and bred, he "cliff dwells" on the outskirts of the city with his mother and sister. He is single because, as he puts it, "when women learn what I do for a living, they become terrified and run down the street screaming vile and incoherent things."

Cramer-Krassell, now in its 83rd year, hired him as a copy-contingency writer in 1948. His only previous business experience was in promotional research and advertising for the Vitamin Products Co. and the Lee Foundation for Nutritional Research. He calls this two-year period his "pill rolling" days.

Shortly after joining C-K, he was put on a half leave of absence—without pay." Walter Seiler, president of the agency, was extremely active in war work and promptly drafted Mr. Stolzoff into such jobs as publicity chairman for the Wisconsin war salvage drives and SPAR recruiting. He also headed radio activities for the state war bond drives and the Milwaukee County Community War Chest, and served on an OWI committee. He still serves with a number of community activity groups.

A few months prior to V-E Day, he was drafted into the army. He served in the information and education branch of the infantry at Birmingham and Fort McClellan, Ala.

When he returned to C-K later in 1945, the agency decided to reactivate its radio division, which had been integrated into other departments during the war years. Mr. Stolzoff got the nod as director. Two years ago, when C-K opened one of the first agency TV departments in the country, his work was broadened to include television as well. From that time until the present, Mr. Stolzoff has traveled in high gear. He has covered 20,000 miles visiting stations throughout the East and Midwest. He has added to C-K's already sizeable list of radio accounts, a roster of video clients equal to that of most large agencies.

The Schuster's, a Milwaukee department store, uses 16 one-minute films weekly, as well as five-minute programs and special shows on WTJX-TV, the Milwaukee Journal station. The Plankinton Packing Co. uses 15-minute (Continued on page 40)

**BROADCASTING • Telemasting**

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**Editorial**

**Race Against Time**

THE REVISED McFarland Bill (S 1978) now pending before the Senate following the unani-

mously favorable report of the Joint Foreign Commerce Committee, merits the sup-

port of everyone interested in the wholesome development of radio. Enactment at this ses-

sion, however, is a race against time and only precise meshing of the legislative machinery can make the bill law this year.

It is for that reason that Sen. McFarland (D-Ariz.) attempted to resolve all pending prior to committee action. Final passage would mean the only substantive changes in radio law in 15 years.

There have been few words in opposition. Even the FCC, which obviously would prefer to go its own way, hasn't had stomach to fight in the open. What certain members of its staff may attempt behind the scenes, only time will tell.

The new bill, in our view, is better than that which Mr. McFarland originally had proposed. The setting up of deadlines on FCC actions, and the requirement for functional realignments of staff, are to be commended.

Today, as the report accompanying the bill so clearly imparts, hearing cases rarely get out in less than two years and some have been pending for seven. Citizens and taxpayers are entitled to greater consideration and better service from their Government than this," the Committee states. There are few people in radio who have dealings with this Com-

mission and its predecessors who would not add their reverent "Amen!"

Under the proposed deadline procedures, final actions on pending applications would be mandatory within three months. On hear-

ing cases the statutory requirement would call for a decision within six months after comple-

tion of the hearing. As examples of what this would mean we merely cite the pending of the Don Lee station license renewals for nearly three years, and that of the G. A. Richards stations for about half that time.

Stations operating under temporary authorizations suffer a certain stigma. Staff morale is affected. The longer the delay the greater the economic injury. They are entitled to ac-

tions as the FCC has known for years. The McFarland Bill would force action and pre-

clude dilatory tactics, stemming from political expediency, personal whim, or fear of adverse publicity or reprisal. The FCC would have to answer to Congress for failure to meet these deadlines.

We like the bill, moreover, because it would strip the FCC staff, notably its lawyers, of the broad powers they have arrogated. It would place the responsibility for policy decisions where it belongs—upon the FCC it-

self. And it would place the burden of proof upon them. Commission in renewal cases—not upon the licensee.

We like the bill because it would raise FCC pay from the measer $10,000 to $15,000 per year, and upgrade other executive salaries.

We are inclined to be wary of the new "costs" actions against the abuse of its abuse. That fear may be ameliorated, however, by the shifting of responsibility on all policy to the FCC itself.

We still cling to our notion that licenses should be issued in a year or two, irrespective, in lieu of the three years now authorized.

Withal, we think the McFarland Bill is a stride in the right direction. It should pass.

Page 38 • August 1, 1949
REPUTATION assures REPETITION

... AS TELEVISION MARCHES ON IN TEXAS!

NEW HOME of both WOAI and WOAI-TV

SAN ANTONIO... plus thousands of other people throughout South Texas... eagerly await their first television station, WOAI-TV. It will be here before the end of the year!

WOAI-TV will be launched with several advantages:

It will be operated by the same management that in nearly three decades of AM Radio has molded WOAI into one of America's leading stations.

WOAI-TV will be under the guiding hands of experienced television personnel... in engineering, programming and production; in other departments by a staff trained through years of AM service.

Thirdly, it will be in TEXAS, where big things have a habit of growing even BIGGER!

Reputation of WOAI, known and respected from coast to coast, will be a precious heritage of WOAI-TV. This reputation assures REPETITION in the life of its bounding new baby brother, WOAI-TV!
Respects

(Continued from page 38)

shows following WTMJ-TV's telecasts of pro and college football games, and also a number of TV spots. First Federal Savings & Loan sponsors a large schedule of announcements, and Marine National Exchange Bank uses a weekly half-hour live show, Salute to Industry, as well as spots—all on WTMJ-TV, Milwaukee's only video outlet. The Golden Rule, St. Paul department store, is co-sponsoring with Donaldson's Minneapolis store, eight announcements weekly on KSTP-TV St. Paul-Minneapolis. They are committed to a schedule of additional spots on KSTP-TV later in the year, along with a schedule on WTCN-TV Minneapolis. Campaign is reportedly the largest TV announcement schedule in St. Paul-Minneapolis. The Broadway House of Music, Plu- gradt Co. (GE distributor), Milwaukee Co. (investments), and the Bentley Construction Co., all of Milwaukee, are consistent users of schedules on WTMJ-TV.

Under Mr. Stolzoff's direction, Schuster's uses 25 hours of radio programs weekly on five Milwaukee stations. It is believed to be the biggest single market user of radio in the country. Hoberg Paper Mills airs a heavy schedule of one-minute ET's in scattered markets, and Milwaukee's Fox Thea- tres use station breaks on most of the city's stations. The Plankinton Co. uses station breaks throughout Wisconsin, and First Federal Savings has announcements on four Milwaukee stations in addition to its TV programs. The Golden Rule has nine hours of radio spots weekly, the largest schedule in the Twin Cities. Other C-K radio accounts include Dakin Oil, Ground Gas & Oil, Chevrolet Dealers of Milwaukee County, MeConnon Co., and Amity Leather Products.

In addition, the agency prepares radio material used throughout the country by dealers handling ABC Washing Machines and Ironers, Hamilton Clothes Dryers, Wilcox- Gey Radio-Phonograph Recorders and Television Receivers, Mirro Aluminum and the Mirro-Matic Pressure Cooker.

National TV Plans

A number of C-K accounts have national television plans under consideration. One client has commercials filmed, and several others are scheduled for early shooting.

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Dominate Theme of National Radio Week

DOMINANT THEME of National Radio Week (Oct. 30-Nov. 6) will be the good size audience that radio gets via radio.

That was made known Tuesday at a meeting of the planners of the observance in the Statler Hotel, New York.

In plain words the American public will be told by newspaper ads that the greatest array of talent ever known is now available free to it at the twist of a dial.

Also made known at the meeting was the fact that for the first time National Radio Week will also embrace television. In areas where there are both radio and television, ads and promotional material will be used to hear the observance as National Radio and Television Week.

In preparation for the week, newspaper ads are now being readied. These will be made available to papers free in mat form. The papers will pick set dealers and perhaps station owners to pay for the ads. Last year more than 500 newspapers sold full-page ads on that basis.

The meeting drafting the outlines of the observance was a joint one of RMA Advertising Committee and the NAB National Radio Week Committee. Both organiza- tions are jointly managing the observance as in years past.

W. B. McGill, advertising director of Westinghouse Radio Stations Inc., of the RMA committee, and

be handled, he says, by package producers or can originate in Chicago.

A facile writer, Mr. Stolzoff is a frequent contributor of the trade press, and has ghost-written a book on nutrition—for the layman. One of his articles appeared in a nationally circulated popular magazine.

He likes to fish, and talks about it all summer—but rarely gets in more than two week-ends yearly because of the pressure of work. Another of his hobbies—reading—has fallen behind. His office and bedroom are heaped with books and magazines he's "going to read next week."

Active in Wisconsin politics, Mr. Stolzoff has handled campaigns for a number of candidates and is a worker for the Republican party.

DAY NAMED

To Direct 1950 News Meet

NEWS DIRECTOR Charles Day of WGN Cleveland will direct next year's second annual conference for radio news editors at Kent State U., Kent, Ohio, according to announce- ment by Prof. William Taylor, chairman of KSU's school of journalism. The date for 1950 sessions was June 17.

Mr. Day, who also is president of the Ohio Assn. of News Editors, served on the advisory council of the first conference held at Kent in June. Sessions were attended by some 50 radio news editors from Ohio, Michigan and Pennsylvania.

Robert S. French, dean of Ohio newsmasters and general manager of WVGO Columbus, was director.

RADIO WEEK

Observe Details

Set by Planners

RADIO WEEK (Oct. 30-Nov. 6) will stress the good size audience that radio gets via radio.

That was made known Tuesday at a meeting of the planners of the observance in the Statler Hotel, New York.

* Gordon Gray, vice president of WIP Philadelphia, who is chairman of the NAB committee, will be chairman of the effort. Both were present at the National Radio Week meeting.


UNION LABEL COUNCIL (AFL) has cited WJNR Newark, N. J., for its "outstanding cooperation with trade union movement" at quarterly convention of council in Asbury Park, N. J. Station airs pioneer union label radio series Turning Points.

LOCAL ADVERTISERS

CHOOSE FROM PERSONAL KNOWLEDGE

(or Don't Let Hooper Fool You)

More local advertisers buy more local time on WQUA than on the other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 WQ-WQ network (NBC and ABC) stations.

* Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.

Here is the record:

<table>
<thead>
<tr>
<th>Total Local Advertisers</th>
<th>WQUA</th>
<th>WQUA</th>
<th>WQUA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sta. A</td>
<td>Sta. B</td>
<td>Sta. C</td>
</tr>
<tr>
<td>Time Purchased by Local Advertisers:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcements</td>
<td>135</td>
<td>154</td>
<td>128</td>
</tr>
<tr>
<td>* Newspaper Spots &amp; Sports</td>
<td>555</td>
<td>615</td>
<td>285</td>
</tr>
<tr>
<td>* Entertainment Programs</td>
<td>1,045</td>
<td>610</td>
<td>545</td>
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<tr>
<td>** Play-by-play Sports</td>
<td>646</td>
<td>None</td>
<td>None</td>
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<tr>
<td>** Total Program Time</td>
<td>2,246</td>
<td>1,225</td>
<td>830</td>
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</table>

* Exclusive of 23 advertisers on a "promotion-deal."
** Average of weeks of 1/20-49/2/49. $b-Week of 1/20-49. **e-Week of 2/16-49.

"The QUAd Cities Station" REPRESENTED BY WQUA

RADIO CENTER MOLINE, ILL.


Page 40 . August 1, 1949

BROADCASTING * Telecasting
### National Nielsen-Ratings Top Programs

**TOTAL U.S., INCL. SMALL-TOWN, FARM AND URBAN HOMES**

—and including TELEPHONE and NON-TELEPHONE HOMES

**JUNE 19-25**

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating - Points Change</th>
<th>Current Rating - Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENING, ONCE-A-WEEK</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Lux Radio Theatre</td>
<td>6,323</td>
<td>16.1</td>
</tr>
<tr>
<td>2 My Friend Irma</td>
<td>5,027</td>
<td>13.8</td>
</tr>
<tr>
<td>3 Walter Winchell</td>
<td>4,674</td>
<td>11.9</td>
</tr>
<tr>
<td>4 Mr. District Attorney</td>
<td>4,438</td>
<td>11.3</td>
</tr>
<tr>
<td>5 Crime Photographer</td>
<td>4,281</td>
<td>10.9</td>
</tr>
<tr>
<td>6 Mr. Keen</td>
<td>4,002</td>
<td>10.7</td>
</tr>
<tr>
<td>7 Suspense</td>
<td>4,020</td>
<td>10.7</td>
</tr>
<tr>
<td>8 Our Miss Brooks</td>
<td>4,085</td>
<td>10.4</td>
</tr>
<tr>
<td>9 Godfrey's Talent Scouts</td>
<td>3,888</td>
<td>9.9</td>
</tr>
<tr>
<td>10 Bob Hawk Show</td>
<td>3,731</td>
<td>9.5</td>
</tr>
<tr>
<td>11 First Nighter</td>
<td>3,692</td>
<td>9.4</td>
</tr>
<tr>
<td>12 Adventures of Sam Spade</td>
<td>3,692</td>
<td>9.4</td>
</tr>
<tr>
<td>13 This Is Your F.B.I.</td>
<td>3,653</td>
<td>9.3</td>
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<tr>
<td>14 Inner Sanctum</td>
<td>3,653</td>
<td>9.3</td>
</tr>
<tr>
<td>15 F.B.I. in Peace and War</td>
<td>3,613</td>
<td>9.2</td>
</tr>
<tr>
<td>16 Ford Theatre</td>
<td>3,574</td>
<td>9.1</td>
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<tr>
<td>17 Mr. Chameleon</td>
<td>3,525</td>
<td>9.0</td>
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<tr>
<td>18 Fat Man</td>
<td>3,495</td>
<td>8.9</td>
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<tr>
<td>19 Dr. Christian</td>
<td>3,495</td>
<td>8.9</td>
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<tr>
<td><strong>EVENING, MULTI-WEEKLY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Lone Ranger</td>
<td>2,749</td>
<td>7.0</td>
</tr>
<tr>
<td>2 Beulah Show</td>
<td>2,503</td>
<td>6.5</td>
</tr>
<tr>
<td>3 Counter-Spy</td>
<td>2,435</td>
<td>6.2</td>
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<tr>
<td><strong>WEEKDAY</strong></td>
<td></td>
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</tr>
<tr>
<td>1 Arthur Godfrey (Ligg. Myers)</td>
<td>3,731</td>
<td>9.5</td>
</tr>
<tr>
<td>2 Right to Happiness</td>
<td>3,221</td>
<td>8.2</td>
</tr>
<tr>
<td>3 Popper Young's Family</td>
<td>3,181</td>
<td>8.1</td>
</tr>
<tr>
<td>4 Young Widder Brown</td>
<td>3,103</td>
<td>7.9</td>
</tr>
<tr>
<td>5 Arthur Godfrey (Nabisco)</td>
<td>3,024</td>
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<tr>
<td>6 Backstage Wife</td>
<td>3,024</td>
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</tr>
<tr>
<td>7 When A Girl Meets...</td>
<td>2,906</td>
<td>7.4</td>
</tr>
<tr>
<td>8 Our Gal, Sunday</td>
<td>2,828</td>
<td>7.2</td>
</tr>
<tr>
<td>9 Ma Perkins (CBS)</td>
<td>2,789</td>
<td>7.1</td>
</tr>
<tr>
<td>10 Big Sister</td>
<td>2,789</td>
<td>7.1</td>
</tr>
<tr>
<td>11 Stella Dallas</td>
<td>2,789</td>
<td>7.1</td>
</tr>
<tr>
<td>12 My True Story (Libby)</td>
<td>2,789</td>
<td>7.1</td>
</tr>
<tr>
<td>13 Wendy Warren</td>
<td>2,749</td>
<td>7.0</td>
</tr>
<tr>
<td>14 Arthur Godfrey (Gold Seal)</td>
<td>2,710</td>
<td>6.9</td>
</tr>
<tr>
<td>15 Romance of Helen Trent</td>
<td>2,710</td>
<td>6.9</td>
</tr>
<tr>
<td><strong>DAY, SATURDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Armstrong Theatre</td>
<td>3,653</td>
<td>9.3</td>
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<tr>
<td>2 Grand Central Station</td>
<td>3,613</td>
<td>9.2</td>
</tr>
<tr>
<td>3 Stars over Hollywood</td>
<td>3,181</td>
<td>8.1</td>
</tr>
<tr>
<td><strong>DAY, SUNDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 House of Mystery</td>
<td>2,121</td>
<td>5.4</td>
</tr>
<tr>
<td>2 Juvenile Jury</td>
<td>1,650</td>
<td>4.2</td>
</tr>
<tr>
<td>3 Quiz Kids</td>
<td>1,371</td>
<td>4.0</td>
</tr>
</tbody>
</table>

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**THACKREY SALE**

**FCC Can't Act by Deadline**

FCC RULED last week it could not dispose of the sales applications of KLAC-AM-TV Los Angeles and KYA San Francisco by Aug. 1 contract deadline and without the hearing it previously ordered [BROADCASTING, July 20].

