BROADCASTING
The Newsweekly of Radio and Television

MORE...

... FARM SERVICE
Farm Bulletin Board (daily) • Farm World Today (daily) • Dinner Bell Time (daily) • This Farming Business (daily) • Prairie Farmer Air Edition (daily) • Daily specialist from Board of Trade (grain markets) • Remote broadcasts direct from Union Stock Yards (twice daily) • Weather reports direct from U. S. Government Weather Bureau
- Temperature and humidity every station break • Such special features as "Your Land and My Land," "Visits with Med Maxwell," "Great Stories About Corn."

... IMPORTANT AGRICULTURAL GUEST SPEAKERS AND INTERVIEWS
... REMOTE BROADCASTS FROM AGRICULTURAL EVENTS

And So More reasons why farm folks all over Illinois, Indiana, Michigan and Wisconsin listen more to WLS...
and to our advertisers. For details, write Sales Manager, WLS, Chicago 7, or see a John Blair man.

A Clear Channel Station

WLS
CHICAGO 7

890 Kilocycles, 50,000 Watts, American Affiliate.
Represented by John Blair and Company.
GET YOUR PRODUCT OFF THE SHELF

Let WINS help you with your biggest sales problem... in-the-store promotion. We will take your product off the shelf and give it that necessary point-of-sale push through one of the fastest growing, most heavily trafficked drug store chains in the New York area.

Advertisers on the Jo Halpin Show can take advantage of a special merchandising plan, which includes in-the-store promotion as well as newspaper advertising.

Jo Halpin

has a rich and varied background. Her excellent newspaper and radio experience makes her daily show a highly listenable, fifteen minutes. She interviews celebrities, gives household tips to homemakers and brings a woman's view to the top news of the day.
Pygmalion...Jamaica Inn...
A Star is Born...Goddard...Leigh
...Fonda...Laughton...Annabella

...are only a few of the four-starred features and internationally known names that will appear in a new series of thirteen outstanding films...on WPIX...starting next month...

Obtained after negotiations that lasted many months...now under an exclusive TV contract to WPIX...these motion pictures will be available in New York—and all other TV markets via syndication—for sponsorship on an exclusive basis starting next month...assure any advertiser or TV station a major audience in any market...offer an unlimited opportunity for promoting prestige, creating conversation, increasing sales!...are well worth investigation right now...

For full details, rates and availability...write, wire, phone...WPIX.

Complete List:
Pygmalion...Wendy Hiller, Leslie Howard.
Major Barbara...Rex Harrison, Wendy Hiller.
A Star is Born...Janet Gaynor, Fredric March.
The Young in Heart...Paulette Goddard.
The Beachcomber...Charles Laughton, Elsa Lanchester.
Jamaica Inn...Charles Laughton, Maureen O'Hara.
Sidewalks of London...Charles Laughton, Vivien Leigh.
Wings of the Morning...Henry Fonda, John McCormack.
Dinner at the Ritz...David Niven, Annabella.
South Riding...Ralph Richardson, Edmund Gwenn.
Under the Red Robe...Raymond Massey, Conrad Veidt.
Thunder in the City...Edward G. Robinson.
Dark Journey...Vivien Leigh, Conrad Veidt.

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LEONARD ERICKSON, vice president with Kenyon & Eckhardt, who resigned from agency last week, slated to join McCann-Erickson as vice president and general executive.

QUESTION of FCC jurisdiction over prize giveaways has reached point of delicate balance in discussions during past fortnight. It could go either way with some Commission members harboring view that it might be good idea to crack down if only to get court adjudication of issue.

LENNEN & MITCHELL, New York, is lining up spot availabilities for Tide Water Oil and Lehn & Fink (Lysol disinfectant).

STUMBLING block to uniformity in magnetic recording may be removed soon. Engineering accord believed near on standard type of hub for tape reels after many months of conferences on details.

CHARLES GODWIN, who has been handling MBS sales in Southeast from Atlanta headquarters, due to return to New York shortly with network probably closing Atlanta office.

RADIO AND TV package about to be signed by Sealtest Inc., New York. N. W. Ayer & Son is agency. Advertiser already has purchased time on NBC, five times weekly, 10:45-11 a.m., for daytime strip. Video presentation will not be simultaneous.

IN LATTER planning stage at NAB is careful study of stations that lost money last year. Another survey, covering FM listening in Oklahoma City, may be first of series of FM audience studies.

THAT LONG-STANDING Justice Dept. probe of baseball leagues' "closed corporation" policy on play-by-play broadcasts has reached point where department and league counsel are discussing consent decree. Local team now has final say-so when any station within 50 miles wants to carry games of another team. Justice Dept. is asking protesting stations for their views on plan to limit this control to times when local team's games are being played or broadcast at home. Station sentiment is that this is move in right direction but not enough for real relief, particularly in major league cities.

BENTON & BOWLES, New York, preparing fall spot announcement campaign for Shinola.

QUARTET of top-drawer FCC staff executives (mostly engineers) had private look-see at CBS color telecasts on WRGB-TV New York last week, came away looking for most part much impressed. They aren't talking officially, but some at least are highly enthusiastic, feeling furthermore that it's color now or never. RUTHTAUFF & RYAN, Chicago, expected

Upcoming
Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.
Aug. 16: RMA Television Committee meeting, Hotel Roosevelt, New York.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.

(By Other Upcomings on page 60)

Business Briefly


NAMED REPRESENTATIVE ● Independent Metropolitan Sales, New York, announces it will represent WACE Springfiled, Mass., and WNOR Norfolk, Va., effective at once, and WARI, Arlington, Va., effective Sept. 4.


FCC ORGANIZATIONAL MOVE

SIGNS of trend toward centralization of responsibilities for FCC administrative matters in office of chairman were seen Friday in revisions made by Commission in its official statement of organization. Bureau of Administration becomes Office of Administration, to operate specifically "under the supervision and the direction of the Chairman." Officials said this is in line with Hoover Commission recommendations and is designed to make clear that Administration Office is staff to Chairman, not line bureau. Duties are unchanged.

McFARLAND BILL DELAYED

LOGJAM of foreign-aid, appropriations and other pressing legislation forced delay Friday in anticipated Senate consideration of McFarland bill to standardize procedures [Broadcasting, July 25, Aug. 1]. Bill (S 1973) is on consent calendar, which was tentatively slated for call Friday but could not be reached. Next call may come early this week.

GILLETTE TO SPONSOR FIGHT

BLOW-BY-BLOW description of 15-round Charles-Leanovich heavyweight championship bout will be sponsored on ABC Wednesday night, Aug. 10, by Gillette Safety Razor Co., Boston, through Maxon Inc., New York, starting at 10 p.m.

(Continued on page 70)
WCAU-TV is following in the footsteps of WCAU-AM, which built its phenomenal listener response from the start on local loyalty. Philadelphians began to say that WCAU-AM was their station...developed the listening habit...It's working out that way for WCAU-TV, too. In an average week, we televise 28 local shows, with 325 people taking part. Their families, neighbors and friends are selling for you. And this suits us to a TV, because it's nice to see this history repeat itself. So use WCAU-TV to reach the local buyers who count.
The "Welcome" Mat Is Out at WFBM!

- There's an impressive list of names in the CBS lineup this fall, and WFBM's welcome mat is out. Names like Jack Benny, Bing Crosby, Bergen and McCarthy, Red Skelton, Groucho Marx, Burns and Allen, Horace Heidt, plus the return of many other favorites, will definitely assure WFBM the continued number one listening preference of its central Indiana audience.

Even before these top entertainers joined the new CBS roster, WFBM provided its listeners with extremely popular shows—kept WFBM first in Indiana. The immediate future promises to add a million watts of program power to WFBM's long established predominance in the area comprising the heart of the Hoosier State.

Radio advertisers buying WFBM's outstanding time and talent get plus factors, too. They get low cost per listener, intensive promotion, consistent merchandising and dependable performance on Indiana's only basic CBS station.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

Associated with: WEDF Flint - WOOD Grand Rapids - WEOA Evansville

Page 6 • August 8, 1949
Here is an opportunity for some aggressive advertiser to step into the #2 radio spot in Wichita with the noon-time news over KFH. It won't be sustaining long, so if you are interested, you will be wise to call the nearest Petry man right NOW.

Our congratulations go to Studebaker and Peter Paul Inc. for sponsoring the TOP rated daytime show in Wichita—the 5:45 p.m. News over KFH.
yes, friends . . .

We Are Celebrating Our

25TH ANNIVERSARY

A quarter century of successful broadcasting made possible by your helpful consideration and fine co-operation. To the various agencies, time buyers, to Headley Reed, our national representative, to the National Broadcasting Company, our local advertisers, and our loyal listeners we say . . .

THANK YOU

Prestige and good will -- built by 25 years of fine programming and public service -- have given us our slogan . . .