Mrs. Dorothy Schiff Thackrey, who proposes to sell the radio properties for combined price of $1,045,000 to Warner Bros. Pictures Inc., petitioned FCC fortight ago for the expedited action in order to secure either grant or denial before Aug. 1, date when the sales agreements expire. The Commission had been informed the contract would not be extended by Warner Bros.

Mrs. Thackrey had asked that the hearing, ordered July 13 for additional information on the sale [BROADCASTING, July 18], be dispensed with and the bids heard in oral argument. An alternative requested was that the FCC reconsider its order for hearing and require the parties to supply the additional data in such time that the Commission could take action by Aug. 1. Both proposals were denied by the Commission as insufficient.

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**Don't do anything until you hear from Lang-Worth!**

Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!
CATHOLIC RADIO
Meet Held at Notre Dame

LAY and clergy members of the Catholic Broadcasters Assn. met at the U. of Notre Dame in South Bend, Ind., Saturday for discussion of practical approaches to radio and television programming. More than 100 members from various sections of the U. S. and Canada were expected late last week to enroll for this third annual session.

The conference opened Friday evening with a dinner, at which the key speech was to concern Catholic radio and its importance. Saturday morning panel discussions were to be divided in interest among these program types: (1) Lay local, concerning sustaining time acquired by lay or clergy representatives or acquired by Church representatives for general interest programming; (2) local clergy, in which local priests present informational or devotional material; (3) school section, in which William A. Coleman of Fordham U., Bronx, N. Y., supervises high school and college radio workshop activities, and (4) national shows, live and transcribed, network and local.

This year, because of inroads made by television, the conference was expected to give greater emphasis to the medium. One of the guests was Anthony L. Ostheimer of Philadelphia, chairman of CBA’s television committee, who cut short a tour of Alaska to attend the sessions.

Others planning to attend late Thursday: The Rev. Hugh Noonan, O.F.M., Los Angeles, director of the House of St. Francis, 15-minute transcribed series; the Rt. Rev. Msgr. Francis X. Sallaway, chairman of CBA and archdiocese director of Catholic radio in Boston, who was to preside at several panels; Dr. Adolph G. Wausilsky, director of the radio department at St. Joseph’s College, Emmitsburg, Md., a member of the CBA board, and Paul T. Tegtmeier, also a board member, chairman of the lay local section in Washington, D.C.

Also participating were Jerry Keefe, manager of WFUL (FM) Cincinatti, and Rosemarie McCarthy, one of his staff. WFUL is the only Catholic FM station operating in conjunction with an educational institution.

Each Catholic diocese in the United States should sponsor at least one Catholic radio station—AM, FM or TV—William A. Coleman, chairman of radio and television at Fordham U., told members of the CBA.

Addressing the convention, Mr. Coleman, who is manager of WFUV, Fordham’s FM station, and CBA vice president, also advocated the appointment of diocesan directors of radio and television “to coordinate locally the work of the radio apostolate.”

Mr. Coleman declared there is no GM guide to broadcast FM stations offering unlimited possibilities for such public service broadcasting as Catholic stations could offer, while “radio criers out for use by Catholics as a potent medium of social and religious education.”

Stressing the need for diocesan radio-TV directors, Mr. Coleman said in part, “no station manager should ever be in the position, as many have been, of wanting a good local Catholic program to round out his schedule and of not being able to place it.”

He suggested that CBA members through channels suggest to ecclesiastical authorities the appointment of a blanket layman to act as liaison between church groups and the industry.

Richards
(Continued from page 27)

If any, are contemplated, upon effectuation of the proposed transfers, with respect to the voting, by Mr. Richards of any stock in the licensees of stations KNPC, WWDR and WAGR other than the stock transferred in trust under the provisions of said trust indenture.

2. To determine, in the light of the information adduced pursuant to issues 1, 2 and 3 above, the proposed program policies to be followed by said licensees after effectuation of the proposed transfers.

3. To determine whether the proposed transfers are legally, technically, and otherwise qualified to hold legal title to and vote the stock of Mr. G. A. Richards proposed to be transferred.

4. To determine whether, upon the basis of the information adduced pursuant to the above issues, a grant of said applications would be in the public interest.

Issues for the WAGR renewal phase of the hearing are substantially the same as Nos. 1, 2 and 3 in the trusteedship phase, plus the following:

5. To determine the accuracy of representations in respect to any of the matters set forth in the foregoing issues 1, 2 and 3, made in affidavits and pleadings submitted to the Commission by and on behalf of G. A. Richards.

6. In the light of any facts adduced under the foregoing issues 1, 2 and 3, to determine the qualifications of WAGR Broadcasting Co. and whether a grant of said application would serve the public interest, convenience and necessity.

We don’t sell “time”!
We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan
YIELDING to mounting industry demands, FCC last Thursday postponed the start of its UHF-VHF television hearing from Aug. 29 to Sept. 26.

The date for filing comments and counter-proposals on the far-reaching proposed changes in standards and allocations was moved from Aug. 8 to Aug. 26, and the deadline for setting up new stations was delayed from Aug. 19 to Sept. 12.

The postponements, considered virtually inevitable from the beginning (Broadcasting, July 18), were occasioned by requests from 14 participants who emphasized the inadequacy of the time which had been allotted for appraisal and comment of the proposal.

The Commission also announced "editorial" changes in its original proposals, and amended the allocation table to substitute Channel 13 for Channel 12 at Shreveport, La., and Channel 11 for Channel 10 at Marquette, Mich., and to delete Channel 10 at Lawton, Okla. FCC also sought to clear up the false impression, which it felt was given in its original proposal, that the VHF work of the Ad Hoc Committee was also used in preparing UHF charts.

Although most industry spokesmen indicated they would need the full time allowed for consideration of the UHF-VHF proposal, some reactions already were beginning to trickle in. Elsewhere the plan remained a topmost topic of discussion and speculation, particularly with respect to the probable dates when UHF and color can be put into broad-scale use.

ABC, one of those who petitioned for more time, also cautioned the Commission that the proposed intermixing of VHF and UHF channels would retard development of UHF and impede set sales in the communities involved. The network contended it is possible to allocate additional VHF channels to many markets which need them, and also requested that the forthcoming hearing be conducted in two parts: The first devoted to general questions, the second to specific allocations.

In a speech before the Music Industry Convention in New York on Thursday (see story page 28), Vice President John W. Craig of Avco Mfg. Corp. advised his listeners not to expect UHF stations to go on the air "right after these hearings end, or any time soon thereafter."

He thought both color and UHF telecasting will require "a great amount of work" before they can meet the exacting standards of commercial operation.

With respect to color, he said: "There are a few vocal individuals—some in Washington—who, either not informed or not interested in the facts, make it a point to harass the industry by insisting that steps be taken in color television which the industry is not technically prepared to take. Sound heads have prevailed to date. Sound heads, I feel sure, will continue to prevail in color development as they did in radio and the television service we have today.

"The FCC and the industry must guard against adoption of a system which, passable for the moment, might shackle future color use. . . . Color television for the public is a number of years away."

President William Balderston of Philco Corp. told the Philco national distribution convention in New York on Monday that UHF service is probably three years away, and that two or three years will be needed to perfect color and provide service on any extensive scale.

He reiterated Philco's view that UHF "is the only way that a great many of the smaller communities will ever be able to get television service. On the basis of FCC's proposed UHF - VHF allocation he predicted that "the areas presently having television will continue to rely almost entirely on the present channels and will not need new stations, and that "the UHF band will be used to open new markets." It will not be required in "most of the great metropolitan markets," he declared.

Mr. Balderston also called upon FCC to lift its VHF freeze "in order that additional communities can be served with television programs and this great new industry can grow and prosper."

Dr. Allen B. DuMont, president of DuMont Labs, told Broadcasting, that he felt FCC's proposed allocations technically would provide "reasonably good service, if the proposed spaccings are held to. But he questioned the economic implications, and felt that as a whole the plan points to one-network service, or maybe two. Noting FCC's provision of channel.

(Continued on page 81)

COLOR TELEVISION developments began to break with increasing tempo last week as—

- RCA, according to reliable sources, was reported ready to take out of the laboratory and begin field testing of advanced color TV methods.
- Additional color TV experimental authorizations were made by FCC to WMAL-TV Washington and to RCA at Camden.
- CBS announced details of its already approved month-long color TV tests in New York.
- The RCA plans, closely guarded until fully complete, would call for development of the methods before the FCC's full-dress television hearing to commence Sept. 26 if the tests could be properly set up in time (see story this page).
- Equipment is to be moved right away to Washington where the transmitter, studios and facilities of RCA-NBC's WNBW (TV) are available.
- It was learned that the continuing research on color TV at RCA has reached the point that it is desirable to bring some laboratory apparatus into the field for preliminary tests. It was revealed further that RCA has reached a point beyond that demonstrated two years ago by following the same basic principles shown then. The electronic system was shown at Camden during the color television hearing before FCC at that time (Broadcasting, Dec. 16, 1946, March 24, 1947).
- WMAL-TV was given permission by FCC to pick up and rebroadcast the color TV experiment being staged by WMAR-TV Baltimore Aug. 17-19 in conjunction with Johns-Hopkins U. and Smith, Kline & French Labs., pharmaceutical maker. [Broadcasting, July 25].
- CBS is expiring periods when electronic experimentation which will be similar to that at Atlantic City earlier this summer before the American Medical Assn. The observation receivers, which will add the color to the multiple black-and-white signals by the CBS mechanical method, are to be located in the National Guard Armory, Washing. No word had been received by FCC at week's end as to whether AT&T would supply a 4.5 mc coaxial cable as requested for the experiment [Closed Circuit, July 25].
- The cable would allow comparison with direct air pickup of the coloroscars by WMAL-TV and direct pickup at the Armory of the WMAR-TV signals.
- The experimental grant to RCA's W3XEP last week at Camden was for investigation of 6 mc color transmission on Channel 10 (192-198 mc) during periods when WCAU-TV Philadelphia is not operating. The tests, to commence Aug. 1 for 60 days, reportedly will be part of various mechanical systems of color transmission as a check on similar tests made by the firm several years ago. At that time RCA felt the systems were impractical for a commercial service.
- CBS began its color transmissions last week via its WCBT-TV New York.
- Air in the morning hours between 9 a.m. and noon, when no regular programs are scheduled, the special color telecasts are transmitted on the station's regular assignment, Channel 2 (54-60 mc). This marks the network's first work with color telecasting in the VHF section of the spectrum since pre-war days. All of the CBS previous postwar color work was done in the UHF frequencies.
- The colored images are broadcast via the mechanical revolving filter system developed by CBS during the war years, refined and adapted for use with a 6 mc band instead of the 16 mc band used in the network's immediate postwar experiments. CBS TV engineers and officials are receiving the current color broadcasts on either the color sets built by Zenith or on black-and-white receivers.
TELEVISION'S supply of kinescope film prints and newreels appeared to be in grave danger of being cut off by the threatened strike of 1,800 film laboratory technicians in 17 New York laboratories when Broadcasting went to press.

At press time no break in the deadlock between union and management had taken place to forestall the strike scheduled for midnight yesterday (Sunday). Negotiations between the two sides had ended in deadlock.

Although Federal Conciliator J. R. Mandelbaum was making every effort to find a basis for getting the two sides back around a conference table, this had not materialized Friday.

Networks acknowledged that in the event of a strike they would be unable to turn out kinescope films. The networks farm out the making of prints to the laboratory companies involved.

Those laboratories, largest in the world, also make the bulk of the prints shown in moving picture theatres throughout the country. Some installations in Hollywood and Chicago are said to be smaller.

John J. Francavilla, president and business manager of Local 702, Motion Picture Laboratory Technicians, IATSE, AFL, said that if the strike should occur it would be impossible for films usually processed in New York to be shipped to either Hollywood or Chicago for processing.

He explained that since labs in those cities were manned by members of IATSE, those labs would not be in a position to handle "struck" work. They would merely handle their usual work loads.

"Our quarrel is not with television companies nor with television networks," said Mr. Francavilla.

"We know they are concerned by telephone calls we've received. We feel the laboratories are leaving us no alternative by their adamant position. We're sorry if their customers, like the television networks, get hurt."

The union's main demand is for a five-hour workweek at the pay for a 40-hour week. The union claims this is necessary as a spread-the-work device because technological improvements in the industry have resulted in forcing many of its members to work short weeks.

For over a week all the laboratories affected have had strike notices posted on their bulletin boards.

The notice says:

"To all members of 702 IATSE:

"Pursuant to authority granted by the membership, the executive board of the union has declared a strike in this laboratory effective midnight July 31, 1949."

The union expects to begin picketing at midnight on Monday when three strike headquarters, two of them in New York and a third atop the fire house at Fort Lee, N. J., are manned.

The union expects to begin picketing at midnight on Thursday when three strike headquarters, two of them in New York and a third atop the fire house at Fort Lee, N. J., are manned.

Steps taken after the severing of relations Tuesday included a meeting on Wednesday between Conciliator Mandelbaum and the employers group, headed by Joseph E. McMahon of Republic Pictures.

This was followed by a meeting of the employers Thursday afternoon.

As that meeting was going on, it was said by the union that only a reversal of the employers stand could avert the strike. The union said the employers stand was that it would offer nothing that would increase operating expenses.

BLACKLIST

Investigation into the alleged blacklist is getting headway, as Local President William McD. Sweets was started last week by the Radio and Television Directors Guild.

On Tuesday a committee of the R-T-D-G met with the organization's executive vice president, E. O'Keefe, national president, called at the Phillips H. Lord Inc. office in New York to see what it could do in the Sweets case. RTDG did not announce the results of the meeting but a union spokesman said the purpose of the session was to obtain the facts in the resignation of Mr. Sweets from the Lord CounterSpy and Gangbusters shows.

The Lord office has claimed he resigned for other work. He claims he was fired for political activity and because agencies and sponsors brought pressure to bear on the Lord outfit as the aftermath of letters from listeners and organizations protesting his alleged Communist sympathies.

In seeking the facts, said the guild spokesman, the committee was merely implementing two resolutions it would in a resolution which called the Sweets dismissal "gross injustice" and authorized a committee to bring the resolution to the notice of the Lord office. (Broadcasting, July 18).

Since the same resolution also mentioned contacting the sponsors and agencies involved in the two Sweets-directed shows, it was expected that next step of the RTDG committee will be to attempt to meet with representatives of those organizations. Gangbusters is under General Foods sponsorship and Young & Rubicam while CounterSpy is sponsored by Pepsi Cola through Blow Co.

New Development

Introduction of the Guild's national board into the blacklist inquiry is a new development. The board met in New York for three days ending July 24 (see story this page) and as part of its business discussed the alleged blacklist.

The board then authorized President O'Keefe to appoint a committee to meet and cooperate with the fact-finding committee of the New York local. After a report by the national committee the facts, the national is to take action. Committee appointments by Mr. O'Keefe were: Tom Bennett, Murray Bolen, Frank Furber, Charles Vanda, Mel Williamson, Hal Miller, Oliver Nicoll.

Also supporting the inquiry into the blacklist are AFRA and National Assn. of Broadcast Unions and Guilds.

Further support was lent the unions last week by the Voice of Progress Association, a TV station operators' group, under chairmanship of Author Dorothy Parker which sets itself up as "a national network of monitors to democratize the national networks."

VOF's executive secretary sent messages to RTDG and AFRA as follows:

"All listeners are interested in the talent and not in the race, religion, or political beliefs of writers, directors and performers."

"Radio is too vital and important a medium to allow any one group or anyone for the public to permit it to be stifled by blacklist."

"You can count on the complete support of our 2,500 monitors throughout the country in any action you undertake to oppose this new device for censorship."

In union and agency circles there was also general disbelief about the existence of a blacklist. It was felt, however, that the Sweets matter had to be investigated because of its prominence as a radio worker and former guild president and member of its national board.

APPLICATION for extension of completion date of WPDQ-TV Jacksonville, Fla., was dismissed by FCC last week at the request of the station. Deletion of the permit for the TV outlet now is virtually automatic.

Jacksonville Broadcasting Corp., which also operates AM station WPDQ there, was given dismissal of its TV extension bid without prejudice. The extension request had been set for hearing to determine if diligence had been exercised in construction of the TV station (Broadcasting, May 9).

Meanwhile, the Commission last week took action also in two other TV cases. FCC denied the extension bid of WJIM-TV Lansing, Mich., "on basis of apparent lack of diligence and permit," The Commission set aside its action of June 29, denying extension to KTTL (TV) Phoenix, Ariz., and upon the station's petition granted extension to Nov. 27.

WJIM-TV, owned by WJIM Inc. which operates AM station WJIM Lansing, was given 20 days in which to request hearing upon its bid for additional time to build its facilities. Comr. George E. Sterling voted to grant the request for extension.

KTTL, owned by Phoenix Television Co., informed the Commission it has invested some $67,500 in construction of its facilities and that it will keep on air with its current pattern in 90 days and ready for commercial operation within 120 days.

RTDG BOARD

Holds Three-Day Meet

THE PRACTICE by networks of deducting a portion of commercial fees paid to directors of network programs was hit by the Radio and Television Directors Guild's national board at a three-day meeting in New York ending July 24.

The RTDG condemned the practice as a "kickback." A spokesman for the guild said the rate of deduction taken by networks amounts to over 25% of the commercial fee—equal sometimes to the director's staff salary.

The board also took cognizance of the radio blacklist issue which developed out of the resignation recently of Guildsman William McD. Sweets from KTLX, owned by WJIM Inc., show packagers (See story this page). The board authorized President Lester O'Keefe to appoint a committee to meet and co-operate with the New York local committee investigating the reported blacklist.

The guild approved contracts negotiated for directors at WPIX (TV) New York, WJZ-TV New York, KNX Hollywood, and for New York directors at MBS.

It elected Mel Williamson, Hollywood, first vice president; Emer Rcca, New York, third vice president, and Earl McGill, New York, treasurer.

ASCAP Extends

ASCAP board, meeting Thursday, extended for another month its TV license, granting full use of all ASCAP-owned closed circuit programs through Aug. 31. Negotiations now in progress between NAB and ASCAP committees will determine that the license be paid for these rights, which will be retroactive to Jan. 1, 1949.

BLACKLIST

Investigation into the alleged blacklist is getting headway as Local President William McD. Sweets was started last week by the Radio and Television Directors Guild.

On Tuesday a committee of the R-T-D-G met with the organization's executive vice president, E. O'Keefe, national president, called at the Phillips H. Lord Inc. office in New York to see what it could do in the Sweets case. RTDG did not announce the results of the meeting but a union spokesman said the purpose of the session was to obtain the facts in the resignation of Mr. Sweets from the Lord CounterSpy and Gangbusters shows.

The Lord office has claimed he resigned for other work. He claims he was fired for political activity and because agencies and sponsors brought pressure to bear on the Lord outfit as the aftermath of letters from listeners and organizations protesting his alleged Communist sympathies.

In seeking the facts, said the guild spokesman, the committee was merely implementing two resolutions it would in a resolution which called the Sweets dismissal "gross injustice" and authorized a committee to bring the resolution to the notice of the Lord office. (Broadcasting, July 18).

Since the same resolution also mentioned contacting the sponsors and agencies involved in the two Sweets-directed shows, it was expected that next step of the RTDG committee will be to attempt to meet with representatives of those organizations. Gangbusters is under General Foods sponsorship and Young & Rubicam while CounterSpy is sponsored by Pepsi Cola through Blow Co.

New Development

Introduction of the Guild's national board into the blacklist inquiry is a new development. The board met in New York for three days ending July 24 (see story this page) and as part of its business discussed the alleged blacklist. The board then authorized President O'Keefe to appoint a committee to meet and cooperate with the fact-finding committee of the New York local. After a report by the national committee the facts, the national is to take action. Committee appointments by Mr. O'Keefe were: Tom Bennett, Murray Bolen, Frank Furber, Charles Vanda, Mel Williamson, Hal Miller, Oliver Nicoll.

Also supporting the inquiry into the blacklist are AFRA and National Assn. of Broadcast Unions and Guilds.

Further support was lent the unions last week by the Voice of Progress Association, a TV station operators' group, under chairmanship of Author Dorothy Parker which sets itself up as "a national network of monitors to democratize the national networks."

VOF's executive secretary sent messages to RTDG and AFRA as follows:

"All listeners are interested in the talent and not in the race, religion, or political beliefs of writers, directors and performers."

"Radio is too vital and important a medium to allow any one group or anyone for the public to permit it to be stifled by blacklist."

"You can count on the complete support of our 2,500 monitors throughout the country in any action you undertake to oppose this new device for censorship."

In union and agency circles there was also general disbelief about the existence of a blacklist. It was felt, however, that the Sweets matter had to be investigated because of its prominence as a radio worker and former guild president and member of its national board.
TV 'SATELLITE'

A SATELLITE television "station," as seen by FCC Chairman William G. Crow in his "railroad system of television" speech at the NAB Convention in Chicago, has been developed by KAST Astoria, Ore.

He has designed and installed equipment which, he says, picks up the signals of KRSC-TV Seattle, 125 miles distant across a 3,000-foot mountain range, and re-sends them via private lines to other receivers scattered through the Astoria community.

He told Broadcasting he has also constructed and is now conducting laboratory tests on a 500-watt transmitter which he plans to employ for rebroadcasts. He said he would apply to FCC for authority to operate it as soon as the current tests are completed.

Few Astoria television set owners can tune KRSC-TV because there are few good reception points in the area. Astoria not only is 125 miles away from Seattle, but also is at sea level.

Mr. Parsons said his development was prompted by his wife's insistence on "pictures with her radio." The "network" to other homes and establishments resulted from public demand. He said about 30 sets are now in use.

Mr. Parsons said the equipment consists of especially designed amplifiers and converters for output on Channel 5.

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ARDVTEST PLANS

Measuring TV Spot Impact

TELEVISION section of Advertisers Research last week released details of a plan for measuring the impact of TV spots as perceived by the consumer.

The system rates spot commercials according to (1) the number of persons who can recall viewing an advertisement, (2) number of persons who can recall the channel on which they viewed the advertisement, (3) number of persons who can recall the time when they viewed the advertisement, and (4) the number of persons who can recall the content or format of the advertisement.

ZENITH

Black Video Picture Tube Planned for New Sets

BLACK TV picture tube, replacing a hike in clarity and contrasting Zenith Radio Corp. in Chicago today last week by Commr. Eugene F. McDonald Jr., Zenith president, as the standard white and permitting tone values, will be introduced by day (Monday). This was revealed by McDonald Jr., Zenith president, as the standard white and permitting tone values, will be introduced by day (Monday).

Mr. McDonald introduced the first production model of "The Miniature," hears a device now being manufactured, which will sell for $75. He said the firm expects to continue expansion in this phase of its operations.

All 11 officers of the corporation were re-elected at the meeting, as were the following directors: Mr. McDonald, Ralph Rubert, Karl E. Hassel, Hugh Robertson, and Frank A. Miller, Irving Herriott and Irving Allen.

Zenith Radio Corp. stockholders also voted approval of a contract between the manufacturing firm and Electronics Associates Corp. Inc. by which the latter gets exclusive rights for promotion and licensing of Phonevision.

TECO, recently incorporated by the State of Illinois, was organized to handle Phonevision bookings.

Ohio Games on TV

ALL FIVE HOME football games of Ohio State U. will be telecast this fall by Crosley Broadcasting's WLWC (TV) Columbus under sponsorship of Columbus Chevrolet distributors, according to Station Manager James Leonardi. WLWC will start with the OU opener with Missouri Sept. 24. WLWC Director of Sports Joe Hill will do descriptions. OU will receive $1,500 each game for telecast rights.

DIFFERENCE between monitor screen and engineer's oscillograph is explained to Far Eastern visitors by Commmr. Mortimer W. Loei (center), director of DuMont TV Network. Guests on tour of DuMont's key station, WADD New York, are (1 to r) Shigenos Nakamura, chief, Foreign News Div., Tokyo; Jiro Nanye, chief, Program Operating Board, Tokyo, and Jun Ho Bae, Korean announcer and script writer.


PRUDLY displaying sign looking toward start of KBT (TV) Dallas by Sept. 1 are (1 to r) Lou Pett, DuMont TV sales engineer; Tom Potter, KBTV owner, and Fred Kneiff, International Derrick & Equipment Co. sales representative. DuMont is manufacturing and installing KBTV transmission equipment. Station will be on Channel 8.
CHESTERFIELDS

FILM REPORT

NEW YORK, N.Y. - Chesterfields, which has long been the sponsor of the "Stop the Motion" television show, has recently produced a new spot for its film commercials. The new spot features the "Stop the Motion" technique, in which separate photographs are taken of a scene, and then moved in a fraction of an inch, to create the illusion of motion. The spot was directed by Ben Franklin, who is also responsible for the "Stop the Motion" television series.

The new Chesterfields spot is a departure from the company's traditional approach, which has been to use real people and real settings in its film commercials. However, Chesterfields is a large company with a long history, and it has been successful in the past with its use of popular culture and entertainment in its advertising.

The new Chesterfields spot is part of a larger trend in advertising, which is to use more sophisticated and creative techniques to capture the attention of consumers. This trend is likely to continue in the future, as companies seek to differentiate themselves in a crowded market.

SPEIDELE SIGNS

Sponsors Ed Wynn Show

SPEIDELE CORP., Providence, R. I. (watch bands), after considering two television shows last week [BROADCASTING, July 25], has signed a 2 week contract with CBS for sponsorship of the network's Ed Wynn Show, Thursday, 9-20 p.m., on the full CBS TV network through its agency, Cecil & Presbrey, New York.

The other show under consideration by the advertiser was the Ritz Brothers, kinescoped and presented by their other agency Hirshon-Garfield.

The latter agency during the week-end of July 23-25 hired an impartial survey agency, Fact Finders Inc., to discover the television show most preferred for fall presentation. The survey was conducted in New York, Chicago, Philadelphia and Providence among a total of 520 people. They were asked, "Which of the following television shows would you prefer to see on video in the fall?" The results were as follows: first, Joe E. Brown (a show also under option by Hirshon-Garfield but not submitted to Speidel); second, the Ritz Brothers; third, Victor Moore; fourth, Ed Wynn (the show Speidel bought); fifth, Bobby Clark; sixth, Bert Lahr and seventh, Henry Youngman. In Chicago and Philadelphia, Joe E. Brown was first; in New York the Ritz Brothers came out first, and in Providence, Victor Moore was declared first choice.

In addition to the video show Speidel also sponsors a segment of "Sing We Now of the Ritz Brothers" on ABC through Cecil & Presbrey.

Hoffberg Productions

Hoffberg Productions, New York, has announced that it will shortly release 15 feature films of from 20 to 45 minutes each for television programming. Included in group is "Panic at Madame Tussaud's," thriller, in setting of London's famous waxworks, as well as "Memories of Shakespeare," biography of Bard of Avon, and "The Works of Charles Dickens," combining life story of Dickens and extracts from his works. Recently formed TEEVEE Inc., Hollywood, has released three television trailers, two one-minute and one five-minute, for use by movie exhibitors in TV cities for promotion of "Roseanna McCoy." ALEX NORTH, composer, is preparing musical scores for three documentary films being produced on location in Venezuela by Princeton Film Center, Princeton, N. J. Release of productions is planned for early fall, when last of film "Transportation-Symbol of Progress" is completed under direction of Henwar RodaKiewicz. Jerry Fairfax Inc., Hollywood, is setting up special division for handling film commercials in both New York and Chicago. Decision to establish production units in each city springs from inferior local production of advertising spots, according to Mr. Fairfax. "Sapodilla" is producing.

Edward L. Gerstmann, vice president and business manager of United Productions of America, Hollywood, is currently on a three week trip of Chicago, New York and Washington to show firm's latest television output. While in New York, Mr. Gerstmann will discuss new series of nine Ford TV subjects with officials of J. Walter Thompson Co. Series to be built around "Dr. Suesa" characters. Agencies and prospective sponsors will receive eight-page brochure from United VideoGraph, Minneapolis, outlining content of its TV packages. Specials offered include one-minute animated "VideoGram," 10, 15, 20- and 20-minute feature films. Same firm is offering "The Marines' War" to national advertisers for fall sponsorship, for $100,000. Series includes 10 chapters, each with 20,000 feet of Marine Corps and captured Japanese combat films, edited on basis of book by same name written by Fletcher Pratt, military historian. According to Otis Carney, VideoGram president, series shows Pacific war through all stages, atomic bombings and Bikini tests. Chapters are supplemented with Navy shots and newsreel clips. Based on charges of $10,000 per chapter exclusive of time fees, cost per 1,000 viewers (assuming 2,500,000 sets in use by end of year) is estimated at one cent per thousand. Over three-year period, Mr. Carney estimates cost will drop.

James B. Harris, president of Flamingo Films, New York, and David L. Weper, secretary, are spending August and September on tour of 85 cities to visit 100 TV stations, either on or under construction. Tour is in line with company policy of personal representation to boost television film sales.

Make a chimney puff required turning out on lathes a dozen models in various stages of distension. Photographed, assembled and projected at normal speed, the imaginary objects come to life for the viewer in a way that dramatically drives home the words of the announcer about Chesterfields and the way more and more people are smoking more and more of them.

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More people are smoking more and more Chesterfields.

Opening with a line-up of Chesterfields packages, the film shifts to a short sequence of factories whose buildings and chimneys alike contract and expand in their concerted effort to provide enough Chesterfields to meet the growing demand. The film then continues with tiny trains, whose cars, seen in close-up, turn out to be built of Chesterfield packages, traveling across the country with a varying landscape in the background.

Suddenly the viewer beholds a map of the U. S. completely covered with packs of Chesterfields which are almost immediately snatched from the scene by dozens of hands. More packs, forming the letters A B C, are as swiftly grabbed by eager hands. A blueprint is pierced by a flag, then a building, and a plant model of the new Chesterfield factory in Durham, N. C. (picture 2), joins the pulsating line of Chesterfield production points. The picture ends with a mound of earth rising from a map, a giant pack of Chesterfields rising through the mound and several cigarettes rising from the pack (picture 3).

Ben Franklin, who produced the film for Newell-Emmett Co., New York, Chesterfield agency, made scores of models and moved them hundreds of times to get the 1,400 separate photographs which make up the one-minute film. Using "stop-motion" technique, he and his assistants set up a scene, such as the factory area, photographed it once, moved the pieces a fraction of an inch, photographed them again, and repeated the process insatiable over and over. To make a chimney puff required turning out on lathes a dozen models in various stages of distension. Photographed, assembled and projected at normal speed, the imaginary objects come to life for the viewer in a way that dramatically drives home the words of the announcer about Chesterfields and the way more and more people are smoking more and more of them.
WLWT SPORTS

By VERNON (RED) THORNBURGH
DIRECTOR OF SPORTS
WLWT (TV) CINCINNATI

TELEVISION, as used at WLWT Cincinnati, provides the bowling viewer with a new look at the experts. Few people heretofore could see bowlers make the approach and delivery down the alley since the stands at their best provide only a side view. In televising a bowling match, we place our WLWT cameras so that every televiewer has a "pin boy" view of the bowler: i.e., a head-on, down-the-alley view of the approach and delivery.

WLWT sets up camera one behind the bowling approach, which catches a good rear view of the bowler walking into position. When the ball leaves the bowler's hand, camera two is switched on. Camera two, mounted over the alley right behind the pins, catches the ball rolling down the alley and hitting the pins. Also caught by camera two is the bowler's follow-through and his facial expression at the resulting shot.

The location of camera one on the bowling lane was 25 feet from the foul line and 12 feet above the floor. Camera two is located on a stand six feet above the bowling lane and eight feet from the pit, facing the approach. Four banks of five 100-watt lights were required, three banks over the approach and one over the bowling pit.