“ANY TIME IS THE RIGHT TIME TO BUY TIME”

— on —

WFBG WFBG-FM

National Broadcasting Company Affiliate

ALTOONA, PENNSYLVANIA

Jack Snyder, Manager

Headley Reed, Nat'l Rep.
By GEORGE LASKER
Vice President WBMS Boston
Sales Manager Friendly Group

LATE in 1938, when I first went to Boston to take over WORL I had, among other equipment, a good agreement—one that provided both the incentive to work and the ambition to get ahead. This was a buyers' market that year. It was just as difficult to sell then as it is now, although there were not as many radio stations then as there are now. There would not be a buyers' market in radio today if station managers and their sales forces had the same kind of incentive to sell and get ahead as I had in 1938. Stations would make more money, and sales would go up.

Today's commission for station managers ought to be on an over-riding basis. It should be skimmed off the top, while the salesmen ought to work a percentage rather than salary basis. Fifteen percent seems to me to be a proper commission for salesmen, while the inducement to station managers ought to be an over-ride of 5% of the gross business done on the station; this in addition to a reasonable expense account and a reasonable salary. He should be a salesman-manager, combining the talents of both, commercial manager and salesman, capable of stepping in to help his own men, capable of going along with them to add his own weight and persuasiveness to theirs in signing up an account. If there were more of

No. 6

The Sales Manager

both types in radio, the buyers' market would evaporate.

That kind of pressure in selling created a remarkable record for the late WORL.

How would you like to be able to say that you received a letter from a client saying that he sold $4,000 worth of merchandise for only $150. P. A. Starch Piano Co. did that in Boston during the depression. Charles C. Copeland Co. Inc. Beverages wrote, "The first week we were on your station, the sales jumped 20%." "We sold 250 pieces of tablelinen the first week on the air"—Tuttles Millinery Inc., Boston; Webster Thomas Co., Boston, "In one week you obtained for us over 1,000 labels from the Matchless Brand Food Products."

One of the big success stories of that depression was the Summerfield Furniture Co. which wrote, "Your station is paying out in business greatly in excess of our expectations. We understood that it would take us a number of months before we could hope to achieve satisfactory results. The fact that you produced so quickly for us is extremely gratifying." These letters are on record with the NAB and were published some years ago by NAB in Participating Programs, Volume 2, Number 3.

These are only a few of the successes achieved during depression years on a small radio station until then almost unknown in Boston. It was the result of concentrated effort and determination to make radio advertising pay in spite of a buyers' market. It made WORL one of the greatest local radio stations for its power and size in the country. I cite WORL because I know about it. I took it over in 1938. I pin no orchid on my lapel but that kind of work did it. Perhaps recalling and recounting that experience may help the broadcasting industry and some of the men in it. I realize that many in the industry do not need help, but some may find inspiration in its record. When I took over WORL, it was an insignificant coffee pot. It had only a few clients. Its billing was little less than $500 a week. It was losing a great deal of money. I had only one idea in mind; to get good results for its clients. We originated a formula that increased its Hooper rating and enabled sponsors to get increased cost per 1,000 listeners. It gave them satisfactory results for the dollars spent.

THE FORMULA: For 15 years I have held a theory that all Boston radio stations combined is one

single radio theatre. Some stations specialized in sports, others in news, soap operas, serial programs and other features. I felt this theatre audience would like variety, and set aside 10 hours a day for popular music. The station became the musical act in this radio theatre of entertainment. Those who wanted diversity would tune to WORL for the musical act. As in good old fashioned vaudeville, there was variety—Barnum & Bailey's Three Ring Circus. The greatest shows in America were built on variety. There can be no monotony in showmanship. Each listener would be his own stage manager, lifting the curtain on any act he wanted by twisting the dial. I felt that a musical station was an important part of this showmanship. The audience had music on tap when he wanted it.

My purpose was not to sell a client just one announcement, a "fling in the pan" type. I had an idea that frequent announcements or programs throughout the day would have an impact on listeners. Therefore, we proceeded to sell a package of 3, 6, and 10 times per day. The rates were low in the beginning and were raised as the years went by. Colgate-Palmolive-Peet Co. (Super Suds) was one of the first national accounts to use the 10 times per day repetition formula in a campaign with considerable success. The company used WORL exclusively and then went nation-wide. Among the early advertising agencies in the 30 to 50 million dollar class who bought WORL were Ruthrauff & Ryan, J. Walter Thompson and BBDO.

This was on a 1 kw station that had no national recognition at the time. Hooper surveys recorded a constant uphill climb in figures through the years. The traffic manager of the station had considerable difficulty finding available time sometimes. This formula is not a magic one. There is nothing miraculous about it. A good many stations throughout the country have as much or more pulling power today than WORL had at its peak. If more stations had hungry men selling they would be more successful. It takes hard selling to sell radio advertising. Every city is over-stationed. Clients are under a barrage of time salesmen. Each claims that he is better than the next until potential time.

(Continued on page 57)
WOR PRESENTS

WHEN THEY WERE

A. L. Alexander, founder of the memorable show, "A. L. Alexander's Mediation Board". Seen here as an infant, A. L. Alexander has developed into a unique combination of philosopher and social realist. His program (Sundays, 8:00 P.M.) is listened to by millions. The heartbreak he has solved and the homes he has saved have brought him the praise and plaudits of all sects and all society.

The power of A. L. Alexander and his tremendous following of devoted listeners is a formidable and forceful one. America's most noted advertisers can testify to this.

A great advertising medium, such as WOR, is no more than a reflection of its talents; of the artists who mirror its intent and purpose minute by minute, hour by hour and day by day.

In this advertisement WOR shows you a selection of its great stars when they were very young. Aside from being an album of memories, this advertisement is a symbol of Americana, of little children, such as yours and ours, whose ways of life are a reflection of a way of life.

It is people like these that make WOR the great American station that it is. It is people like these that make WOR the potent selling force that it is in the lives of the majority of 36,000,000 people in 18 states and the Dominion of Canada.
Very Young

Prescott Robinson, noted WOR newscaster, caught facing a photographer in a little town called Christmas Cove, Maine. A little boy then, Prescott stands six feet four inches now. His authoritative impartial and persuasive news reporting has made his name a byword in hundreds of thousands of homes along the Atlantic Seaboard.

Prescott Robinson’s selling for candy manufacturer Peter Paul, Inc., and many other noted advertisers, has clocked up records that make great American radio history.

This little boy grew up to be a stand-out West Pointer and a loved senior officer in World War II. His name? Who but Bill Slater, the mellow voice of WOR’s “Luncheon at Sardi’s,” “Twenty Questions” and numerous other popularity bull’s-eyes. Bill can take any commercial and make it sound greater than the way it was originally written. For Bill is not only a great actor, but a persuasive personality loved by hundreds of thousands of people throughout the United States.

This demure miss is WOR’s Barbara Welles, (Mon. thru Fri., 4:00 P.M.). She’s changed little; that is, as far as beauty goes. The picture is one you could find framed in any American home—a little girl, the world waiting, raised in a home that has served as the frame for many a fond memory.

Advertisers: Barbara Welles is most recently noted for her amazing job in reintroducing Pears’ Soap to the American public. She was the only promotion used by the British manufacturer.

(continued)
when they were very young

(continued)

Alfred McCann (left), wife, Dora (right), of the "The McCanns At Home", a program that originates from their home in Yonkers. Son of the famous Alfred McCann, pure food crusader, Alfred carries on the tradition valiantly. The McCanns' comments on what to eat and why is a daily rite in thousands upon thousands of homes and this devotion to what they say is reflected in what their listeners buy. A powerful, entertaining, charming and devoted WOR team.

Stan Lomax, WOR's nationally-noted sports commentator (Mon. thru Sat., 6:45 P.M.), was two. The sun shone mellowly that day on a small town where a street photographer snapped this shot. A boy like that knows boys and sports and the feeling that throbs through hearts, young and old, when Spring prompts the cry, "Play ball!"

Advertisers: Stan Lomax's hold on millions of listeners is a phenomenal one. He has sold everything from autos to cigars. He can sell anything for you.
Dorothy (left) and Dick, WOR's engaging "Dorothy & Dick" (Mon. thru Sat., 8:15 A.M.; Sun., 11:15 A.M.), when they were tots. She is known today as the world-famous Dorothy Kilgallen, Hearst feature writer and columnist; noted article and story author. He, of course, is Dick Kollmar, famed for his radio portrayal of "Boston Blackie", also as a Broadway hit producer.

Advertisers: Dorothy & Dick are of the many great WOR program personalities that do phenomenal things for people who have things to sell. Ask us about them.

Kate Smith, her parents' sweetheart then, "America's Sweetheart" now. A great woman whose deeds are long remembered. Every Mon. thru Fri. from 12:00 to 12:30 P.M., Kate "speaks" and "sings". Her simple philosophy of living and her beautiful interpretations of songs that thousands love have made her loved by millions. Incidentally, a great saleswoman whose work for advertisers is a history of radio's power to sell—and, of course, WOR's.

(continued)
when they were very young

(continued)

Dan McCullough (left) and Bruce Elliot, today's great waggsters who conduct "Teletest", (Mon. thru Fri., 11:15 A.M.). They, too, reflect the lives of hundreds of thousands of listeners who follow them. Dan and Bruce have a subtle and charming attraction that provokes thousands of letters and sends people streaming into stores for some of America's largest—and sometimes smallest—manufacturers of almost everything.