Television of harness racing followed a similar pattern, except that the physical layout of Carthage Fair Grounds makes a different camera placement more advantageous. Cameras are mounted in the stands, one behind the other.

The Carthage Fair Grounds is a half-mile oval dirt track with a 6,000 seating capacity. For harness racing in the afternoon no lights were used. However, evening shows required the use of two banks of four 1,000 watt lamps per bank.

Camera two is 15 feet from the track at a 12 foot height overlooking the track. Camera number two is 25 feet from the track and sweeps the track from a vantage point 28 feet high. Camera one shoots the start of the race and the finish in the stretch. Camera number two, with a 17-inch lens, covers the backstretch action.

Similarly, the horse show at the Carthage Fair Grounds was telecast by placing both cameras 15 feet from the track and 12 feet above the floor, facing the pit. Camera one is mounted atop the grandstand roof, in direct line with the finish wire. This camera caught a "photo finish" shot of each race just as the horses crossed the wire. Camera two was mounted in the corner of the club house some 40 feet above the track and about 250 feet below the finish line. This camera catches a good head-on view of the horses as they hit the stretch and I invariably switch to camera one for the actual finish. Camera two also pans straight down for the parade of horses from the stables into the backstretch, catching much of the pre-race color of the track.

Indoor events on television require only two cameras. Occasionally three are used to afford more variety of angles and pictures. Usually, however, the area to be covered is small, and two cameras more than adequately cover the events.

However, before approaching the subject of televising indoor events, the few facts and figures on River Downs are: seating capacity is 10,000 people and a one-mile oval track. The location of camera one is on the roof of the grandstand 72 feet above the track and directly over the finish wire, using 50, 90, 135 and 430mm lenses. The 430mm lens was used to catch the start and backstretch.

VIDEO coverage of sporting events at WLWT Cincinnati is directed by Vernon (Red) Thornburgh, the station's director of sports. The techniques used by the Crosley Broadcasting Corp.'s mobile unit in telecasting football and baseball appeared in BROADCASTING, July 25. This second in a two article series covers the station's techniques for telecasting harness and horse racing, bowling and other indoor events.

In basketball television, WLWT used two cameras set up on each side of the center stripe, both on the same side of the court. The cameras are mounted between 20 and 100 feet from the side of the court, depending upon the size of the court. Cameras range from 10 to 50 feet above the playing court, depending upon the size of the court. Cameras range from 10 to 50 feet above the playing field depending upon the heights of the stands from the floor. Since both cameras are set up on the same side of the court an order not to confuse the televiewer at home) a criss-cross shot at times provides the best pictures.

The Xavier U. field house with a capacity seating of 5,000 was the scene of our telecasting of basketball games. Two cameras were mounted on a platform built in the rafters 42 feet from the floor, 57 feet from the edge of the court and centered over midcourt. Camera one used 50, 90, 135 and 220mm lenses, while camera two used 50, 90, 135 and 390mm lenses.

In telecasting billiards, the job can be done by one camera. In boxing and wrestling the setup is almost identical, since the area covered is the same and the action is roughly similar. However, we usually employ two cameras. Boxing matches and wrestling are telecast from Cincinnati's River Downs and the Parkway Arena for the outdoor events. The Music Hall seats 5,000 people with a battery of 12 1,500 watt lamps. Using the safe-way camera stands, 10 feet high, four feet by six feet, located about 125 feet from the ring and just in front of the balcony we block no seats. The cameras used the same lenses for wrestling and boxing.

The Parkway Arena, where outdoor events are held, has a seating capacity of 4,000. It has a bank of nine 1,500 watt lamps. We located our cameras on our mobile unit, parked outside 75 feet from the ring and from a 20 foot high vantage point.

Whenever possible, I have preceded each sporting match with (Continued on page 62)
On All Accounts
(Continued from page 18)

feminine commercials. Other dramatic talent was recruited from the U. of Washington and Seattle's famous Showboat and Penthouse Theatres.

During the war, Mr. Hevery's advertising career was interrupted, but not his radio experience. In 1941, he was radio engineer with the Alaska Communications System, supervising the installation of shortwave transmitters in underground bomb-proof stations in Seattle and Anchorage, Alaska. The following year he served as electrical instructor at Boeing's B-29 Superfortress school in Seattle, where he instructed Air Force officers and men in maintenance and repair of B-29 electrical equipment.

For a time, John taught commercial script writing at the Rex Radio School in Seattle, and that is when he formulated the philosophy he expresses today:

"It is regrettable that there are still so many weak commercials heard on the air, even on some network shows. Spots that fail to hold listener interest, or are even boring at times, cannot be expected to do the bag-up selling job of which radio is capable."

John formulates his ideas home with a capsule prescription: "The perfect commercial," he says, "is the one that paints a word picture of a benefit ... and leaves an impression and an impulse in the listener's mind. The key to a good commercial is association, suggestion and selfish benefits for the listener, connected in a logical and pleasant manner with the sponsor's product."

Mr. Hevery must have a tight grasp on that key, because when he joined Bottsfeld, Constantine & Gardner in October 1945, he has handled most of the agency's radio work, including the elaborate series on public service and plug- ging traffic safety [BROADCASTING, March 25]. This series, produced for Olympia Brewing Co., is one of the heaviest spot campaigns in the history of Washington radio, and has evoked favorable comment from stations, safety experts and the client in the short time it has been running.

Other Hevery accounts include Bendiksen's Oysters and the Seattle and Tacoma branches of the Bank of California. John is currently examining radio and television possibilities for these and other accounts for the fall season. Born Jan. 3, 1911, John was educated at Waterloo High School and Iowa State. His hobbies include tennis and swimming. He and his wife have an apartment in downtown Seattle.

SCHOOL EQUIPMENT
RMA Committee includes TV

MEMBERS of the School Equipment Committee of Radio Mfrs. Assn., designated to serve for 1949-50 were appointed July 22 by RMA President Raymond C. Cosgrove. The committee has been working in cooperation with the U. S. Office of Education for equipment for school A. K. Ward, of the Audio Division, Camden, N.J. succeeds Lee McCanne, Stromberg-Carls- son Co., Rochester, N. Y., as chairman following Mr. McCanne's resignation. The vice chairman is H. G. Kobick, of the Webster Electric Co., Racine Wis.; Sidney Jurin, Tele King Corp., New York, is secretary.

Other members of the committee are assigned to three operating sections as follows:


Television Section: John H. Gansen- huber, chairman, Western Electric Co., Barrington, Ill.; John H. Tra- tler, Rochester Electric Corp., Baltimore; Dana Pratt, RCA Victor Division, Camden, N. J.

Swift's TV View

SWIFT & CO., Chicago, "is staying out of big-time television for the time being." Vernon Beatty, advertising manager, said in commenting on the Aug. 4 cancellation of The Swift Show with Larry Ross (Thursday, 7-30 P.M. CDT) on NBC-TV from New York. Asked the reason for the move, Mr. Beatty said "the expense connected with what you get had something to do with it." Swift continue to sponsor the budget TV show in 12 of the 34 cities where it was local, said Mr. McCann. "But the TV set was harmful to baseball attendance."

RADOX RATINGS
TV, Radio Reports Are Speedy

SPEED of Radox ratings has been demonstrated twice in Philadelphia by Sindlinger & Co. Inc.

On Tuesday evening, July 12, within 10 minutes after the much heralded Meehan-Dilworth debate on local issues went off the air [see adjacent story] for each 15 minute period on the size of the radio and television audience of the program in Philadelphia were released. At 10:15 the Philadelphia Inquirer was on the street with the story—45 minutes after the program went off the air.

On Wednesday evening, President Truman spoke to the nation from 10:30 until 11:00. At 11:12 the story of the minute-by-minute ratings of the address was released. VT, the wiring services to the Philadelphia papers.

The midnight edition of the Philadelphia Inquirer carried the story which pointed out the fact that the local Meehan-Dilworth debate had twice the radio and television audience as that of the President.

INDUSTRIAL

Anounces New TV Products

INDUSTRIAL TELEVISION INC. is now ready to produce combination VHF-UHF television receivers, according to Horace Atwood Jr., ITI president. The all-band receiver is available in five 12 VHF channels and the entire UHF range from 470 to 890 mc with continuous tuning, he said, adding that no increase in cabinet size will be required. It also allows a converter to permit UHF reception by present VHF sets, but Mr. Atwood emphasized that the converter system would not give the same quality reception as the integrated VHF-UHF receiver.

ITI also announced a new multivision amplifier, 175-53A, permitting use of a multivision antenna system in the largest multiple dwelling installations but requiring less than a third as many tubes as were required by previous antenna amplifiers. New system does not require any tuning adjustments as all channels are covered without use of separate channel amplifiers, Mr. Atwood explained. Future UHF channels will be handled by a converter unit which changes the frequency of the UHF station to an "audible" VHF channel.

Naval Station Deleted

AFTER nearly a half-century of operation, the Navy's radio station at Point Loma, near San Diego, was decommitted late in June by the Eleventh Naval District public information office, San Diego, has announced. Ceremonies for the decommis- sioning, held June 24, included a memorial for each breaking for a new building at the Navy Electronics Lab. The radio station had been operating since 1917.
BANK TV SET
New Customer Service

A TELEVISION receiver is changing banking habits at the Bayside National Bank, Jamaica, L.I., N.Y.

Installed as a customer convenience and featured banking service, a 16-inch Crosley receiver is reportedly popular with young and old alike, according to Alvan B. Fehn, vice president of Bayside National Bank. He also said "the other day we had to delay the closing of the bank while a gray-haired woman watched the ending of a show."

Situated so it can be viewed from all parts of the bank lobby, the receiver has resulted in an immeasurable increase in traffic in the bank, Mr. Fehn said. The set is popular with children and the parents like it too, he said, because it gives the youngsters something to do while bank business is being transacted.

The set is most popular on Monday evenings when the bank is open from 6-8 p.m., Mr. Fehn explained, and many requests have been received to extend night banking hours.

CHESSE ON TV
Noted Puppeteer Has Unit

TELEVISION field now includes nationally prominent marionettist Ralph Chessee who has established Ralph Chessee's Marionettes, TV Unit, 218 Mission St., San Francisco, Calif.

In addition to complete workshop facilities for all phases of marionette production, Mr. Chessee has a stage set especially designed for taking of movies for video spots or serinks.

For 10 years Mr. Chessee operated the Marionette Guild in San Francisco producing adult plays and shows for children.

Cinemascope Shown

NEW kinescope method, "cinemascope," developed by Television Recorders Inc., Hollywood, was shown at KLAC-TV Los Angeles July 26. Station has been working closely with TRI in evolving a more acceptable version of kinescope. Warner Bros. technical department also has been working on project.

KTLA SIGNS
IATSE Contract On Coast

FIRST TV contract obtained in the Los Angeles area by International Alliance of Theatrical Stage Employees has been signed with KTLA, outlet of Paramount Television Productions Inc. It covers a year retroactive to June 18, 1949.

Wage increases affecting approximately 20 technical employees range from 10 to 25% with an over-all average of approximately 20%. Top dollar per hour will be paid to engineers at rate of $2.35 hy descending to $1.37 1/2 per hour applying to a 40-hour week.

Contract was negotiated between Y. Frank Freeman, Paramount vice president; Klaus Landsberg, West Coast director of Paramount TV, and Carl Cooper, international vice president of IATSE.

Among other Los Angeles stations, IBEW has RTDG and RTSL and NABET has KPI-TV and KNBH.

WOAI-TV HOME
Remodeling AM Building

REMODELING of the building housing WOAI San Antonio to accommodate equipment and studios for WOAI-TV is rapidly progressing, the station reports. WOAI-TV expects to begin operations before Christmas. The television outlet will occupy the lower floor of the present building. Charles L. Jeffers, technical director for WOAI and WOAI-TV, is supervising the construction.

Accommodations for WOAI-TV will include two production studios, one two stories in height for origination of live programs; centrally located master control room; rehearsal and dressing rooms; set construction and storage rooms; announcers' booths; projection room; transmitter and equipment rooms, and maintenance shop. Highlight of the new housing will be a viewing room located above and adjacent to Studio 1 where visitors may watch the production of television shows.

Construction of the 572-foot tower and antenna adjacent to the WOAI building is to start this month. WOAI-TV is owned by the Southland Industries Inc. and will operate on Channel 4 (66-72 mc).

Hugh A. L. Halff is president and general manager.

RTDG-WPIX PACT

Directors Get $115

RADIO and Television Directors Guild and WPIX (TV), New York have signed a contract calling for $115 weekly for television directors, $80 weekly for associates and floor managers and $50 for program assistants.

The agreement, which extends to Dec. 31, 1950, also provides for commercial fees for directors of programs piped to a network and an additional fee for programs syndicated or sold to other stations.

Here's your chance to get into television at a low cost ... with a high audience rating.

WGN-TV has recently acquired the best feature film package released to television to date ... thirteen outstanding first run films featuring such stars as Frederic March, Charles Laughton, Vivian Leigh, Rex Harrison, Anabella, Paulette Goddard, Douglas Fairbanks, Jr., David Niven, Henry Fonda, Edward G. Robinson and Raymond Massey.

Don't overlook this feature film package. Check any rating service you prefer ... you'll find even Class D feature films have a large share of audience. Consequently, a class A picture is a sure bet for high ratings. Here's your opportunity to sponsor audience-building, star-studded first run pictures.

This is your chance to buy an hour and a half of top-notch television advertising with adequate commercials and sufficient intermission time for your product demonstration at an amazingly low price ... a price you would ordinarily expect to pay for a local half hour show. These films will be scheduled to meet your requirements and either live or film commercials may be used.

So don't delay—take advantage of this low-cost, highly rated offering by calling WGN-TV today! Be first with the best.
In June, television advertising was used by 1,433 different advertisers—90 more than in the previous month. The list of network advertisers dropped from 57 to 54, and spot advertising dropped off slightly as the summer season set in. Local advertisers increased moderately, as six new stations went on the air during June. These figures represent about 95 to 98% of all TV accounts, as there are two stations, WBAL-TV Baltimore and WEHO-TV Dayton, which do not report their accounts, and are therefore not included in the totals. The total number of advertisers with these two stations included would probably pass the 1,500 mark. The June figures include four new markets, Indianapolis, Lancaster, Oklahoma City and San Diego. Data compiled in the Rorabaugh Report on Television Advertising, published monthly by the N. C. Rorabaugh Co., New York.

Los Angeles moved to top rank among all markets, gaining 43 accounts from May, as New York dropped to second place, having shown a net loss of 19 accounts. The Los Angeles total for its six stations is 212 accounts. The New York total for the same number of stations was 204 (Table II).

Philadelphia lost 17 accounts in its three-station total, but was third ranking among all markets with a total of 171 accounts. Markets in the over-100-accounts group in June were, in addition, to Los Angeles, New York and Philadelphia: Washington, Baltimore, Detroit, Boston and Buffalo. Among these, only Buffalo is a one-station market.

In the local field, Los Angeles was the only market with more than 100 accounts, leading all the rest by a sizeable margin. Next ranking markets in local business were Washington and Philadelphia, each having 67 and 64 local users of television advertising.


In network accounts, the eastern markets of New York, Baltimore and Philadelphia increased about 50 accounts.

June marks the end of the first year of TV advertiser reporting by the Rorabaugh Co., and TV's growth in that time has been truly amazing. The number of markets having TV outlets has now increased to 11. The number of operating commercial stations has tripled.

Though TV seems ever more hard hit than AM in the summer's long, hot months, its record for its first year in advertising revenue and number of accounts is excellent.

The big advertisers have experimented with television's commercial possibilities—their number had grown from 14 to a peak of 57 in May before the summer layoffs began. There is optimism for the fall TV season, and there's every reason that it will open locally with more TV network accounts than the May peak.

TV's use as a spot medium, especially with film and slides, has been exploited heavily during the past year by advertisers of every kind. Spot business has increased from 76 accounts in June 1948 to a figure four times that high—294 in June 1949. Of the 11 new markets where network accounts were not included, the number of insertions of spot advertising has also increased. It is now possible to reach the top trading markets of America with television spot campaigns—umping from Seattle to Miami, and Erie, Pa., to San Diego, Calif.

The local advertisers have increased 10-fold in the year. Starting at 144 accounts in 11 markets, an average of 7.2 for each of the 20 outlets, there are now 16.1 local advertisers on the hypothetical national average station. The list of agencies handling network accounts is now 37 names long, and the list of advertising agencies handling spot business has reached a total of more than 230, including branches of the same agency in different cities.

### TABLE I

<table>
<thead>
<tr>
<th>Month</th>
<th>Markets</th>
<th>Stations</th>
<th>Network</th>
<th>Local-Regional</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>20</td>
<td>14</td>
<td>76</td>
<td>144</td>
<td>240</td>
</tr>
<tr>
<td>July</td>
<td>16</td>
<td>14</td>
<td>113</td>
<td>152</td>
<td>265</td>
</tr>
<tr>
<td>August</td>
<td>16</td>
<td>113</td>
<td>132</td>
<td>197</td>
<td>329</td>
</tr>
<tr>
<td>September</td>
<td>19</td>
<td>21</td>
<td>119</td>
<td>236</td>
<td>355</td>
</tr>
<tr>
<td>October</td>
<td>21</td>
<td>37</td>
<td>216</td>
<td>372</td>
<td>588</td>
</tr>
<tr>
<td>November</td>
<td>22</td>
<td>37</td>
<td>176</td>
<td>423</td>
<td>600</td>
</tr>
<tr>
<td>January</td>
<td>27</td>
<td>46</td>
<td>235</td>
<td>469</td>
<td>704</td>
</tr>
<tr>
<td>February</td>
<td>30</td>
<td>54</td>
<td>238</td>
<td>414</td>
<td>652</td>
</tr>
<tr>
<td>March</td>
<td>30</td>
<td>50</td>
<td>287</td>
<td>711</td>
<td>1,028</td>
</tr>
<tr>
<td>April</td>
<td>32</td>
<td>59</td>
<td>291</td>
<td>777</td>
<td>1,068</td>
</tr>
<tr>
<td>May</td>
<td>34</td>
<td>59</td>
<td>328</td>
<td>855</td>
<td>1,183</td>
</tr>
<tr>
<td>June</td>
<td>36</td>
<td>63</td>
<td>374</td>
<td>1,053</td>
<td>1,427</td>
</tr>
</tbody>
</table>

Note: Network figures listed above are based upon a period of an entire month. National & Regional Spot and Local-Retail figures are based upon a sample week, out of each month, excepting for sports events which are reported, like network, for an entire month.

### TABLE II

<table>
<thead>
<tr>
<th>Market</th>
<th>No. of Reporting Stations</th>
<th>June</th>
<th>June Total</th>
<th>Gain (Loss)</th>
<th>May</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td>4</td>
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<tr>
<td><em>Baltimore</em></td>
<td>50</td>
<td>24</td>
<td>126</td>
<td>33</td>
<td>(92)</td>
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<tr>
<td>Boston</td>
<td>44</td>
<td>32</td>
<td>131</td>
<td>118</td>
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<tr>
<td>Buffalo</td>
<td>19</td>
<td>19</td>
<td>102</td>
<td>109</td>
<td>(7)</td>
</tr>
<tr>
<td>Chicago</td>
<td>16</td>
<td>14</td>
<td>98</td>
<td>78</td>
<td>(20)</td>
</tr>
<tr>
<td><em>Cincinnati</em></td>
<td>20</td>
<td>10</td>
<td>64</td>
<td>80</td>
<td>(16)</td>
</tr>
<tr>
<td>Cleveland</td>
<td>13</td>
<td>12</td>
<td>35</td>
<td>26</td>
<td>(9)</td>
</tr>
<tr>
<td>Columbus</td>
<td>10</td>
<td>13</td>
<td>25</td>
<td>36</td>
<td>(11)</td>
</tr>
<tr>
<td>Dallas</td>
<td>18</td>
<td>15</td>
<td>51</td>
<td>56</td>
<td>(5)</td>
</tr>
<tr>
<td>Detroit</td>
<td>16</td>
<td>15</td>
<td>41</td>
<td>40</td>
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<tr>
<td>El Paso</td>
<td>13</td>
<td>14</td>
<td>35</td>
<td>25</td>
<td>(10)</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
<td>14</td>
<td>13</td>
<td>37</td>
<td>25</td>
<td>(12)</td>
</tr>
<tr>
<td>Houston</td>
<td>19</td>
<td>17</td>
<td>36</td>
<td>27</td>
<td>(9)</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>13</td>
<td>13</td>
<td>28</td>
<td>29</td>
<td>(1)</td>
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<tr>
<td><em>LaSalle</em></td>
<td>1</td>
<td>12</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Los Angeles</td>
<td>53</td>
<td>45</td>
<td>247</td>
<td>205</td>
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<tr>
<td>Louisville</td>
<td>10</td>
<td>12</td>
<td>22</td>
<td>21</td>
<td>(1)</td>
</tr>
<tr>
<td>Memphis</td>
<td>16</td>
<td>15</td>
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<td>30</td>
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<tr>
<td>Miami</td>
<td>4</td>
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<td>12</td>
<td>10</td>
<td>(2)</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>14</td>
<td>13</td>
<td>29</td>
<td>29</td>
<td>(0)</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>11</td>
<td>11</td>
<td>22</td>
<td>22</td>
<td>(0)</td>
</tr>
<tr>
<td>Phila.</td>
<td>12</td>
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<td>24</td>
<td>24</td>
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<tr>
<td>Pittsburgh</td>
<td>13</td>
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<tr>
<td>Richmond</td>
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<tr>
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<td>26</td>
<td>(0)</td>
</tr>
<tr>
<td>Seattle</td>
<td>14</td>
<td>15</td>
<td>29</td>
<td>26</td>
<td>(3)</td>
</tr>
<tr>
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<td>13</td>
<td>14</td>
<td>27</td>
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<td>(7)</td>
</tr>
<tr>
<td>Syracuse</td>
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<td>18</td>
<td>21</td>
<td>(3)</td>
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<tr>
<td>Toledo</td>
<td>10</td>
<td>10</td>
<td>20</td>
<td>20</td>
<td>(0)</td>
</tr>
<tr>
<td>Washington</td>
<td>12</td>
<td>12</td>
<td>28</td>
<td>28</td>
<td>(0)</td>
</tr>
</tbody>
</table>

Note: Those advertisers who bought both network and national & regional spot time are counted twice in the "Total" column. Those network advertisers buying more than one show in a given market are counted once in the "Network" column.

* National & Regional Spot and Local-Retail figures for the Baltimore and Dayton markets are not complete, because WBAL-TV and WEHO-TV are not included in this report. Network figures for all markets, including Baltimore and Dayton, are complete because network data are reported by the networks in New York.

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**June Television Business (Report 70)**

Fidler Lauds Medium at Stanford U.

"The question, 'Have the forces of marketing undertaken anything post-war with confidence, vigor and deserved success?' can be answered affirmatively. The answer is yes; television is proving to be a medium with a future. This assertion was made by Fred H. Fidler, vice president and Pacific Coast manager of J. Walter Thompson Co., July 25 in his talk "Television and Other New Instruments of Advertising" at the eighth Stanford Business Conference held at Stanford U.

"Television is worthy of the finest traditions and name of 'salesman'... and is active as if it had never heard of anything but a buyer's market in a normal, peace-time competitive system."

Mr. Fidler pointed out the positive lesson that we in marketing can learn from television is that the people in television have made excellent use of existing knowledge—have applied methods and techniques they already knew while the other facets and branches of marketing has followed a policy of waiting and worrying and start selling and driving and tackling the possible and the impossible..."

---

**TELEVISION MARKETING**
WHIO-TV ... Dayton's FIRST Television Station Presents the "MULTISCOPE"

• another "first" in Dayton, Ohio, Television
• new, low cost service • available to national advertisers

Multiscope screen offers unlimited possibilities for eye catching product displays as well as advertiser's brand name. Features temperature, time, latest news plus your advertising.

For availabilities and complete details regarding low-cost multiscope, contact your nearest Katz representative.
Who Said Summer Is Loafing Time For School Folk?

Everybody always figures that school people have it pretty easy—nine months of work and three months of rest.

Not for "school people" at WLS. When summer comes, Mrs. Josephine Wettler and the staff of the duPont Award-winning series, "WLS School Time," can't stop writing scripts and producing programs, but not to rest. For immediately comes the job of planning the entire fall semester's curriculum and outlining each broadcast for the printed schedule which must go to thousands of teachers throughout Illinois, Indiana, Michigan and Wisconsin before school starts.

Staff conferences to strengthen programs and develop new ideas, meeting with educators, talks before groups, preparation of "School Time" exhibits for three State Fairs—all these make summer the busy time for the folks who prepare "School Time" as a WLS service to half a million boys and girls in Midwest schools.

WLS
25 years of service
Chicago 7
Represented locally by John Blair

KEITH KERBY LTD.
Transcription Firm Formed

NEW SYSTEM of making high-priced, big-name talent available to small, local stations and advertisers has been worked out by Keith Kerby, who resigned early this year as program director of KSFO and KFIX (TV) San Francisco. First announcement of the organization came last week after months of organizational groundwork in Hollywood and San Francisco by Mr. Kerby.

Incorporated as Keith Kerby Ltd. and with the trade name of "Celebrity Commercialists," Mr. Kerby has signed exclusive contracts with more than a score of big-name radio and entertainment personalities in Hollywood to lend their voices and talents to the production of commercial announcements at a price small stations and advertisers can pay.

The organization is going to be national, with offices in Hollywood, San Francisco, Chicago, New York and Dallas. The San Francisco office will be the company's headquarters.

Commercial recordings will be written and produced especially for each individual purchaser and sold at a price commensurate with the size of the station or stations with which it is placed.

The personalities under contract with Keith Kerby Ltd. will be paid on a royalty basis, much the same as they are now paid by commercial recording companies.

KEITH KERBY LTD.
Transcription Firm Formed

The talent he has under contract, Mr. Kerby said, is divided into three categories: nationally known radio announcers, singers and Western entertainers.

The national sales campaign of the organization which got under way last week, will be directed initially from San Francisco and the West Coast. The Chicago and New York offices will be opened by fall and the Dallas office by the end of the year, Mr. Kerby said.

Mr. Kerby served as program director of KSFO for 12 years, expanded his duties to cover TV programs when KSFO's TV sister, KFIX, went on the air. He has been engaged in all phases of radio work and also has been a singer, musician and entertainer.

ARWOOD J. RUTTENBER, news commentator at WBBM Chicago and member of Washington bureau of the Buffalo Evening News, has been appointed public relations director for the New York State Republican Committee. Mr. Ruttenber has been conducting a weekly news commentary on WBEN for the past three years.

ARTHUR S. LANGLIE, son of governor of Wisconsin, is member of news staff at KGO, Olympia, Wash., for summer vacation. Mr. Langlie recently completed his freshman year at Princeton U.

TAIT CUMMINS, sports director for WMT Cedar Rapids, Iowa, has received first annual Citizenship Medal from Cedar Rapids VFW.

ROBERT F. HURLEIGH, WGN Chicago news director, has been elected treasurer of newly-organized Chicago Press Club. WGN AM Director, director at NBC's Central Division, is member of executive committee. Each will serve one year.

BRUCE BARRINGTON, new director of KXOK St. Louis, has been awarded Philippine Legion of Honor for "meritorious conduct in performance of outstanding service during June 1944 to December 1945."

ARNOLD SNYDER, news director for WKDN Camden, N. J., and Joyce Herman are to be married Aug. 7.

ROGER HARRISON, farm director for WZB Boston, is the father of a girl.

KSUN's New Studios

KSUN Lowell, Ariz., has held a formal opening of new studios in Biabre. Some 2,200 toured the new facilities and visiting dignitaries took part in special programs. A CBS affiliate, KSUN is owned by Carleton W. Morris. Station manager is Jack Murphy, formerly on sales staff at KTUC Tucson. Ray Helgeson, former program director at KCNA Tucson, recently joined staff as program director and production manager. Broadcast equipment was installed by Chief Engineer Dave Karbach.

MORTON JACOBSON, president of Morton Radio Productions, Chicago, is distributing 10,000 copies of This Is the Story, containing 50 stories, on the transcribed AM show of the same name. Books are going to Sinclair gasoline stations.

L. H. JUNKEN, H. B. FANCHER, C. M. HEIDEN and E. W. KENEFAKE have been appointed to supervisory engineering positions with General Electric Co., Syracuse, N. Y.

JOHN W. EGERTON and EDGAR N. GREENEBAUM Jr. were named to head research division of Television Shares Management Corp., Chicago, of which Television Fund, Inc. is a subsidiary. Division has been supervised by Mr. Greenebaum since November, and is now being enlarged.

DIANE WERFEL, formerly with Board of Education, New York, has joined Wilbur-Stafford Inc., same city, radio and television package agency, as director of personnel and writer.

GARRY J. CARTER Inc., New York, distributor of The Happy Gang transcribed show, has moved to 366 Madison Ave. Phone: Vanderbilt 6-3417. Branch office also is being opened in Buffalo, at 1573 Fillmore Ave., telephone, Bailey 0520.

Equipment

RUDY POSHER has joined field engineering staff of Neely Enterprises, San Francisco (manufacturer of technical electronic equipment).

RCA VICTOR marked 10th anniversary of commercial TV by production of set of its class 22 tubes plus two rectifiers to sell at $200 or less. "Special Anniversary Model" 9-T-246 offers 61-inch direct view screen and all standard RCA Victor TV features. New model is smallest TV receiver ever produced by the company. Extensive promotion campaign utilizing TV will be used.

CROSLEY DIV. Aveo Mgft. Corp., Cincinnati, has published illustrated manual designed to help dealers sell TV by explaining how television works in plain, non-technical language.

Page 52 • August 1, 1949

Adv.
"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
unabridged, up-to-date
CONSUMER MARKET DATA

The 1949-1950 Edition of CONSUMER MARKETS organizes for easy use the latest and complete consumer market data available from government and other sources for every state, every county, every city of 5000 or more; for the U. S. Possessions and Territories, Canada, and the Philippines.

It gives you a specially designed, large-scale map for each state and each city of 250,000 or over. State maps show counties, cities, other marketing centers, and locations of daily newspapers and radio AM, FM, TV stations.

It reports 1949 county and city retail sales for 9 commodity classes; retail sales potentials; retail and service outlets; estimated per family/per capita retail sales; farm and industrial activity data; population estimates; households per sq. mi.; radio homes; average weekly wages; bank debits; and many other market factors.

Published September 1st. $5.00 a copy. Sent on 10-day approval, if desired. Only 5000 extra copies are being printed. Order your now.

C 0 N S U M E R  M A R K E T S

Published by Standard Rate & Data Service, Inc.
332 North Michigan Avenue, Chicago 1, Illinois
New York • Los Angeles • San Francisco

BROADCASTING • Telecasting
BERNICE WARD
son
formerly
Television
New
Associated
Hamilton.
Ltd.,
Toronto.
and
other
years
to
New
York,
man
in
Altoona,
New
York,
ant
on-
TV
Winner
received
that
Stop
the
Music
Washington
(TV)
under
I.
M.
Mr.
Mr.

Mr. Dodson

Promotion

taken
against
background
of
main
street,
and
dern
is
diagonally
across
same
street.
Sign
in
window
reads
"Look
twice—look
across
the
street!
Remember?"
Also
in
display
are
various
pieces
of
mod-
ern
firefighting
equipment
and
sign
reading
"Times
change—fire
hazards
don't!
Modern
equipment
by
Fryers."
now
is
sponsored
daily
by
Bread.

Phone-Radio
Quiz
AROUSING
INTEREST
in
fact
that
it
schedules
both
ABC
and
MBS
pro-
grams,
WCR0
Johnstown,
Pa.,
has
instituted
What's
on
WCR0
quiz
show.
Listeners
are
called
during
15-minute,
five
times
weekly
program
and
asked
to
tell
what
program
is
heard
on
WCR0
during
certain
time
of
spec-
fic
day.
When
question,
he
receives
$10.
If
not,
money
is
given
to
next
person
who
answers
correctly.

WBT's
Cole
ILLUSTRATED
schedule
of
typical
day
in
life
of
Grady
Cole,
farm
director
for
WBT
Charlotte,
N.
C.,
features
drawing
of
Mr.
Cole
as
Old
King
Cole,"
holding
fiddle
and
micro-
phone
and
smoking
cigar.
Green
and
white
colored
folder
is
headed
"Hard
To
Keep
Up
With"
and
"gives
Mr.
Cole's
audience
pull
according
to
Hopper
agency.