Jack Barry, renowned WOR emcee and deft program creator, "Juvenile Jury", et al, photographed at a tender age. Jack is a typical example of the nimble brains that WOR attracts and one of the people greatly responsible for the elasticity of WOR's programming. Jack Barry, by the way, is not only a program creator, but a shrewd and brilliant salesman whose work for General Foods and many other great American companies is a well-known and respected part of radio history.
John Gambling (Mon. thru Fri., 6:00-8:00 A.M.), a British boy with a love for the bounding main. A naval combat officer and wireless officer who later became one of WOR's most beloved and loyally-followed personalities. Is a human alarm clock for millions in the morning and a cash register clicker for more American advertisers than we could list in this brief summary.

Henry Gladstone, a little boy with eyes westward. Today one of WOR's most noted and respected newscasters. (Mon. thru Sat., 10:00 A.M.). Henry is noted throughout the nation for his precise and dependable reporting of the news; for his incisive and charming delivery. Another great figure in WOR's powerful array of people who prompt people to buy what you have to sell.

“This is Vandeventer”, the voice says every Mon. thru Sat. at 11:00 P.M., and so begins 15 minutes of the most popular news broadcast on WOR. And this is the Vandeventer whose wise and witty answers to the posers on WOR's “Twenty Questions” charm and inform one of the greatest listening audiences in radio.

WOR
—one of
America's great stations

Coming Soon! ... WOR-TV—Channel 9—Key Station
in Mutual's Growing Television Network—
Watch for it!
ROWLAND R. McELVARE (seated) of Bank For Savings of New York City, contracts on behalf of Savings Banks of New York for Lewis Cowan’s Savings Bank Quiz Kids, to start on WNBC New York Sept. 18. Others are (l to r) James V. McConnell, NBC; Thomas B. McFadden, WNBC mgr.; George Huhn, Ruthrauff & Ryan.

FINAL okay for sponsorship by J. W. Allen Co., San Francisco Plymouth dealer, of exclusive broadcast of Big Ten-Pacific Coast Conference track meet on KSAN San Francisco is set by E. O. Salem (center), Allen assistant manager. Present at signing are Frank Arthur (l) KSAN sportscaster, and Fred Bebo, Allen sales manager.

On the Dotted Line . . . .

COMPLETING plans for bringing top football games to Columbus, Ohio, next fall via TV are Mortimer W. Loewi (r), director, DuMont TV Network, and Edward Lamb, owner WTVN (TV) Columbus, which is to open in September.

CONTRACT for 52-week backing of Voice of Prophecy on ABC, Sun., 9:30-10 a.m., by Voice of Prophecy Inc. arranged by George Williams (l) of General Conference of Seventh Day Adventists, and G. T. C. Fry, ABC sales.

FINALizing plans for this week are (l to r) Alvin Olds, sales manager, National Motor Co., Los Angeles, Calif.; Joe castes, O. W. Cooper and George T. McFadden, sales managers, WTVN (TV) Columbus, Ohio; and Charles Soukup, WTVN (TV) Columbus, Ohio.

RENEWING Alan Havilla Newscast, aired on WNJR Newark since November 1947 by Howard Savings Institution, Newark, is Jonas W. Sweeney (r), bank’s public relations dir. Approving are Edward W. Scudder Jr. (l), and Charles O’Neill of WNJR.

SALE of Major League game broadcasts on WMIT (FM) Charlotte, N. C., to Allison-Erin Co., Zenith distrib- tor for North and South Carolina, is approved by (l to r) Jim Hedrick and Joe Pleasants of Allison-Erin, and Johnny Dunagan, Charlotte manager of WMIT.


CONTRACTING for 15 daytime hours weekly on KFMB-TV San Diego is Walter Tuford (center). San Diego automobile and RCA dealer. Obviously pleased with deal are Jack Gross (1), KFMB-TV owner, and William Phillips, head of William Phillips Agency.


to same

New Business


KYRON FOUNDATION Inc. (reducing preparation) sponsors Inside the Doctor’s Office, transcribed dramatic series, on WMAQ Chicago five times weekly. Arthur Meyerhoff Agency, Chicago, plans to put show on about four more stations soon.


FOREMOST DAIRIES Inc., Jacksonville, Fla., appoints Fletcher D. Richards Inc., New York, to handle sales promotion, merchandising and advertising, effective immediately.

RAY-O-VAC Co. (flashlight batteries) appoints McCann-Erickson’s Caracas office to handle local advertising. Spot radio will be used.

RADIO INSTITUTE OF CHICAGO names Tim Morrow Adv., same city, as agency.

SEARS ROEBUCK Co., Los Angeles, in August sale, will sponsor series of one-minute film spots on Southern California TV stations. Produced by New World Productions, Los Angeles, series will be placed through Meyers Co., that city.

GENERAL ELECTRIC SUPPLY Corp., Kansas City, Mo., appoints W. D. Lyon Co., Cedar Rapids, Iowa, to handle advertising. Radio will be used, and television is contemplated.

KELLEY CAR Co., Los Angeles (used cars), will spend $5,000 monthly in local television, having contracted to use minimum of four one-minute film spots weekly on each of following stations: KTTV KTLA KLAC TV KLAC TV all Los Angeles. Contracts are for 52 weeks. Agency: Tullis Co., Hollywood.

Network Accounts . . .

ELGIN-AMERICAN, division of Illinois Watch Case Co., Elgin, Ill., will sponsor The Grands Slam Show on CBS from Hollywood starting Sept. 28 on Wednesday 9-30 p.m. (CTF), through Weiss & Geller, Chicago.

CHAMPION SPARK PLUG Co., Toledo, Ohio, signs 52-week renewal contract with ABC effective Sept. 30, continuing its sponsorship of Champion Roll Call, five-minute sports commentary by Harry Winer, Friday at 9:55 p.m., EDT. Signed through MacManus, John & Adams Inc., Detroit, renewal covers 237 stations.

CALIFORNIA PHYSICIANS SERVICE, San Francisco, switches California Correus from ABC to 14 California Dom Lee stations. At end of August, program will be carried sustaining to remainder of MBS and Don Lee stations. Agency: Lockwood-Shakelford Adv., Los Angeles.


Adpeople . . .

INTERNATIONAL MILLING Co., Minneapolis, Minn., announces following changes in four sales and advertising departments: J. H. HERLOCKER, general sales manager, formerly located at Minneapolis, is transferred to same position at Kansas City. WILLIAM KING JR., formerly advertising manager, succeeds Mr. Herlocker in Minneapolis. H. W. MAIER JR., formerly advertising and sales promotion man at Greenville, Tex., made advertising manager at Minneapolis. ROBERT E. THOMPSON, formerly assistant advertising manager at Minneapolis, becomes advertising manager in Kansas City for International. Kansas City offices are at 900 McGee St.

BROADCASTING • Telecasting
To the PRESS and RADIO:

Subject: SAFETY ON THE RAILS

Safety in railroad operations depends largely on the efficient direction of traffic. This is accomplished, for the most part, by an intricate system of signals that change color or position as the train passes along. In most cases, this is done automatically -- so that the train itself, by its own movement, sets the signals which warn all other trains, approaching or following, to keep a safe distance.

Where traffic is light, railroads can be -- and are -- run safely without these block signals, but where traffic is heavy, trains can be run both more safely and more efficiently with them. That is why the railroads have installed them on more than 138,000 miles of track.

On more than 105,000 of these miles, the block signals are of the automatic type -- that is, the signals are operated by the train itself without necessity for any human intervention. Incidentally, 90 per cent of these automatic block signals were installed by the railroads before there was any legal requirement to do so, and almost all the rest have been voluntary installations.

In these block signals, the railroads today have the world's largest, most complete and most effective system for controlling traffic. In fact, the vast majority of railroad passengers ride trains operated under this system.

And these signals, which are installed and operated by the railroads at a cost of hundreds of millions of dollars, are just one part of the railroads' program to maintain their outstanding safety record and make it ever better.

Sincerely yours,

[Signature]

William T. Faricy
PRESIDENT

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

August 1, 1949

KENNETH H. THOMPSON, for past five years with Buchanan & Co., New York, as account executive and prior to that copy chief for Tracy, Kent & Co., same city, joins Erwin, Wasey & Co., New York, as account executive in charge of industrial advertising of Texas Co.


ALVAN B. SOMMERFIELD, former promotion manager of Collier's magazine, and more recently with Joseph Katz Co., Baltimore, opens Alvan B. Sommerfield Co., advertising agency in Baltimore at 517 N. Charles St. Mr. Sommerfield also was formerly promotion director of WNBAJ New York, and group copy chief with Lord & Thomas, also New York.

ROBERT SMALLEY, formerly copy chief at Kenyon & Eckhardt, and Lennen & Mitchell, both New York, joins J. M. Mathies, same city, as director of copy.


RICHARD JORGENSEN Adv. moves San Francisco offices to 553 Market St.

TONY STANFORD, producer at Yeung & Rubicam, Hollywood, transferred to New York.

DONAHUE & COE, New York, and WILLIAM KESTER & Co., Hollywood, have worked out arrangement whereby creative and contact departments of both agencies and facilities of their New York and Hollywood offices will be jointly available to accounts. E. J. CHURCHILL and MARSHALL KESTER, presidents of New York and Hollywood agencies, respectively, made joint announcement.

THOMAS A. CASEY joins account staff of Knox Reeves Adv., Minneapolis, after working as radio director of Armour & Co., Chicago.

FRANK McMahan, formerly assistant account executive of Poole, Cone & Belding, Los Angeles, joins Erwin, Wasey & Co., that city, in similar capacity.


ROBERT E. JACKSON, former general sales manager of Harleich Mfg. Co., Chicago, joins staff of Kauffman & Assoc., same city.

TOM LATHROP, regional sales representative for WNAV Sioux City-Yankton for seven years, resigns to establish his own advertising agency in Sioux City. He will handle all media.

MARJORIE ALLEN, formerly with McGann-Erickson, J. Walter Thompson and William P. Warner (Richard Hudnut), all New York, joins copy department of Compton Adv. Inc., same city. Miss Allen will work on Du Pont and Drene accounts.

THOMAS H. AXELSON of Salt Lake City, purchases C. F. Cusack Adv., Denver, from Cusack estate. Mr. Axelson will continue operation of his Salt Lake City agency, but will make headquarters in Denver. Name of Cusack Adv. remains same.


LOCKWOOD-SHACKELFORD Adv., Los Angeles, effects merger with GARDNER & GIESECKE, San Francisco, and in expanded operation takes over latter's offices in Russ Bldg. MacALAN GARDNER named vice president of Lockwood-Shackelford, with ALBERT S. GIESECKE becoming manager of San Francisco office. ELLIS REHN continues as account executive in San Francisco.

SEYMOUR S. KAIN named general manager of Burlington-Grossman Adv., Chicago. Mr. Kain worked three years as copy chief at Helene Curtis Inc., Chicago, manufacturer of beauty shop supplies. M. A. HARVIS, administrative director at agency for three years, appointed account executive.

STANLEY M. CARLSON joins Daley Bros., Belmont, Calif., as sales manager, after resigning as merchandising executive at Ewell & Thurbur Assoc., Chicago. His successor has not been named.

VINCENT TUCHING named manager of Poole, Cone & Belding International's new office in Dominion Square Bldg., Montreal.
Open Mike

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

Add to Hecht Story

EDITOR, Broadcasting:

There were only two things wrong with the lead article in your July 11 issue:
1. I would have changed the title of it to “Success Is a Thing Called Joe.”
2. I sure would have printed a picture of that amazingly modern station out in the middle of a corn field—a station operated by an astonishingly modern guy named Brechner.

At any rate it was a very interesting article, and I enjoyed it immensely, having just completed a tour of all the Washington and surrounding community stations. I was very much impressed with Joe Brechner’s operation [WGAY Silver Spring, Md.], and as a consequence, I was not at all surprised to learn what a fine job he did for Hecht.

T. J. McDermott
N. W. Ayer & Son
New York

Re: Liquor Ads

EDITOR, Broadcasting:

I can think of nothing more detrimental to the future of radio than abandonment of the long-established practice against advertising hard liquors. I live in what Mencken calls the Bible Belt, but I have always taken a liberal viewpoint with reference to alcoholic beverages. We have carried beer advertising over our station even though we have received protests from a lot of listeners who feel it is a bad policy. Our position has been that the advertising of beer as a beverage promotes temperance; and after all, that should be the objective of every move designed to curtail the harmful effects of over-consumption of alcohol.

We in the radio business cannot get away from the hard fact that our medium penetrates into the home. It is not enough to say that a listener can cut our programs off if he does not like them. Programs must be heard in the homes or we would have to go out of business. Therefore, once we are in the home, we have certain obligations of protection to those who let us come into their homes. . . .

The claim of those of us who opposed prohibition was that we had to teach our children in the homes the evil influence of alcohol and we should preach temperance rather than seek to curtail the sale of liquor by legislation. . . .

If the networks and the stations in their mad search for the advertising dollar now reverse the policy against advertising hard liquors, I predict that it will be only a short time before a majority of the state legislatures will prohibit the advertising of any alcoholic beverages, including beer and wine, over any radio station. But beyond and above the advertising dollar involved, I think it is a bad policy from a standpoint of ethics and public service for a radio station to broadcast liquor advertisements. The unfortunate victim of alcohol is the alcoholic. When we use our medium to go into homes to tell children and to tell those who cannot control liquor how wonderful it is to try this and that whiskey, we are abusing our franchise, and I predict dire consequences.

In making these statements, I appreciate fully the fact that most newspapers and magazines make no attempt to curtail whiskey advertising. However, I think we stand on a different footing from that of the newspapers and magazines. . . . I have dictated hurriedly this letter to you after reading the article in the July 25 issue of Broadcasting. I cannot conceive that our networks will take such a stupid step. I feel it is time for some clear thinking on the part of those in NAB and other agencies which have an obligation to protect and promote radio. Certainly there will be no advertising of hard liquors over our stations.

Walter Brown
President and Gen. Mgr.
WORD Spartanburg, S. C.

[EDITOR’S NOTE: Walter Brown was formerly a crack Washington correspondent and served as executive aide to Secretary of State Byrnes. Mr. Brown was also assistant to Mr. Byrnes when he was War Mobilizer and "Assistant President." ]

Growing Fast

EDITOR, Broadcasting:

In your story of UHF-VHF Channels population of Port Arthur-Fort William is shown as only 24,000. If this figure is meant to represent the total urban population of both Canadian Lakehead cities it should be 65,000, at least. That was the last count but we’re growing fast!

Not very often I find an error in your very fine journal and I’m a "cover to cover" man. No doubt this particular slip was beyond your control.

Ralph H. Parker
Owner
CPPA
Port Arthur, Ont.

[EDITOR’S NOTE: The figure used in the story to which Mr. Parker refers came from FCC.]
KFBC, ABC outlet in Cheyenne, Wyo., has been selected as proving grounds in a new unification twist to the Army's on-the-job training program within commercial radio stations. Working with the Navy, the Army has absorbed CPO Robert Stuart Ladue Jr., of the Naval Air Arm, into the program and arranged for him to receive 90 days on-the-job training at KFBC.

The Army's experiment came about when Mr. Ladue, a student at the Armed Forces Public Information School in Pennsylvania, encountered the Army's program and requested the Navy to send him alone.

William C. Grove, general manager of KFBC, has assigned Dale Sutherland, KFBC's program director, to supervision of the training program. Purpose of the program is to prepare service personnel for the handling of military radio shows and stations.

Every effort is being made to expose Chief Ladue to all departments and facets of broadcasting. From selling and script-writing to announcing and program direction, he will receive help and instruction from every member of the staff. Included in the training were recreation of the major league baseball games and remote coverage of the "Frontier Days" rodeo celebration in July.

He is also scheduled to present and enact his own live dramatic shows.

So, now, some three months and many miles from salt water, Chief Ladue is in high gear on this new twist, courtesy U. S. Army.

Mr. Sutherland trains CPO Ladue, ... ...

On All Accounts

Richard (Dick) Porter, vice president, stock holder and account executive of Dancer, Fitzgerald & Sample, New York, a man who is reputed never to say "great" when he means "good," says that radio's efforts in behalf of his client, Spray-A-Wave, have been "sensational," and I don't mean "swell."

Reduced to statistics, the superintendent describes a 200% increase in Spray-A-Wave sales over a period of a single month—or since the product came under the broad custodianship of Arthur Godfrey on his daily CBS show.

Born in Philadelphia on May 6, 1893, Dick Porter served successively as stenographer, court reporter, and secretary to the New Jersey Board of Education. Subsequently he owned his own printing and mail order business.

After a term of duty as secretary to Gov. Walter E. Edge of New Jersey, Mr. Porter joined that state's advertising agency, Dorland Inc., emerging eventually as half owner in the enterprise.

In 1929 he sold his interest and joined Redfield-Coupe agency, as an account man. From there he moved to Stack-Goble as head of the New York office.

In 1942 he organized and headed the New York office of Roche, Williams & Cleary, after which—in February 1949—he became associated with DP&G, rising three to his present capacity. In addition to handling Spray-A-Wave, and Tums for the agency, Mr. Porter services Procter & Gamble's "Shasta" which is currently using a spot announcement campaign.

The Porters—she is the former Lorraine Paterson—were married on Nov. 23, 1921. They have three children, Richard, 26, Lorraine Katherine, 19, and Carol Dorothy, 15. The Porters have their home in Boca Raton, Fla., to which Mr. Porter commutes on week-ends.

His hobbies include golf and light tackle fishing in salt water.