Drawing
Listeners
TWO
WEEKS
of
almost
continuous
airing
of
Vaughn
Monroe's
recording
of
"Ghost
Riders"
was
part
of
content
contrived
by
Bob
Bodine
on
his
Off
the
Record
disc
show
over
WIND
Chi-
cago.
Listeners
were
asked
to
send
in
drawings
of
her
conception
of
song
and
everything
from
data-
note
pencil
sketches
to
40-inch
wide
oil
paintings.
Winner
was
announced
during
the
week-
end
vacation.

Date
with
WPEN
LATEST
WPEN
Philadelphia
promp-
tion
piece
presented
on
program
is
titled
"WPEN—Your
Best
Satur-
day
Day"
and
has
message:
"When
you
listen
to
WPEN,
you
are
really
savoring
one
terrible
time...20
hours
of
en-
joyment,
variety,
good
music,
laugh-
ter
and
relaxation
for
your
listening
pleasure.
The
Sky
is
the
limit
with
us,
so
keep
your
dial
set
at
950!
and
enjoy
every
second
that
WPEN
has
planned
for
you."
Program
features
follow.

Find
the
Jockey!
ALERT
LISTENERS
to
Rex
Dale's
daily
disc
program,
Breakfast
Time,
aired
on
WCKY
Cincinnati,
have
op-
opportunity
to
receive
cash
for
being
observer.
Each
day
Mr.
Dale
an-
nounces
on
show
where
he
will
make
appearance
between
12:45
and
1
PM.
First
person
to
recognize
him
and
say, "You're
Rex
Dale
of
WCKY"
gets
five
dollars
and
next
46
receive
one
dollar
each.
Publicity
photos
are
mailed
on
request
to
listeners
by
station.

Remote
Control
from
Store
TWO
DAYS
of
regularly
scheduled
programs
on
WCON
Atlanta,
Ga.,
were
broadcast
by
remote
control
from
window
of
downtown
drugstore.
Event
celebrated
re-opening
of
Lane-Bexall
store,
where
broadcasts
originated.
"Studio"
was
completely
equipped
with
turntables,
four
mix-
sers,
Western
Union
ticker,
UP
news
wire,
remote
console
and
Telecome
clock.
WCON
estimates
that
over
40,000
peo-
ple
witnessed
in
its
windows.

Large
Hand
from
KTUC
COLORFUL
FOLDER
with
drawings
of
handwriting
statistical
in-
formation
concerning
KTUC
Tucson,
Ariz.,
headed
"A
Quality
Market
in
Your
Hand."
Accompanying
folder
is
large
lightweight
cardboard
card
list-
ing
network
and
station
produced
shows
which
can
be
heard
on
station.

Bi-Lingual
Breaks
PROMOTING
LISTENERS
to
both
English
and
Italian
programs
this
summer,
WOW
New
York
is
using
special
station
breaks,
as
(in
English)
"WOW,
with
its
new
York
radio
transmitter
in
New
Jersey,
is
pride
to
serve
both
states,"
and
(in
Italian)
"WOW
New
York
is
proud
to
serve
the
Italian-Americans
of
New
York,
New
York
and
Connecticut."
Station
recently
featured
"All
Journey Day"
with
disc
jockeys
programming
numbers
asked
for
by
Jerseyites
eclusively.

Find
It
Service
SUCCESSFUL
ATTEMPT
to
encour-
gage
listeners
to
purchase
hard-to-
get
items
from
local
merchants
is
con-
ducted	hru
"Let
Us
Help
You
Find
It,"
public
service
feature
at
WGGG
Philadelphia.
If
prospective
sta-
tions
cannot
find
what
they
want
in
local
stores,
they
are
asked
to
call
station
and
ask
for
help.
Station
has
helped
to
find
items
as
scarce
as
Christmas
trees
in
July.

Spects
Get
Result
TWO
WEEKS
OFFER
on
public
service
spots
in
Washington
and
brought
close
to
10,000
mail
requests.
Offer
for
Emily
Post's
Motor
Manners—The
Bluebook
of
Traffic
Etiquette
was
sponsored
by
Olympia
Brewing
Co.
of
Olympia,
Washington.
over
27
stations.

WMGM
Map
NEW
coverage
map,
indicating
rise
of
stations
taking
WPEN-
produced
programming,
was
aired
on
WPEN.

KYW
CONSOLIDATES
Publicity
and
Promotion
ROBERT
E.
WHITE,
manager
of
KYW
Philadelphia,
has
announced
the
consolidation
of
the
station's
publicity
and
promotion
depar-
tments
and
expansion
of
the
sales
staff.
John
P.
Meagher,
publicity
manager
since
1946,
has
been
pro-
toted
to
the
sales
staff.

Publicity
and
promotion
has
been
consolidated
under
C.
M.
(Tom)
Meehan,
director
of
public
relations
for
Westinghouse
Radio
Stations
Inc.,
which
maintains
nation-
wide
headquarters
in
Philadel-
phia.
Mr.
Meehan
takes
on
the
KYW
duties
in
addition
to
his
headquarters
activities.
Paul
I.
Woodland
remains
in
the
sales
promotion
department.

The
Texas
Rangers,
stars
of
stage,
screen,
radio
and
tele-
vision,
early
this
summer
made
a
personal
appearance
tour
in
the
Midwest.
They
are
picted
here
in
Oklahoma
City,
when
they
were
commissioned
hon-
orary
Colonels
of
the
State
of
Oklahoma
by
Governor
Roy
J.
Turner.

The
Texas
Rangers
trans-
scriptions,
used
on
stations
from
coast
to
coast,
have
achieved
Hoopertasings
as
good
as
27.4.
Advertisers
and
stations—ask
about
our
new
sales
plan!

Wire,
write
or
phone
ARTHUR
B.
CHURCH
Productions
KANSAS
CITY,
MISSOURI
Help Wanted

Manager


Salesmen

Salesmen. Experienced for 250 watt network station in top eastern market. Drayton account and commission with good opportunity for right man. Reply Box 460B, BROADCASTING.

Top salesmen, manager. Founded fifteen years. NBC affiliate in competitive midwest market. Aggressive man. Must have presence, big business, do a lot of your own selling, and become responsible member of the management team. Salary, travel, by- week, Mgr., KWP, Hot Springs, Arkansas.

Wanted. Experienced announcer must join us immediately, good salary. WNYT, Buffalo.


WANTED. Experienced radio salesmen. Salary plus incentives. Fifteen years. Good salesman. Experienced for broadcasting. BROADCASTING.

Salesmen. Experienced. Good salary commission. Must know daily program, transcriptions, live, technical. Must be Negro. $75,000 gross in one year. No salesmen. Box 464B, BROADCASTING.

Topflight salesmen. Excellent opportunity. BROADCASTING.

Wanted. Experienced DJ announcer or writer. Must know 94B, 641, 1942B, 95, 48c, 29, 10. Available. Box 39, BROADCASTING.

Manager. Twenty years of experience sufficiently substantiated by proven record and references. Excellent opportunity with national time company. Practical knowledge of all departaments. Must be a hard working, strictly sober, and experienced manager. Can bring your station community attention and make it one of the finest in the country. Box 263B, BROADCASTING.

General manager. Salary commensurate with experience or both. No hotshots, no miracle men. Must have high character, good management ability, and be strong on sales, thorough knowledge of programming and public relations. 15 years experience. Good salary plus commission. Box 49, BROADCASTING.

Jockey, singer, western and country. Excellent references. Available immediately. Box 45, BROADCASTING.

Salesmen


Manager. Desires to make permanent change. BROADCASTING.

Manager-program director. Ten years experience in all phases, solid administration experience. Excellent opportunity. Box 45C, BROADCASTING.

Manager, superior qualifications. Can combine programming, sales and management. Must have straight dollar record. BROADCASTING.


Manager. Desires to make permanent change. BROADCASTING.

Manager, permanent position. Radio selling. Topflight editor. BROADCASTING.

Manager-program director. Ten years experience in all phases, solid administration experience. Excellent opportunity. Box 45C, BROADCASTING.

Manager, superior qualifications. Can combine programming, sales and management. Must have straight dollar record. BROADCASTING.


Manager. Desires to make permanent change. BROADCASTING.

Manager-program director. Ten years experience in all phases, solid administration experience. Excellent opportunity. Box 45C, BROADCASTING.

Manager, superior qualifications. Can combine programming, sales and management. Must have straight dollar record. BROADCASTING.
Situation Wanted (Cont'd)

Premier one year experience. Presently employed, desires change. Location dependent. Wishes a position with progressive station. Experience in Exec., Sales, Programming, On-Air and Production. Call or write. Box 4b, BROADCASTING.

Announcer-programmer, director. Available immediately. B.A. in Communications. College in business administration. Full time employment or consulting. Details. Box 14c, BROADCASTING.

Experienced staff announcer, can operate console, any frequencies. Age 21. Desire Dakotas or Minn. Available immediately. Box 17c, BROADCASTING.

Sports announcer, experienced high school, college, present play-by-play. Presently employed, seeks advancement. Box 18c, BROADCASTING.

Sportscaster, 13 years experience. Assists in all departments. Play-by-play football, baseball, golf, tennis, horse racing, top sportscaster. Presently employed. Box 20c, BROADCASTING.


Puerto Rico? Hawaii? South America? Anywhere is fine. Has record of show that requires top-notch ability. No license, but has been managing a station. Will consider combination job. Box 29c, BROADCASTING.

Want a home, announcer, engineer, manager, any position. Good morning, noon, afternoons and all night. Available by the month. Box 29, single. Box 11c, BROADCASTING.

Announcer now teaching college speech. Desires a position where he can be used efficiently in every phase of business. While not particularly adept at any one thing. Box 30c, BROADCASTING.

Experienced announcer desires position with network outlet. Northeast or east preferred. College background. Box 29c, BROADCASTING.

Young aggressive veteran, graduate of large Midwest college, who wants on-par rot to show potentials. College experience in announcing, sports play-by-play, disc jockey and writing. Available immediately. Box 40c, BROADCASTING.

On the loose. Announces 6 years experience. At present employed, desires change. Re- signed as P.D. Asst. manager, wants announcing job, and superior recommendations. Consider all types of offers. Box 42c, BROADCASTING.

Proven record, pleasant voice, exceptional memory versus experienced. Emphasis on experience, emphasis on sports and news. Presently employed. Will accept same. Excellent references. State salary offer. Box 45c, BROADCASTING.

Announcer. Young, some experience, schooling, versatility wants to settle down. Box 47c, BROADCASTING.

Announcer, experienced. Presently employed, desires change. Will take 1000 and network. All phases and console. Strong on commercials. Asks that you give your information. Address on request. Box 53c, BROADCASTING.

Hungarian radio, announcer, desires to return to radio. Trained in broadcast. Hungarian radio is ambitious. Will travel. Box 54c, BROADCASTING.

Experienced, seeks position. Specialize in adib. Disc shows, industrial, news, commercials, etc. Available immediately. Complete details upon request. Box 55c, BROADCASTING.


Sports announcer. Ten years all play-by-play. Top rate sportscaster. Box 74c, BROADCASTING.
For Sale

Announcer

Announcer-DJ-writer trained and experienced in TV programming—production methods, desires position with TV station with future. References upon request. Write Box 80c, BROAD-CASTING.

Production-Programming, others

Young newcomer wants TV news job or AM job with TV future. Experienced all phases news-gathering, reporting, broadcasting for news service. Non-smoker, neat, good voice, resembles MA, Box 788B, BROAD-CASTING.

For Sale

Stations

One kw daytime station in southeast for sale. Recently doubled class about 20% on sale price. Write Box 76c, BROAD-CASTING.

California 250 watt fulltime station for sale. Real estate included. Good prospects to the right party. Located near San Francisco. 60 years in business and prosperous and growing community. Box 788B, BROAD-CASTING.

Leading station in A-1 west- ern market. Annual gross nearly $100,000. Offer Box 32c, BROAD-CASTING.

For sale. 250 watt fulltime local independent station in one state town. Southeast. Write Box 71c, BROAD-CASTING.

FM radio station for sale. Either as operating station or equipment sepa- rately. Two years operating. Exceptional transmitter building; equipment has been modernized with new exciter, amplifier, etc. Low price. Box 71c, BROAD-CASTING.

BROADCASTING.

FM. Complete equipment to begin 250 watt FM operation. Includes RF equipment 534A-12L transmitter, 600 f. r. frequency monitor, 600 ohm AM-FM output transformer, 600 ohm speaker output transformer, and 600 ohm output transformer. Price $600.00. Write Oneida, Wisconsin.

FM station for sale. Entire operation complete with antennas and equipment. Price $100.00. Box 96c, BROAD-CASTING.

FM station for sale. All complete with baluns, power supply, antenna, etc. Price $500.00. Box 96c, BROAD-CASTING.

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FM station for sale. All complete with baluns, power supply, antenna, etc. Price $500.00. Box 96c, BROAD-CASTING.

FM station for sale. All complete with baluns, power supply, antenna, etc. Price $500.00. Box 96c, BROAD-CASTING.
**Technical**

DALE W. GALLIMORE, formerly of WDVA Danville, Va., has joined engineering staff of WHIT Durham, N.C. Mr. Gallimore served as radar man in Navy for three and one-half years and studied at Danville Technical Institute.

CHARLES DOERING, until recently at Carrollton College, Ottawa, Ont., has joined CKSP Cornwall, Ont., as engineer.

MIKE CHUCKRAY, engineer for KXOK St. Louis, is the father of a girl, Susan Mary.

SPRAGUE ELECTRIC Co., North Adams, Mass., announces small 85°C, molded capacitors in ratings as high as 10,000 volts d-c and suitable for high-temperature conditions met in television, industrial electronics, and various radio applications.

ED CONTURE, engineer at ABC Hollywood, is the father of a boy.

MINNESOTA MINING & MFG. Co., St. Paul, announces production of short-playing reel of "Scotch" sound recording tape 150 feet long, which provides three minutes' playing time on conventional recorders and 12 minutes on dual track. Tape is backed by paper or plastic, and is identical to their "Scotch" sound recording tapes, firm reports.

ROBERT SCHREINER, engineer at WHL FLH Fremont, Long Island, is the father of a boy, Michael Robert.

**CROSLEY OPENS**

Two FM Outlets in Ohio

WLWB Dayton and WLWF Columbus, FM outlets of the Crosley Broadcasting Corp., in those Ohio areas, went on the air July 18 and 19 respectively.

Facilities of WLWB occupy the same transmitter and antenna site as television station WLW. Facilities of WLWF are located in the same building housing WLW's video equipment.

WLWB will operate with an effective radiated power of 20 kW, while that of WLWF will be 15 kW. Both stations will carry WLW AM programs for a minimum of six hours daily.

**Programs**

FROM BIRTH to old age in 13 weeks is span of We Human Beings, educational series produced by Lowell Institute Cooperative Broadcasting Council over WCOP and RCOOB. Boston, Mass. Series is semi-documentary, dramatizing problems people face in course of their lives, and features psychologists, sociologists and other specialists from nearby colleges and universities. Series is written and directed by R. Jarrett Tangney, member of Council staff.

Dream Kitchen

HOME ECONOMIST, shown working in Hotpoint-equipped kitchen set up in studio, is format of new WBAP-TV Fort Worth program—first studio-produced daytime show from station. Cooking demonstrations and ideas combine with all-round instruction in use of home appliances. Show is sponsored by Graybar Electric Co. and Hotpoint.

Current Business Problems

SERIES of five special programs are being presented by U. S. Dept. of Commerce in cooperation with NBC. Programs are designed to President Truman's mid-year report to Congress and broadcast on economic state of nation. Produced weekly on University of Chicago Round Table shows are run under general title, "How's Business?"

Good Earth

MAKING USE of laboratory samples and Dept. of Agriculture films, Dr. Edward H. Graham conducts The Earth Can Provide series on WNAC-TV Boston. Dr. Graham is chief of Biology Div., Soil Conservation Service, U. S. Dept. of Agriculture, and member of Harvard Summer School faculty. Topics discussed will be: Soils, water, air, classification and use, forests and range land, and wildlife. Show is produced by Lowell Institute Cooperative Broadcast Council.

Outstanding Substitutes

TEN DISTINGUISHED Washington ladies will substitute on Nancy Olson program, aired on WRC Washington five times weekly, while Miss Olson is on vacation. Substitute hostesses are: Mrs. Charles Brannan, wife of Secretary of Agriculture; Miss Esther Van Wagoner Tufty, head of Tufty Washington news bureau; Mrs. Claude Pepper, wife of Mr. Pepper; Mrs. Harris Ellsworth, wife of Oregon Congressman; Mrs. India Edwards, executive director of women's division of Democratic National Committee; Christine Sadler Coe, Washington Bureau chief, McCall's Magazine; Sonia Stein, radio and TV editor for Washington Post; Hope Risings Miller, magazine writer; Mrs. Ken Begar, wife of Teome, regular man, and Miss Drucie Snyder, daughter of Secretary of Treasury.

"Cut-Out Lady"

LARGE EASEL three white boards, black paper and scissors are equipment for Cut-Out Lady program on WHIO-TV Dayton, Ohio. "Cut-Out Lady" Ann Rike illustrates her children's stories with silhouettes of Timothy Territor and his friends. Station offers broad-scale promotion and merchandising campaign in conjunction with program.

Rumba Lessons

WEEKLY Rumba Club session on WTMJ-TV Milwaukee. Members are running to a new style being taught by Lester Mayhew Jr., dance instructor. Aired early Saturday evenings, program is designed to instruct young couples before they leave for dating dances. More than 150 requests for charts on rumba lessons have been received weekly since program started, station reports.

"That's the Story"

ORGAN MUSIC sets mood for legend, biography, current events, human-interest tales or poetry, any of which may be heard on That's the Story on WHAS Louisville. Daily program features anything from poetry to latest show-business slang, be-bop, or interview with celebrity.

Road Games on TV

LARGE DIAGRAM BOARD of ball grounds, with movement and position of ball and players indicated by flashing electric lights set in board, enables WCPO-TV Cincinnati to telecast baseball games when Cincinnati Reds are away from home. Regular description backs up telecast, with moving diagram making plays easy to follow.

Viewers Solve Mystery

AGAINST BACKGROUND of courtroom, complete with judge, bailiff and witnesses, witness to crime reads statement which gives clue to solution of mystery on Judge for Yourself over WSB-TV Atlanta, Ga. Three contestants are allowed to cross-examine witness. After three clues have been given, if no one in studio has found solution, home audience may call in answer. Rewards are offered for correct solution.

Chandler to CBA

GEORGE CHANDLER, owner of CJG Vancouver, was elected director for British Columbia to the Canadian Assn. of Broadcasters at mid-July meeting of British Columbia Broadcasters Assn.
Here's how the NEW Series 300 AMPEX MAGNETIC TAPE RECORDER adds profit to your operation

**CONSOLE MODEL 300** $1,573.75
**PORTABLE MODEL 300** $1,594.41
**RACK MOUNTED** $1,491.75


Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes... A. B. C. recorded on AMPEX in Chicago... 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

**SPECIFICATIONS**

- **Frequency Response:**
  - At 20 Hz 2 db, 50-15,000 cycles
  - At 7.5 Hz 2 db, 50-7,500 cycles

- **Signal-to-Noise Ratio:** The overall unweighted system noise is 70 db, below tape saturation, and over 60 db, below 3% total harmonic distortion at 100 cycles.

- **Starting Time:** Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

- **Flutter and WOW:** At 15 inches per second, well under 0.1% t.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

GRAYBAR ELECTRIC CO., INC. * BING CROSBY ENTERPRISES

AUDIO & VIDEO PRODUCTS CORPORATION
1565 Broadway, New York, N.Y. * Phone 7-0780

**Actions of the FCC**

**JULY 22 to JULY 29**

- **July 22 Applications**
  - **ACCEPTED FOR FILING**
    - License for CP
      - WERE Cleveland—License to cover CP new AM station.
      - WEHS Chicago—License to cover CP changes in FM station.
  - **Modification of CP**
    - KICK Springfield, Mo.—Mod. CP new AM station for extension of completion date.
    - KRD-M FM Shreveport, La.—Mod. CP new FM station for extension of completion date.
  - **WAGE-FM** Syracuse, N.Y.—Same.
    - WAVY-FM Alberville, Ala.—Mod. CP change ERP to 3.24 kw, ant. to 360 ft.
  - **WCON-TV** Atlanta—Mod. CP new TV station to change ERP from 4.9 kw vis. 2.9 kw aur. to 50 kw vis. 26.3 kw aur.
  - **TENDERED FOR FILING**
    - AM—920 kc
    - WGBT Atlanta—CP change from 1 kw-5 kw-D to 5 kw unli. DA-N.

- **July 25 Applications**
  - **ACCEPTED FOR FILING**
    - WFLY Greensboro, N.C.—CP change ERP to 51.6 kw, decrease ant. to 607 ft.
    - License for CP
    - WTVN St. Johnsbury, Vt.—License to cover CP new AM station.
  - **Modification of CP**
    - KROW Oakland, Calif.—Mod. CP changes AM station for extension of completion date.
    - KMSU Missoula, Mont.—Mod. CP new AM station for extension of completion date.

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.

**July 26 Decisions**

- **ACTION ON MOTIONS**
  - By Commissioner Jones
  - Felix H. Morales, Houston, Texas—At request of counsel for John F. Cooke, Houston competing applicant, deferred action on petition of Morales to amend application to specify 1480 kc 1 kw D at Pasadena, Tex., in lieu of 1510 kc 1 kw D at Houston.
  - West Allis Best Co., West Allis, Wis.—Granted petition to dismiss without prejudice application for CP.
  - KWAK Pasadena, Calif.—Granted petition to dismiss without prejudice application for assignment of license.
  - Bertram E. Schulman, Plattsburg, N.Y.—Granted petition to continue hearing on applications of Schulman and Clinton County Beaty Corp., Plattsburg, N.Y., which continued hearing on Oct. 10 at Washington.
  - WDIA Memphis, Tenn.—Granted petition for extension of time to file engineering exhibit in re proceeding upon application for CP; time extended to Aug. 15.
  - Steel City Best Co., Gary, Ind.—Granted petition for leave to amend application for CP to submit revised financial data, accepted amendment.
  - KID Idaho Falls, Idaho—Scheduled for hearing Sept. 13 at Washington application for mod. CP.

(Continued on page 79)

**SERVICE DIRECTORY**

**CALIFONE**
10 pound * Professional Quality Three-Speed * Lowest Price
TRANS cRIPTION PLAYERS
CALIFORNIA CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.

**CLARKE R. JACOBS**
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

**VACANCY**
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, television and facsimile facilities. Write or wire.

**BROADCASTING • Telecasting**

**CALL FOR JOE • In Canada, RADIO REPS**

**BROADCASTING • Telecasting**

**NEW 1000 WATTS**

**CKW**

**5TH YEAR AS CANADIAN TOP 250 WATTER**

**Page 60 • August 1, 1949**
CONSULTING RADIO ENGINEERS

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CONSULTING RADIO ENGINEERS

BROADCASTING • Telecasting

August 1, 1949 • Page 61
THE SKY IS THE LIMIT

Production

GEORGE FOGEK has been named producer on NBC Chicken Every Sunday, and WILL GLICKMAN and JOE STEIN have been appointed co-writers of NBC Ethel Merman Show.

MADONNA TODD, veteran Scripps-Howard newspaperwoman and former NBC continuity editor, joins CBS San Francisco as continuity editor. Miss Todd organized San Francisco's first continuity desk at KPO, now KNBC, during the '20's. CLAIRE MARTIN has joined script department, KBSC, replacing SHIRLEY BOROFF, resigned.

MAC McGARRY, chief announcer at WBEC Pittsfield, Mass., is announcer on ABC this summer for GEORGE SOKOLSKY'S news commentary show, Sunday, 10:45 p.m. Program is originating at WBEC during summer.

THOMAS L. GRAEFF, new to radio, has joined transcription department of ABC Hollywood.

TED BOOTH, former music director at KSOK Arkansas City, Kan., has joined WTHA, Brunswick, Ga., as program director-chief announcer.

DON BARKSDALE, Bay Area basketball professional, joins KLX Oakland, Calif., as disc jockey on new program, Harlem Holiday.

FRED MUXFELD has been appointed program director for WJBC WJBC, FM Bloomington, Ill., succeeding JOE GLASS, resigned. Mr. Muxfeld was with WJBC before joining the Army.

BROOKE TAYLOR, disc jockey, has been appointed program director of WJMO Cleveland.

KATHERINE KERRY, Women's Page commentator for KCBS San Francisco since 1943, will resign Aug. 15. ARTHUR HULL HAYES, CBS vice president and KCBS general manager, announced last week, Miss Kerry plans to take a trip around the world. Before joining KCBS, Miss Kerry was associated with WEDB and radio chain, where she was known to radio listeners as "Katherine Kitchen." She also has served as home economist for California Sugar Growers Assn.

RUTH HOWELL, daughter of REX HOWELL, part-owner of KFJX Grand Junction, Col., is working as librarian for station this summer. Miss Howell is on vacation from Denver U. where she is studying radio.

BERNARD F. KRAUSE, announcer at WGY Schenectady, N. Y., has been appointed acting supervisor of science programs. Succeeding him as announcer is WILLIAM H. CARPENTER.

JAMES BERRY, formerly announcer with KFWB Hollywood, and DICK TUFELD, formerly with NBC Hollywood, have joined announcing staff of ABC Hollywood. LEA LINDA McGAURY, formerly with NBC Hollywood, has joined ABC Hollywood music department.

CLAIRE ALEXANDER, formerly announcer at WWL and WNOE New Orleans, and recently doing freelance radio dramatizations in New York and Chicago, has joined announcing staff of WHLI and WHLI-FM Hempstead, Long Island.

THOMAS FREEBAIRN-SMITH, production and program manager of KFWB Hollywood, has resigned to enter television and will announce new affiliation upon expiration of his contract this month. BILL RAY, assistant to HARRY MAIZLISH, KFWB general manager, takes over Mr. Smith's duties.

BOB MILLER has joined announcing staff of KTRI Sioux City, Iowa, after working in same capacity at WGI Lake, Ill.

BILLY BULLINGTON, former production manager of KSGM Ste. Genevieve, Mo., has joined KRHD Duncan, Okla., as program director and sports announcer.

SEAMAN JACOBS has been added to writing staff of projected Ed Wynn Show to be telecast on CBE-TV.

DONN RANDOM, freelance announcer, has joined announcing staff of KLX Oakland, Calif.

GRANT MERRILL, member of teaching staff at U. of Washington, has joined continuity and traffic department at KING Seattle.

JOHN SLAGLE, disc m.c. at WXZJ Chicago, has resigned.

BILL WOOD, chief announcer at WSPD North Platte, Neb., and Miss Gibbs have announced their marriage.

BOB FERRIS, announcer for KJR Seattle, is the father of a boy, Kathleen Louise.

BEN A. HUDIELSON, educational director for WBZ Boston, is the father of a boy.

LAWRENCE MENKIN, associate producer at DuMont TV Network, is the father of a boy.

SPORTS

(Continued from page 47)

a demonstration or explanation of the game's essentials. The football approach has already been explained; in boxing, a pair of fighters match gloves in the ring demonstrating body and head punches, holding the ropes and—graciously—illegal punches. Even the judging of rounds, a mystery to all save the most avid boxing fans, is explained before the fight over WLWT by officials. This explanatory approach used in most sports televised over WLWT, has won us great praise.

By using a system whereby each cameraman is thoroughly familiar with the game from sketch practice to action, and pre-conceived rules what shots he is responsible for, depending upon the lenses he uses, it is possible for me to combine the commentary and produce it at the same time. Thus, I have announced and produced every telecast by WLWT except the Red's baseball games, where Waite Hoyt's AM play-by-play is used for the audio.

It has been our policy to use a television set in our mobile units and on some locations the television set is taken inside the arena. So that the announcer does not confuse the television, he watches the screen and supplies the necessary commentary from the picture which appears. Thereby, the television always sees the picture the announcer is talking about. However, in basketball, football and baseball, where substitutions are used, it is sometimes necessary for the announcer to have a position where he can view the entire field.

For harness racing, horse racing, midget auto racing, daredevil shows we have our own microphone set close to the announcer employed by the promoter to do the public address system announcing. Thus, he is most familiar with people traveling with the show and terms connected with the sport. In this manner the announcer acts as the "man who doesn't know" and thereby questions the A. announcer about the various terms used in connection with the sport.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

EV'RY NIGHT IS SATURDAY NIGHT

On Records: Roy McKinley—Vic. 20-3059; Elliot Lawrence—Col. 38522; Frankie Masters—MCM 10465.

On Transcriptions: Nat Brandwynne—World; Vic Damone—Associated; Vincent Lopes—NBC Thea-

saurus; Blue Barron—Langworth.

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On Transcriptions: Nat Brandwynne—World; Vic Damone—Associated; Vincent Lopes—NBC Thea-
saurus; Blue Barron—Langworth.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 1, N.Y.
FCC Actions (Continued from page 60)

Decisions Cont.: By Examiner Cunningham


FCC Acting General Counsel—Granted petition for continuance of hearing in re applications of Bamb- perger, Wis., and Trans. Co., Racine, Wis.; hearing continued to Aug. 15 in Washington.

BY THE COMMISSION

Hearing Designated

KMPC Los Angeles, WJK Detroit and WQAR Cleveland—Designated for hearing at time and place to be specified by order of Commission, and further to be specified by order of Court. Petition Granted

WPDQ-TV Jacksonville, Fla.—Filed by WJCT, Jacksonville, Fla., request for additional time to construct TV station to be located by Written Order and dismissed without prejudice.

Petition Granted

Marilynn C. DeRacznyski (also known as Mariannna C. Iashi)—Denied petition filed by Marilynn C. De- Racznyski requesting that Commission reconsider and set aside its report and order adopted May 9 in re application of the station to reopen proceedings to permit such further proceedings as are proper and so as not to prejudice the issuance of a license by this Commission. (Comrs. Coy, Webster and Sterling not participating: Commissioners dissenting for reason stated in dissenting opinion to report and order adopted May 9.)

By the Secretary

WSB-TV Atlanta, Ga.—Denied li- cense new commercial TV station.

KSCO Santa Cruz, Calif.—Denied license increase power, etc.

WEAR Jackson, Ga.—Same.

KOTA Rapid City, S. Dak.—Same.

WRUN Utica, N. Y.—Denied license new standard station and to specify studio location; 1150 kw 1 kw-N 5 un.

KGBF Shawnee, Okla.—Granted CP in 16"-LP standard type trans.

WMAC Pottstown, Pa.—Granted mod. CP change trans. and for approv. of ant. and trans. location.

Following were granted mod. CPs for extension of completion date as follows:

WQAR Cleveland, Ohio—CP mod. for extension of completion date as follows: From 10-15-52 to 12-31-52.


WIOH Macon, Ga.—Granted license new standard station 1400 kc 1 kw D. CP in 1952.

Radio Station WOB, Inc., Area District—Grant license CP and new exp. TV relay KA-7368.

WRTY Burlington, Wis.—Granted CP for extension of completion date.

FCC Correction

On report dated July 19 add follow- ing item to CP to item on Vance, Louis, change frequency from 98.1 to 98.2.

On report dated July 19 add follow- ing to item on WNOX Chicago, change ERP from 2 kw to 4 kw.

July 26 Applications . . .

ACCEPTED FOR FILING

License for CP

KYOS Merced, Calif.—License to cover CP change, etc.

WGBK Huron, S. Dak.—License to cover CP FM new station.

Kشاشة Dallas, Texas—License to cover CP changes in FM station.

WHF Madison, Wis.—License to cover CP reinstatement CP new noncommercial educational FM station.

Modification of CP

KRON-FM San Francisco—Mod. CP new FM station for extension of completion date.

KJJQ-FM Macon, Ga.—License for CP

KFGQ-FM St. Joseph, Mo.—Same.

WCNR-FM Bloomington, Ill.—Same.

WISM-FM Milwaukee.

License Renewal

WWON Woonsocket, R. I.—License renewal.

TENDERED FOR FILING

AM-1460 kc

WCMC Lemoine, Pa.—CP change from 960 kc 1 kw D to 1460 kc 5 kw un.

APPLICATION DISMISSED

WCAW Charleston, W. Va.—DIS-
FCC Actions (Continued from page 79)

Decisions Cont.:  

Extension Granted  

To LX. Appeal granted on petition set aside Commission action of June 29 denying application for extension of commission date and granted same to Nov. 27.

Increase Power  

WJAC-FM Johnstown, Pa.—Granted application to increase ERP from 2.4 kw to 8.3 kw and change type trans.