---

Feature of the Week

WDEL
Wilmington Delaware

West
Easton Pennsylvania

WKBO
Harrisburg Pennsylvania

Work
York Pennsylvania

Wraw
Reading Pennsylvania

WGAL
Lancaster Pennsylvania

Represented by
Robert Meeker Associates
Los Angeles New York
San Francisco Chicago

Steinman Stations

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What a CUSHION
(IT WAS NEVER LIKE THIS BEFORE)

$4,567,999.00
Bank Deposits 12/31/48
$ Val. Savings Bonds 12/31/48

in the 228 WOW COUNTIES (BMB)
In Nebraska, Iowa, South Dakota, Missouri, and North Dakota.

This is... Ready Money

...Ready to be spent now or in the future for whatever you have for sale, in
WOW-land An Always Rich Farm Market...

Covered Only By

Radio WOW, Inc.
Omaha
5,000 Watts 950 Kc
John J. Gillin, Jr., President
John Blair, Representative
And Blair-TV, Inc

Broadcasting  Telecasting
Now you can measure field intensity anywhere from the very shadow of your transmitter to the toughest location, "down-in-the-noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply: Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency... with RCA's new portable WX-2B. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-B, RCA Engineering Products, Camden, New Jersey.
Spectacular stuff, sure, but it isn't just "knack"; it's the result of experience and Know-How—just as KWKH's Hoopers are! Here are the Share of Audience figures for March-April, '49:

- **MORNINGS** (Mon. thru Fri.) KWKH...39.6
  
  (70% better than next station)

- **AFTERTNOONS** (Mon. thru Fri.) KWKH...31.7
  
  (7% better than next station)

- **EVENINGS** (Sun. thru Sat.) KWKH...42.5
  
  (47% better than next station)

Twenty-four years' experience in broadcasting to our particular audience has given us at KWKH an incomparable radio Know-How. How about getting all the facts, now?
SPOT BUSINESS

By FLORENCE SMALL

WITH a sudden and dramatic in- 
fusion of spot business, confound- 
ing all industrial indices and gloom- 
shouting, radio will look forward this 
fall to a total spot expendi- 
ture that will exceed by approxi- 
mately 10% last fall’s near record 
intake. The figure is expected to 
reach $60 million for the four-month fall season—September through December.

At least 20 advertisers are known 
currently preparing spot cam- 
paigns through their agencies.

Product ranges from the usual se- 
asonal cold remedies to such new 
spots as Schick Razor.

Agency names include: BBDO, 
through its agencies, Esty & 
Co., which is handling the 
newly appointed firm, Schick 
Razors; WWSN, through its 
agency, Wasey & Co., for 
American Cranberry Co.; 
through Ruthrauff 
& Ryan, is also 
preparing a fall spot schedule.

Schick Electric Razor, the new- 
est spot user, through its agency, 
BBDO, is using stations in 50 mar- 
kets, starting in September, while 
Lydia Pinkham, one of the oldest 
of spot advertisers, will sponsor 
quarterm-hour participants on 
15 stations starting in August.

The agency is Erwin, Wasey & Co.

Greeting Card Plan

An advertiser turning with rein- 
forced emphasis to radio participa- 
tions is Merit Greeting Card, 
through Louis S. Herman, Adver- 
tising, Newark. Originally using 
only 17 participation shows, the 
agency is currently increasing its 
coverage to between 40 to 50 sta- 
tions located in the first five mail- 
ing zones, from East to Midwest.

One advertiser, R. J. Reynolds 
Co. (Cavalier cigarettes), through 
its agency, William Esty Co., is 
using 250 w stations for its initial 
spot campaign, it was understood.

Firm sponsors spots for teaser 
campaign in city where distribution 
has been established, then increases 
its coverage in that city as distribu- 
tion is increased among dealers.

Another spot announcement cam- 
paign scheduled for fall is being 
prepared by Ruthrauff & Ryan for 
Delaware, Lackawanna & Western 
Co. (blue coal) with starting 
date in mid-September.

Station representatives expressed 
cautious but manifest satisfaction 
at the rising spot figures, and ad- 
vertising agencies confirmed the 
existence of the trend with the 
qualifying observation that this 
year the campaigns will probably 
be briefer but more intensive.

Ralph E. Dennis, ABC Spot Sales 
manager, told Broadcasting that 
1948 was his organization’s best 
year and that if that record were 
equaled or exceeded, the firm 
would be doing very well indeed.

He was optimistic about that possi- 

bility.

George W. Bolling, head of the 
Bolling Co., Inc., New York, re- 
ported a “terrible spot buying 
surge” in the last couple of weeks 
but on the other hand believes that 
such buying would nevertheless be 
down overall when records finally 
were tabulated. He said that cam- 
paigns thus far have been from 20 
year 2 weeks and have been on a 
national scale with one station per 
market selected to carry the an- 
ouncements.

Eugene Katz of the Katz Agency 
revealed that he expected more 
spot business this fall compared 
to the immediate past but that it 
was not clear whether business 
would equal the banner period of 
last fall.

See Year-End Upsurge

Robert D. C. Meeker, general 
manager of Robert Meeker Assoc. 
Inc., stated that this fall would 
equal the all-time peak of last 
fall. He said summer busi- 
ness was slow but indications are 
for good year-end business.

John E. Pearson, head of the rep- 
resentative firm bearing his name, 
said that on a dollar volume basis, 
his stations will exceed last fall’s by 
total of 20%.

Carlos Franco, manager of radio 
time buying for Young & Rubicam, 
expressed the agencies’ viewpoint 
when he told Broadcasting that 
“from here on out the trend toward 
shorter but more intensive cam- 
paigns will be prevalent.” One of 
the reasons for that pattern, he 
dicated, was a move to dislodge 
prevailing large inventories among 
dealers by means of the hard- 
hitting impact of spot radio.

LIQUOR ADS

Furure over possible acceptance 
of hard liquor advertising by net- 
works and stations continued to 
rate last week while a progress 
report indicated that about 60% of 
American broadcasters were 
ready and willing to revoke 
radio’s traditional ban on liquor 
commercials.

Whether they would eventually 
discard the ban remained a matter 
of speculation, however, in the face 
of growing disfavor from Capitol 
Hill, temperance groups, and other 
interested parties, including the 
government’s Alcohol Tax Unit.

Once again Sen. Edwin C. John- 
son (D-Col.), arch foe of “wet” 
radio, reminded that radio broad- 
casting is an interstate business 
and that the Federal Government 
has the duty of protecting the 
states in the exercise of their 
police powers.” This time Sen. 
Johnson took to task Tom Watson 
Jr., general manager of WSWN 
Belle Glade, Fla., for suggesting 
that the right rests with stations 
“to make such policy decisions 
ourselves” and upon the listener’s 
“freedom of choice.”

Some advertisers were these:

FCC was preparing an 
answer to Sen. Johnson’s letter 
asking the Commission to give “serious 
consideration” to the public 
interest phases with particular 
stress on license renewals of applicants 
who carry liquor advertising.

Alcohol Tax Unit officials 
announced that they had no authority 
to prevent liquor licensees who buy 
air time, but indicated they would 
advise distillers such actions would 
be inadvisable and furnish the 
“dry” contingent with a potent 
weapon.

A reply to Sen. Johnson’s 
request that the Unit use “moral 
suasion” and “legal authority,” if 
necessary, to discipline the dis- 
stillers was reportedly in the stage 
of preparation from the office of 
Treasury Secretary John Snyder, 
under which the Internal Revenue 
Bureau and Tax Unit operate.

An official of New York 
State’s Women’s Christian Tem- 
perance Union said 500,000 mem- 
bers in 10,000 local unions would 
line up solidly against such radio 
advertising while the national 
WCTU urged speedy enactment of 
pending anti-liquor legislation.

The Senate Interstate & 
Foreign Commerce Committee, 
headed by Sen. Johnson, revealed 
receipt of nearly 100 communica-

TWA RADIO ADVERTISING

Airline Spends $125,000 in First Half of 1949

USING 36 stations in 11 cities, Trans World Airline has spent $125,000 in the first six months of 1949 on spot radio advertising, according to Sam Henry, advertising manager for TWA’s transcontinental divisions.

"As a year-round advertiser," said Mr. Henry, "TWA is the most consistent user of radio in the travel and transportation field. Traditionally, radio was not an advertising medium for transportation carriers. But, three years ago, TWA turned to radio with a definite philosophy in mind. The cost is within everybody’s reach. And our idea in using radio is to widen our wingspread and carry our advertising to a mass market.”

He pointed out that the survey of a jingle TWA used in St. Louis in January and February of 1947 showed 46% listener rating and was encouraged to team radio up with more standard means of transportation advertising—travel folders, window displays, newspapers and magazines.

Mr. Henry went on to show that TWA in 1947 spent $150,000 in 12 major cities after adopting radio on a national basis. "General indications," he said, "indicated that radio was paying off in terms of increased air travel, and, in 1948, TWA upped its radio outlay to $250,000. The same rate of expenditure has been continued through the first six months of 1949.”

In mid-1948, the airline switched to localized live-announcement copy, using local station announcers. In the first half of 1949, TWA’s radio advertising covered the following cities: New York (WABC WJZ WOR WNYE), Chicago (WGN WIND WMAG WLS), Los Angeles (KECA KFI KJZ), San Francisco (KCBS KFRC KGK KNBC), Kansas City (KKMC WDAP), Pittsburgh (KDKA KVQ WCAE WWSW), St. Louis (KS KWXXOK), Philadelphia (KWFIL), Cincinnati (WCPK WCRK WSUI), Boston (WOC WEII), and Washington, D. C. (WCM WMAL WTP). TWA’s spot radio advertising figures are presented by Mr. Henry.

GENERAL MILLS

45% to Radio, 5% to TV

GENERAL MILLS, with a record advertising budget, is devoting 45% of its media dollar to radio and 5% to television, according to Lowry H. Crites, advertising manager. The figures apply to the fiscal year begun June 1.

The General Mills advertising budget is at a record level, $18 million, according to Harry A. Bullis, chairman of the board, despite a drop in gross and net income [Broadcasting, Aug. 1]. The company’s advertising cost per unit sale is constantly decreasing, he said.

Based on Mr. Crites’ statement, which he refused to amplify, General Mills will spend about $8,100,000 on sound broadcasting and $800,000 on television, using the $18 million total budget as a base.

Decca Earnings

CONSOLIDATED net earnings for Decca Records Inc. in the second quarter ended June 30 were $350,000 after provision of $239,429 for income tax. This equals 50 cents per share on $776,680 shares of capital stock and compares with net earnings of $427,212 or 65 cents per share in the same 1948 period.

SMITH BROS.

Buy ‘Stop the Music’ Segment

SMITH BROTHERS Inc., Poughkeepsie, N. Y., will sponsor the second quarter-hour segment of the ABC Stop the Music program, over 187 of the network’s stations, starting Sept. 18.

The 32 week contract, signed through Sullivan & Bayles Inc., New York, covers the time period being released by Evernarp Inc., Chicago, through Blow Co., after the Sept. 11 broadcast.

Program is aired Sunday, 8:9 p.m.
NEW ERA AT NAB

By J. FRANK BEATTY

NAB set out last week on a new phase of its 26-year career, with President Justin Miller taking over complete and active control of the association's activities.

The new and more compact NAB, redesignated to meet progress of the art, appeared in its new dress for the first time last Monday morning. Judge Miller finished the basic personnel job right on the schedule set by the board but the complete executive staff will not be operating until Sept. 1.

Two top appointments wound up the staffing operation. Judge Miller named G. Emerson Markham, station director of General Electric's WGY Schenectady and its TV and FM outlets, as director of the new NAB Video Division.

Forney A. Rankin, Judge Miller's international adviser, becomes director of the new Dept. of Govern

Hardy Heads Audio

Previously Judge Miller had named Ralph W. Hardy, assistant manager of KSL Salt Lake City, as director of the new Audio Division, parcelling the Video Division [BROADCASTING, July 25]. Arthur C. Stringer, director of the abolished FM Dept., becomes assistant director specializing in FM.

Having completed the reorganization in line with the board's directives [BROADCASTING, August 1], Judge Miller was preparing to inform the NAB Structure Committee, headed by Clair H. McCollough, WGA, Lancaster, Pa., of the action he had taken. The committee in turn will report to the full board in November. It remains an active committee, at least until that time.

While the board directed that NAB's standing committees be cut to five members as part of a general economy move in which the NAB budget was cut around $800,000 to $701,511 for the fiscal year started Aug. 1, no action has been taken. It is believed the present standing committees will remain active until the 1950 convention next April. Savings may be effected by keeping committee meetings down to a minimum. No meetings are scheduled at this time.

Judge Miller told BROADCASTING, just before leaving on vacation Friday, that he considers the new NAB organization will highly efficient streamlined operation with a very good team.

He will take a "working vacation," and had arranged to spend the three weeks on the coast by inter-ferrying with Mr. Hardy on the new Audio Division. He had conferred a week earlier with Mr. Markham in New York.

"We have greater confidence in the efficiency of NAB than I have had at any time since I became president," Judge Miller said. "We have been hurt at one or two points, particularly in the research department. The Research Dept. deserves credit for many of the projects carried out by the president's office as well as employe-employer relations."

Mr. Hardy is former director of the Advertising Bureau and other departments. Kenneth Baker, research director, has been named the department despite the fact that he is in New York on loan to BMB.

"The new division directors will have three immediate jobs when they take office next month. First, they must get in touch with the segments of the industry and determine what the members want NAB to do for them.

"Second, they will explore the work of NAB's six departments. Each department head has prepared a detailed statement on overall activities for their guidance as well as a guide to the board, Structure Committee and the president's office.

"Third, they will be expected to submit additional services from NAB's departments and to expand the scope of their activities.

Mr. Markham has been notified that their dues have been discounted 12 ½% effective Aug. 1, as ordered by the board.

Judge Miller already has developed a fund of information on work of the Video Division, based on suggestions submitted by TV stations. Among services proposed are means to work out problems of receiver set distribution, development of better programs at less cost, regulatory aids for stations, engineering counsel with FCC, reports on station applications legislative functions, labor counsel, public relations activities and promotion of uniformity in rates and contracts.

Mr. Stringer is at work on a series of FM projects. These include promotion of FM band circuits in TV markets; better FM receivers; simultaneous AM-FM licenses; combination AM-FM listings in directories; studies of station and non-transit management surveys of individual stations; FM success stories; facsimile studies. The Employee-Employer Relations Dept. is to make an overall economic study of FM stations covering personnel costs.

In the overall NAB budget operation, numerous changes were made in secretarial and clerical staffs. The complete reorganization finds many functions of abolished units transferred to the remaining six departments.

Last Monday Judge Miller called a staff meeting at which he explained that departmental activities will be integrated with the new Audio and Video Divisions. The two division heads will call on department directors for services, through staff directors report directly to the president. Judge Miller instructed department directors to contact him by telephone at Los Angeles when problems arise that they cannot solve.

NAB's travel allowances will be sharply cut. A minimum crew will make the district meeting circuit (Continued on page 48)

RECRUITING ADS?

Mr. Markham, Rankin Posts Complete Staff

Markham, Rankin Posts Complete Staff

Mr. Hardy

Mr. Markham

"The board directed that NAB be reorganized by Aug. 1 and specified the type of structure it wanted. The board carried out on schedule. It has involved the elimination of a number of staff members, reorganization of departments, and the compilation of the office of executive vice president and the entire Program Dept. Each job has been done.

"Member stations have been notified that their dues have been discounted 12 ½% effective Aug. 1, as ordered by the board."

Mr. Markham enjoys his wide range of responsibilities: "I am the communications director for the program of distribution of educational programs, the shadow television stations, the new distribution program of public relations, the engineering counsel services of the FCC, the legislation activities, and the labor, public relations activities and promotion of uniformity in rates and contracts."

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NAB's travel allowances will be sharply cut. A minimum crew will make the district meeting circuit (Continued on page 48)
IN A MONTH or so, when summer hiatuses and replacements are finished for another year and advertisers are sponsoring their regular programs for the fall-to-spring season, 27 sponsors on the CBS line-up will be sponsoring programs owned and packaged by CBS. The emergence of CBS as a major player in broadcast is the result of nearly a decade of planning and experimentation and trial and error testing, all based on a single theorem. It is:

"In getting larger audiences at lower cost, 'What program?' counts as much as 'Which network?'"

As long ago as 1940, when a group of new programs developed by CBS was given summer tryouts in an evening series with the overall title Forecast the network has been working toward the goal of new programs as realistically as possible. Undaunted by the failure of any of the Forecast programs to survive and continue as a fall and winter offering, CBS personnel, executives continued to experiment until they had perfected what they now proudly term "radio's largest program-building operation."

Ideas Screened

The process begins with the idea-screening stage, where 8,000 new ideas and personalities scanned, probed and analyzed by the network's top program people each year. Of the 8,000 entering the screening procedure, some 1,500 are found worthy of discussion by the CBS program department committee. About 500 of these pass the second screening and proceed to the top CBS program board, which is headed by William S. Paley, chairman of the board of CBS, and includes the network's president, executive vice president and head of every major department except engineering.

When this top group has finished its deliberations, about 40 programs, % of 1% of the original 8,000, actually go on the air on CBS for test runs before the general public. Some of them, like My Friend Irma, click from the start, with good ratings, critical acclaim, and, before very long, sponsors who capitalize on the spade work of the network. CBS reports that My Friend Irma, in its first season for Lever Bros.—September 1947-April 1948—delivered that advertiser more homes per dollar than any other comedy show then on the air. The number, according to the Nielsen Radio Index, was 18.8 per 100,000 with 487,465 and 414 homes per dollar for the three runners-up.

Not every CBS package program duplicates the success of Friend Irma, soon to start its third season for the same sponsor. Some build more slowly and acquire reasonably satisfactory audiences but do not seem to appeal to advertisers. A good example of this type is Life With Luigi, currently attracting memories of the Sunday evening listeners in competition with Stop the Music. Because of this following, and because of his program's story of an immigrant's experience with life in the United States carries a patriotic message that CBS believes important in these times, Life With Luigi has been on the air for more than a year, although it is still looking for a sponsor. The 40 favored choices of the CBS program board also includes its share of flops, programs which the listening public is able to resist in overwhelming numbers, programs whose chief virtue is keeping the heads of the program board members to normal size by constantly reminding them that no showman has ever been consistently right in guessing what would please the public.