Request Granted  

WEST FM Bethlehem, Pa.—Granted request to continue using call letters WEST-FM in Bethlehem, though WEST-FM is presently located in Easton. 

Request Denied  

KCBS-AM San Francisco, Calif.—Denied request to change location of main studio from San Francisco to Easton.

Memorandum Opinion  

WMRO Aurora, Ill. and WGBF Evansville, Ind.—By memorandum opinion and order, reversed action of Motion Commissioner and granted WMRO 30 days to file amendment to pending application to transfer Class C to Class A status, further amended to order that in record present consolidated proceedings with application of WGBF be opened for further hearing. 

Hearing Designated  

Rock River Valley Best, Co. and Watertown Radio Inc., Watertown, Wis.—Designated for hearing, application for FRM new station on 1600 kw 250 w, directional night; estimated cost $23,647. 

Modification of CP  

KEME Boise, Idaho—Granted mod.

June 28 Applications  

ACCCEPTED FOR FILING  

AM—1460 kc  

Winchester Lenoxx. Pa.—CP to change from 650 kc 1 kw to 1460 kc 3 kw unal. N.-D.A.  

Modifications of CP  

KCUL Fort Worth, Texas.—Mod. CP new AM station for extension of completion date. 

License Renewal  

WAGA Norfolk, N. Y.—Renewal of license.

For New License  

Mod. CP new FM station for extension of completion date: KXAM-FM Birmingham, Ala.; WMLH New Orleans. 

WEBR-FM Buffalo, N. Y.—Mod. CP new FM station to change ERP to 9.5 kw, antenna height to 338 ft.

Reinstall CP  

KOTA-FM Rapid City, S. D.—CP to reinstall CP which expired July 18.

Modification of CP  

Mod. CP new commercial TV station for extension of completion date: WSPD-TV Toledo, Ohio; WBKB Chicago.

TENDERED FOR FILING  

SSA—1440 kc  

WOKO Albany, N. Y.—Request for extension SSA on 1440 kc 1 kw-D 500 w for period of six months beginning Aug. 15.

FCC Roundup

Box Score

Summary to July 28

Summary of Authorizations, Applications, New Station Requests, Ownership

Applicants

Cond'l Stations In

Class

On Air

Licensed

CPS

Grants Pending

Hearing

FM Stations

726

925

470

126

50

260

TV Stations

72

104

346

182

TRANSFER GRANTS

KWW—Albany, Ohio—Granted transfer of negative control through disposition of controlling interest to W. L. Jackson, deceased, according to his will to son William J. Jackson. 

R. C. Robinson retains 56% interest. 

KWW is assigned 250 w on 1246 kc. Granted July 25.

WGGL Glen Falls, N. Y.—Granted acquisition of control of Glen Falls Publicity Corp., licensee, by Glen Falls News Publishing Co., owner of total 33 shares, by buying remaining 180 shares from John P. Green, Mary C. McKenna. WGGL is assigned 500 w on 1250 kc. Granted July 26.


Interest is reduced from 50.7% to 35.5%. WGV is assigned 1 kw day on 1600 kc. Granted July 26.

State Broadcasters Inc., licensee, by Lloyd Burchart. 

L. B. Burchart is one owner, who buys one-third holding of William P. Taylor. 

L. B. Burchart is granted 250 w day on 1380 kc. Granted July 28.

WLDS Ladysmith, Wis.—Granted assignment of license from Capital Broadcasting Co., wholly owned by George and Dorothy Stewart to William G. Kelly and Victor J. Morgan, co-owners of the station, licensed 1330 kc. Consideration $50,000. Mr. Kelly is licensee at Gillsville, Mont. Mr. Morgan is owner of Kalsipel Daily Newspaper and Dalles, Ore., Daily Chronicle. KKLO is assigned 250 w on 1320 kc. Granted July 28.

Deletions

One AM permit and three FM permits reported permitted by FCC for last 4 week. Total deletions since first of year: 26 AM, 30 FM. Deletions, effective dates and reasons for withdrawals are:

WPWJ Carol City, Fla.—Granted permit and FM license July 18. Permit expired. CP FM for 50 kw day, 10 kw night deleted. 

Billings, Mont.—The Montana Network, granted new AM station on 770 kc for site in Billings, Mont. Estimated cost $33,500. 

KKKO Easton, Pa.—Granted new FM station on 907 kc for site in Easton, Pa. Estimated cost $41,500. 

KKKO—Mont.—The Montana Network, granted new AM station on 770 kc for site in Billings, Mont. Estimated cost $33,500. 

KKCO—Mont.—The Montana Network, granted new AM station on 750 kc for site in Great Falls, Mont. Estimated cost $30,500.

FM GRANTS

K XEX—FM McPherson, Kan.—Granted FM station on 200 mc, estimated cost $2,500.

Evanton, Ill.—Evanton Township School, granted noncommercial educational station on 203 mc, estimated cost $5,000.

Baytown, Texas—Division ofRadio, Schubert & Kerman, granted noncommercial educational station on Channel 215, estimated cost $7,000.

Boston—Boston U., Division of Radio, Schubert & Kerman, granted noncommercial educational station on Channel 203 (90.9 mc), estimated cost $7,100.

How station KWTQ helps make spot time buying easier

KWTQ in Springfield, Mo., is one of many radio stations using Service-Ads to put additional buying information at "buyers'" finger-tips when they're working out station selections.

Here you have useful facts about KWTQ's Coverage, Programming, Promotions, and direct offer of other available. For instance, the new "Spot Radio Promotion Handbook" is helping many stations do the sort of promotion that helps you up to date on station facts you want to know when you're at the point of making decisions.

For instance, one section of the Handbook describes how stations can make real Service-Ads out of the take-up service of the "Spot Radio Promotion Handbook." Service-Ads that help you eliminate the guesswork from your decisions.

1. SERVICE-AD PROMOTION MANAGERS: Extra copies of the "Spot Radio Promotion Handbook" are available from us at a dollar a copy.

2. SERVICE-ADS are ads that supplement listings in SRS with useful information that helps buyers buy.
New Applications...

AM APPLICATION
Reno, Nev.-W. J. Luce, same city, 1110 kc, 10 kw, day; estimated cost $66,545.

FM APPLICATION
Lakefield, Minn.-Florida Southern College, Lakeland, Fla., noncommercial, educational FM station, Channel 201 (88.1 mc), 10 kw, estimated cost $52,500.
Partnership: Dr. J. A. Vandever, W. E. Hooper, and Ross Bohannon d/b as Coleman County Broadcasting Co.

TV APPLICATIONS
Knoxville, Tenn.-C. B. Wright and J. E. Riley, Jr., 1400 kw, 5,000 feet; estimated cost $200,000.
Partnership: E. B. Jockey's Watchmaking, and Circleville, Ohio, educational TV station, Channel 51.

TV APPLICATION
Hollywood, Calif.-W. E. Hooper, WRFG-TV 

UHF-VHF
(Continued from page 43)

While was slated to meet today (Monday) to consider a protest against FCC's proposal to incorporate the allocations table into its rules. The protest, drawn up by the FCBA Practice and Procedure Committee under the chairmanship of Leonard H. Marks, contends such a proposal is illegal in that it does not provide for assignments in accordance with demand and does not guarantee a hearing on applications not in accord with the allocation table.
The executive committee of the Assn. of Federal Credit Union Consulting Engineers also will meet today, to decide its approach toward a formulation of members' views on the FCC plan. A proposed statement of AFOCE's position will be drafted and circulated, or a membership meeting will be called.
The executive committee, headed by Chairman Glenn D. Gillett and Vice Chairman A. D. Ring, made a preliminary canvass of the situation in a meeting last Tuesday, and authorized a request that FCC delay the comment and hearing dates.
Others who sought extensions, as reported by FCC, were:


Color
(Continued from page 43)

and-white receivers equipped with color converters developed by CBS engineers. These are revolving filters like those at the transmitting end, installed in front of the receiver tubes.

Owners of the usual monochrome home sets may be able to tune in the color transmissions by manipulating the horizontal control, a network spokesman said, but he added that they would get four small images on their viewing screens instead of one large one and that the picture quality would be far from satisfactory.

Various line and frame systems will be employed during the tests, it was said. Last week's transmissions began with 405 lines and 144 fields per second. Monochrome transmissions currently employ 525 lines and 60 fields. The wideband color telecasts put on by CBS in the late war and early postwar years involved pictures of 525 lines and 120 fields.

A asked whether CBS planned to make any demonstrations of its new VHF color transmissions to the press, the spokesman said "probably not." He emphasized that the experiments were designed purely to get the information needed for presentation to the FCC at the pending hearing and not to display any revolutionary advances in the art of color broadcasting.

The Answer to a Disc Jockey's Prayer

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type* SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

* PAT. PEND.

For further information write to Dept. BD-3

FARM STATION?
Yes! For almost a quarter-century our entertainment and service have been planned for farmers in Kansas and adjoining states.

WLRM-The Voice of Kansas in TOPEKA
At Deadline...

AFRA SEEKS REVOCATION OF WATL-AM-FM LICENSES

AFRA said it would petition FCC today (Monday) for revocation of license of WATL-AM-FM Atlanta on grounds that Owner J. W. Wodruff, Columbus, Ga., has engaged in labor law violations. Although local Atlanta of AFRA has been on strike at WATL since Jan. 1, AFRA said its petition would be processed to end regardless of outcome of that dispute. A. Frank Beel, national assistant executive secretary, who signed complaint, said AFRA is determined to take similar action in case of any other radio employers "who deliberately and consistently violate the labor laws of the land."

WATL told Broadcasting it has observed all legal processes in dispute and awaits report of NLRB field examiner after extensive hearing in Atlanta. It said strike and revocation of license are without notice or reason. WATL said FCC investigator studied technical setup early this year and any citations have been complied with. As at WATL, WATL said it acted as many, if not more, public service shows than any other Atlanta station. WATL is assigned 5 kw on 1380 kc.

DECISION CLEARS WIBS

INITIAL decision to rescind FCC's order revoking license of WIBS Santurce, P.R., reported by Commission Friday. Failure of Joseph E. del Valle, WIBS, to report promptly changes in manner of operating station held not sufficient grounds for revocation, hearing officer Comr. Paul A. Walker ruled. Unable to secure proposed bank loan, Mr. del Valle borrowed funds from father-in-law and business associates, decision said. WIBS assigned 10 kw on 740 kc.

LANDON SELLS KTLN TO COE

ALF M. LANDON, 1936 Republican Presidential candidate, Friday filed application at FCC to sell his KTLN-AM Denver, Colo., to Leonard Coe, general manager and 35% owner KNLV Little Rock, Ark. Denver is too far from his other interests in Topeka, Mr. Landon told Commission. He also owns KCLO Leavenworth, Kan., and 65% of KSCB Liberal, Kan. KTLN is 1 kw daytimer on 990 kc.

DUMONT SIGNS 3 IN OHIO

DUMONT TV Network signs affiliation contracts with WEWS Cleveland, WCPO-TV Cincinnati, and WTVP Columbus, Ohio. These, minus WTVN's Wheeling, W. Va., to report, promises to expand network to blanket strategic Ohio markets, according to Director Mortimer W. Loewi. WEWS and WCPO-TV are owned by Scripps-Howard Newspapers; WTVP by Edward Lash, also owner of WICU Erie. WEWS is also affiliated with ABC and CBS; WCPO-TV is also ABC affiliate.

ABC-TV ADDS TWO

ABC TV network signed by WJAC-TV Johnstown, Pa., and WFMY-TV Greensboro, N. C. WFMY-TV joins today (Aug. 1) bringing total to 55. Also DuMont and CBS affiliate, joins Sept. 15 when operation start is planned.

BAB-NAB SEPARATION TO TAKE ABOUT YEAR

SEPARATION of NAB from BAB will take about a year because of tax and other problems involving General Counsel G. D. Learned. The BAB executive committee Friday re-ported to BAB executive committee Friday in New York. Committee authorized NAB President Justin Miller, BAB Director Maurice M. Markowitz, and Learned to prepare separation plans and organization. BAB committee heard progress of all BAB projects and were told success of its recently released slide film "How to Turn People into Customers" has caused it to plan for one in national spot field to reach distributors, brokers, wholesalers, manufacturers representatives and other local business men who influence placement of national advertising. Committee members attending:


GENERAL MILLS AD BUDGET AT NEW HIGH, BULLIS SAYS

GENERAL MILLS is spending more money on advertising this year than ever before, in neighborhood of $18 million, Harry A. Bullis, chairman of board, disclosed Friday. (Its advertising reportedly is divided about 50-50 between radio and printed media.) Despite increased advertising budget, Mr. Bullis stated advertising cost per unit sale is constantly decreasing.

Much of new advertising is devoted to home appliance line recently introduced by General Mills. Company's gross sales for fiscal year ended May 31, 1949, totaled $416,464,584 compared with $468,473,576 previous year. Earnings were $11,654,536, compared with $13,068,057 preceding year, which was company's all-time high, with year just ended ranking second in earnings.

MILLION TV SETS PRODUCED IN FIRST HALF OF 1949

TV RECEIVER output for first half of 1949 soared over 1,000,000, exceeding total set production for all 1948, according to estimates of Radio Mfrs. Assn., released today. RCA manufacture today 151,071, compared with 135,071,057 half of them table models. Production for June almost equalled records for April and May, but weekly average dropped due to plant shutdowns for vacation periods. Second-quarter production was 490,034 compared to first-quarter total of 422,587.

FM and FM-AM set output during June recovered slightly from May slump with total of 40,512, for six-months' figure of 424,381. AM home receivers numbered 1,202,098 for half year, remaining at low level reached early this year. In addition, RMA members reported 1,150,805 auto sets, 686,474 portables during six months.

KBKI STAFFER SHOT

W. H. (Bill) MASON, 51, program director of KBKI Alice, Tex., died of gunshot wounds Friday. Deputy Sheriff Sam Smithwick sur- rendered to Sheriff. According to Radio Reports, Mr. Mason had referred to the deputy in a Thursday broadcast as owner of a building which houses a dime-a-dance-palace. "It is true that Bill Mason should die for using his freedom of speech."
4 Months Ago We Said
"Standard Star Shows are BUILT TO BE SOLD"

...and today when sales are needed most

They're Selling!

"SOLD STAR SHOWS FOR THREE TIMES LIBRARY COST!"
Programs sold within the first few weeks after we received our audition discs and literature have already paid for the entire cost of the Standard Program Library three times over!

"CAME JUST AT THE RIGHT TIME!"
The Standard Star Shows were timed just right. They are selling time for us just when we need sales most. We have had the Star Show material just a week now, and have already sold two shows!

"SELLING TIME FOR US—MOVING GOODS FOR THE SPONSOR!" Standard Star Shows are just what we've been looking for! From the sales angle they are terrific; from the listening angle, they are even more so. Our sponsors for these shows range from a hardware store to a taxi stand—and all agree that Standard Star Shows have a powerful selling punch!

"BEST THING STANDARD HAS EVER DONE!"
"Meet the Band" audition discs arrived noon today and we have already sold the series. It's a great show—and so are the others. This is the best thing Standard has ever done!

"SOLD ACROSS THE BOARD!"
"It might be of interest to you to know that we have already sold 'Personality Time' across the board to an automobile dealer. Looks like we're going to do a real selling job with Standard Star Shows!"

WRITE FOR FREE PRESENTATION AND AUDITION DISC

"HOLLYWOOD CALLING"
"MUSIC IN THE MODERN MOOD"
"PERSONALITY TIME"
"MEET THE BAND"
"20TH CENTURY SERENADE"

"BEST THING STANDARD HAS EVER DONE!"

Names in our files, furnished on request.

Hollywood • Chicago • New York
140 N. La Brea Ave. • 360 N. Michigan Ave. • 1 East 54 Street

★ All Standard Star Shows are Part of the Library Service at No Additional Cost
5000 Reasons Why You Should Do Business With Gates

5000 Reasons—That's a lot of them. But they're here in the Gates stockrooms, over 5000 different items ranging from tiny resistors to 5 and 10 kilowatt transmitters, — tailored for broadcasters' needs, — every item a reason to buy from Gates.

Gates has always served the broadcaster everything. Small or large orders receive equal attention. Take advantage of this large parts stock, the large inventory of completed apparatus. Your order will show you why more broadcasters buy more equipment from Gates.