As a corollary to its stable homebuilt programs, CBS has also embarked on a widespread campaign of purchasing radio shows or entertainers already established as top favorites with the American public. Amos and Andy, Jack Benny, Bing Crosby, Lu and Abner, Burns and Allen, and Edgar Bergen are among the new stars so added to the CBS firmament which the network's executives are sure will this fall and winter be the highest heaven of all networks.

In acquiring these top-rating radio properties, CBS tied up all broadcasting rights, enabling them to network build new forms of vehicles for the old favorite performers and to use them in television as and when radio. TV plans are already being made under way for Amos and Andy, Burns and Alnn, Lu and Abner and Jack Benny. None of the video formats has been finally determined as yet, but it is probable that by midwinter most, if not all, of these performers will be working before the CBS video cameras as well as the CBS microphones.

Thomas D. Connolly, manager of CBS program sales, told Broadcasting: "The salient characteristic of the whole operation is this: We have successful programs of our own on the air for all types of sponsors—soaps and soups, cigarettes and cereals, automobiles and their accessories, and so on. The corollary to that is that we also have all types of shows—daytime and evening, comedy and drama, quiz, news, mystery and audience participation.

"Starting as we did with creative integrity as the fundamental criterion of our program department we could hardly fail to achieve the commercial success that has been ours."

Illustrating the way in which the CBS package programs are being translated into video as well as radio features, Mr. Connolly cited the Hooper Top 10 Teleratings for May, last month when the full winter lineup was represented. Six of the 10 TV network programs were CBS packages—Arthur Godfrey's Talent Scouts, Toast of the Town, The Goldbergs, Sus pense, Arthur Godfrey and His Friends and Winner Take All.

List of CBS package programs under sponsorship:

<table>
<thead>
<tr>
<th>Network</th>
<th>Special/Program</th>
<th>Sponsor</th>
<th>Product Category</th>
<th>Agency/Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>CBS</td>
<td>The Sidewalk</td>
<td>General Foods</td>
<td>Grocery</td>
<td>BBDO 7/25/47</td>
<td>New York</td>
</tr>
<tr>
<td>CBS</td>
<td>The Half Hour</td>
<td>ABC</td>
<td>Advertising</td>
<td>BBDO 7/25/47</td>
<td>New York</td>
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<tr>
<td>CBS</td>
<td>The Tonight Show</td>
<td>ABC</td>
<td>Advertising</td>
<td>BBDO 7/25/47</td>
<td>New York</td>
</tr>
<tr>
<td>CBS</td>
<td>The Big Cage</td>
<td>ABC</td>
<td>Advertising</td>
<td>BBDO 7/25/47</td>
<td>New York</td>
</tr>
</tbody>
</table>

CBS INCOME

CBS gross income from sale of facilities, talent, lines, records, and from other sources amounted to $52,885,319 for the 26 weeks ending July 2.

This compares $4,068,333 more than the $48,816,986 taken in during the same period in 1948.

The figures were made available Wednesday when the board of directors declared a cash dividend of 36 cents per share on its Class A and Class B stock to holders of record as of Aug. 19.

The gross income figures, however, were offset by increased operating costs, which lowered the net income for the six-month period to $1,709,391 as against $2,285,237 the previous year. The net income came to $1.00 per share during the 26 weeks of 1949 compared to $1.35 during the first 26 weeks of 1948.

The figures, which are subject to year-end audit:

CBS AND DOMESTIC SUBSIDIARIES

Consolidated Income Statement

Six Months Ended

<table>
<thead>
<tr>
<th>Period</th>
<th>June 30,</th>
<th>Income from sale of facilities, talent, lines, records, etc.</th>
<th>Gross income</th>
<th>Operating expenses and costs of goods sold</th>
<th>Net income before depreciation and amortization</th>
<th>Depreciation and amortization of fixed assets</th>
<th>Net income</th>
<th>Income before extraordinary items</th>
<th>Extraordinary items</th>
<th>Net income after extraordinary items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$37,205,940</td>
<td>$3,538,816,986</td>
<td>$34,673,526</td>
<td>$24,399,524</td>
<td>$12,053,000</td>
<td>$2,285,237</td>
<td>$1,000,000</td>
<td>$23,428,324</td>
<td>$12,053,000</td>
<td>$11,375,319</td>
</tr>
</tbody>
</table>

CBS Sells Shows to 27 Sponsors

$52,885,319 To July 2

live expenses 8,947,507 1,919,096

Provision for depreciation and amortization fixed assets 615,478 510,420

TOTAL 33,962,569 31,224,592

Miscellaneous income, less: Miscellaneous deductions 44,040 184,030

Income before federal income taxes 3,538,816,986 3,351,599 3,733,273

Provision for federal income taxes 1,496,000 1,450,000

NET INCOME FOR PERIOD 2,042,717 2,881,377

Earnings per share (based upon the 1,711,352 shares of $2.50 par value outstanding as of July 2, 1949) $1.00 $1.35

BROADCASTING  Telecasting

Page 26 • August 8, 1949
CBS Affiliates Advisory Board, holding its second meeting of the year last Monday and Tuesday at the network's New York headquarters, adopted a jointly written congratulating the network "for its brilliant 1949 fall program promotion campaign in support of the greatest schedule of programs ever to be carried by any radio network."

Adopted after a joint Monday morning session with program executives of the CBS affiliated stations, composed of the CBS Program Promotion Clinic at New York's Waldorf-Astoria, the CAAB resolution continued:

"The 178 independently-owned stations represented by this board are urged to expend all possible effort in support of the CBS fall program promotion campaign so that the values of the Columbia fall program offerings may be brought fully to the American people, to the end that the widest possible circulation for these outstanding programs may be achieved."

The group then attended a joint luncheon with the clinic, addressed by Frank Stanton, CBS president, Hubbard Robinson, Jr., vice president and director of programs, and John Karol, sales manager.

The regular CAAB meeting Monday afternoon was devoted chiefly to promotion, following an opening talk by Mr. Stanton, Adrian Murphy, vice president and general executive, reported on the FCC's proposed reallocation plan for TV stations; William B. Lodge, vice president and director of general engineering, spoke on the plan's technical aspects; Herbert V. Akerberg, vice president in charge of station relations, discussed the growth of the CBS-TV Network.

Earl Gammons, vice president in charge of the CBS Washington Office, reported on Washington operations to close the afternoon session.

At the dinner that evening, Mark Ethridge, publisher of the Louisville Courier-Journal and vice president of WHAS Louisville, was guest speaker.

Tuesday morning CAAB session included a report on the CBS sales picture by Mr. Karol; a report on program plans by Mr. Robinson, and a report on CBS public affairs broadcasts by Davidson Taylor, vice president in charge of public affairs programs. The two-day meeting concluded that afternoon with a general discussion of network-station problems.

Members of the CAAB are:


COMBINED luncheon meeting of the Columbia Affiliates Advisory Board and the CBS Program Promotion Managers Clinic, both meeting in New York, offered an opportunity for informal discussions among network executives and affiliates personnel.

TOP PICTURE: Listening intently are (1 to r) Kenyon Brown, director of operations, KWFT Wichita Falls, Tex.; C. T. Luy, general manager, WRVA Richmond, Va., and Joseph H. Ream, CBS executive vice president.

MIDDLE PICTURE: Talking things over are (1 to r) William Golden, associate director of advertising and sales promotion for CBS; Howard S. Meighan, CBS vice president and general executive; Howard Sumerville, general manager, WWL New Orleans, and Richard Borel, general manager, WBNW Columbus, Ohio.

BOTTOM PICTURE: It looks like a serious discussion among (1 to r) Lawrence Lowman, CBS vice president and general executive; Glenn Marshall, general manager, WMBR Jacksonville, Fla.; Herbert V. Akerberg, CBS vice president in charge of station relations, and Clyde Coombs, general manager, KROY Sacramento, Calif.

CBS executives who attended the CAAB meeting were:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Howard S. Meighan, vice president and general executive; Herbert V. Akerberg, CBS vice president in charge of station relations, and Clyde Coombs, general manager, KROY Sacramento, Calif.

(Continued on page 50)
GWRE SKIES ARE BLUE  As N.Y. Agency's Billings Soar

WITH the acquisition of its newest account, Lee Hats [Broadcasting, July 11], the radio and television billing of Grey Adv., New York, has soared to a total of more than $3 million. And therein lies one of the most striking current success stories in the agency field.

Within one year the agency has bagged three major network radio and television accounts. First it took over the two network radio programs sponsored by Ronson Lighters: Twenty Questions and the Johnny Desmond Show on Mutual, thus instantly increasing by more than 18 times its radio and television billing in a single year.

Next Grey convinced the Green Watch Co.—hitherto an occasional spot user—to plunge into radio with the expensive and policy-breaking one hour NBC giveaway, Hollywood Calling, of which Green sponsors one-half hour, 7:30-8 p.m. Sunday night.

And with the signing of Lee Hats, featuring Screen Star Robert Montgomery in a weekly quarter-hour commentary on ABC, Grey Adv. has arrived as a reknownable entity in the broadcast field.

The television and radio operation of the agency is headed by Jack Wyatt, formerly of Cecil & Presbrey, with Joe Bailey, former vice president of packager Louis G. Cowan Inc., functioning as manager of the department.

Grey always has been known for its strong merchandising tie-ups and for the sales promotion it has rendered its clients, yet, it is not without a radio history. The agency was the first to employ Walter Winchell on ABC for its client, Wise Shoes. In those days Mr. Winchell's drawing power apparently was not so strong as it is today and a star performer was used each week to bolster the show's rating.

Grey also introduced Phil Spitalny and his Hour of Charm to the radio audience in 1936 for Zotos Permanent.

Five years ago the agency was one of the first to become actively interested in video. At that time it began publication of a house organ, Television Grey Matter, which was circulated to account executives of the agency and to clients. It was calculated to acquaint its readers with the developments and promise of the new medium. Today an appreciable number of the clients thus circularized are on television.

Launched Aug. 1, 1917, by Lawrence Valenstein as one man direct by mail advertising agency servicing fashion accounts, the agency today boasts a billing in excess of $12 million with a staff of 211 employees and more than 60 accounts. Mr. Valenstein is president and treasurer of the firm and Arthur C. Fatt, who joined Grey Adv. 28 years ago, is executive vice president and secretary.

Grey Adv. is not named for a man, but for a color—the color of its walls at the time the agency was formerly organized in the early 1920's.

There's the success story not only of an advertising agency, but of a department within the agency as well.

PER INQUIRY

PER INQUIRY projects designed to obtain broadcast time at less than card rates continue to pour into stations during the midsummer period judging by complaints filed with stations with Broadcasting and NAB's Broadcast Advertising Bureau.

Cayton Inc., Empire State Bldg., New York, has written stations that are advertising, "We are warning you at least three times their national card rate on every announcement" for Re-Clean Home Dry Cleaner. This cleaner is described as "a truly remarkable concentrated formula that changes water into the safest, most effective dry cleaner ever known.

Interesting angle in the Re-Clean offer is that different types of deals are submitted. One station is offered 50 cents net for each bonanza order, according to a letter sent by Allan Black, Cayton's radio director.

Another station, however, is offered $100 per week guaranteed for 30 bone-form Re-Clean orders, plus a special bonus of 50 cents per order for all orders over 250 each week, net to the station, according to a letter sent by Mr. Black.

A P. L. offer was submitted to stations by Broadway Adv. Agency, 1674 Broadway, New York. Enclosing copy of a newspaper advertisement, which is said to be getting results, the agency asks, "Could radio pull it?" The proposition offered stations includes $1 for each $2 sale of All-Deed, a "new formula" said to be a quick killer of bedbugs and other insects. The deal is offered on behalf of New York Insecticide Co., 150 W. 42d St., New York.

Stations are offered 50 cents on each order for Oculens anti-glare glasses and $1 for each Presto fire extinguisher in an offer from Byrde, Richard & Pound Advertising, 381 Fourth Ave., New York.

Replying to the offer, John Kennedy, general manager of KEVA Shamrock, Tex., wrote: "Those were mighty pretty ads you sent along... no doubt the New York Times handled them on a per inquiry basis. The agency is reminded that P. I. business permits "weak sisters to continue operating and milking the public.

One P. I. deal was proposed via a classified ad in the New York Herald Tribune. According to the copy, H. K. Simon, 59 Park Ave., New York, has a plan, with "results assured or no charge!" The heading on the copy says "Try 'Per Inquiry' Radio" addressed to advertisers.

Protests have been received about a piece of commercial copy submitted to news program directors by SC Syndicate, 230 E. Ohio St., Chicago 11, on behalf of Reo Motor Co. The copy details the blessings of a new gasoline truck engine.

UE Workers Probe

HEARINGS have been scheduled by the House Un-American Activities Committee in connection with a study of Communist influences in the United Electrical, Radio and Machine Workers Union (CIO) in Pittsburgh, Pa. The committee announced last Wednesday it had received information of such influences affecting vital and strategic industrial plants, and planned to look into the situation. Purpose of the hearings would be to determine whether legislation should be proposed requiring plants engaged in certain government work to set up security standards for the protection of government secrets, the committee said.

BROADCASTING  •  Telecasting

Page 28  •  August 8, 1949
FK BLS TO WWDC

FORMAL application was filed with FCC last Thursday for con-

tent to the $300,000-purchase of Cowles-owned WOL Washington, 

regional MBS outlet, by WWDC Washing-

ton. Under 47 C.F.R. Sec. 73.1835, 

(CLOSED CIRCUIT, Aug. 1). WWDC is 

licensed to Capital Broadcasting Co., owned chiefly by Joseph Katz, 

Baltimore, and operated as a telephone, electricity, and real estate 

agency.

The transaction, which also includes WOL-FM, provides that 

FCC's approval must be the purchase Beallowing be up to six months 

to dispose of the WWDC-AM-FM 

facilities. A number of prospective 

bidders, including a present Washington area daytime-station 

operator, were reported last week to be interested in the local 

program -- but the sale is not expected to be concluded until the 

end of next month.

WWDC-FM is assigned 87.5 fulltime on 1260 kc while WWDC is as-

signed 1260 kc. Both FM signals are 150 kW.

Both FM outlets are 20 kW operations. Capital Broadcasting 

will retain the WWDC-AM-FM call letters.

Mr. Katz plans to move his current WMV-FM frequency because of the 

Transit FM programming setup with WMV's public transportation 

system, the Capital Transit Co.

MBS Affiliation

What will happen to Mutual's affiliation in Washington is one of 

several facets of the transaction that will not be settled until the 

sale is concluded. Capital Broadcasting has indicated that it will 

fulfill the Mutual contract, which expires in 1948, unless otherwise 

terminated.

WWDC has enjoyed considerable success with its 24-hour daily 

news period, a form of news service found in the crowded Washington market which 

previously has had only two AM and two TV stations in operation. Observers believe WWDC, under 

the general management of Ben Strouse, would not be inclined to take 

over all the network programs in preference to the proven successful period of Mutual.

WWDC carries the baseball games of the Washington Senators.

Mr. Strouse last week told Broadcasting that he had made no 

decision as to whether a Mutual affiliation would be continued after the 

sale. This is the second Mutual affiliation in the package of WWDC's present facilities. How-

ever, in other quarters there was speculation as to whether the net-

work would be content to continue the local outlet in Washington or might consider jumping across the Po-

tomac to suburban WEAM Arlington as a coast-station outlet on 1390 kc. All other Washington 

area stations are either affiliated with the three other networks, or 

are independent locals or day-

timers.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WMT Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concen-

trate efforts on the development of its radio and television plans for the Midwest and Boston." Cowles 

Broadcasting Co., WOL li-

cencee, also is licensee of KNRT Seattle, WNAX Sioux City, 

Yankton, D., and WCOP Boston.

Cowles is TV applicant at Des Moines.

Also undecided and dependent on the sale of WWDC's facilities is whether or not WWDC will re-

main at its present location or move over a couple of blocks and take the WOL plant. Cowles 

is in prominent downtown loca-

tions but the WOL studios are "a few square feet smaller than those of WWDC's," according to Mr. 

Strouse, who said his staff is a 

little cramped for space now. WOL has an excellent newsmen setup, however, he said.

WWDC will take over the WOL transmitter plant which includes both AM and FM transmitters. 

WWDC presently has separate 

facilities for its AM and FM plants. The application showed that the 

WWDC-AM-FM plant presently in-

cludes 25 program, 17 technical, 8 

sales and 6 administrative people 

and that "some additional employees 

may be added from the present 

staff of WOL." It was explained 

that the number of technical staff 

members may be reduced with the 

combination of AM and FM trans-

mitters in one plant.

Mr. Strouse said no substantial 

changes in staff are contemplated at this time. He affirmed 

that WWDC will retain its all-

night operation and said he is con-

sidering the addition of a 5-6 a.m. 

farm program in view of the ex-

isting coverage into rural areas.

Mr. Strouse said he also plans to expand the independent operation of WWDC-FM which now programs separately for Transi-


t FM from 7 a.m. to 7 p.m. daily 

and duplicates AM other times.

Assets Reported

The application reported WOL-

AM-FM assets as of June 18 at 

$534,318.48. Property value for 

WOL, at depreciable figure, was 

given as $325,746 for transmitter 

property and $23,161 for studios 

and offices. Total replacement 

value was cited at $498,908. Sep-

arate depreciated value for WOL-

FM technical equipment was given 

in addition as $65,980. Cowles 

Broadcasting Co. as of Dec. 31 had assets of $2,388,640.

Capital Broadcasting reported assets of $152,484.18 as of June 30, 

including $91,779.94 in fixed assets.

WWDC's net income in 1947 was given as $90,597.57 and in 1948 as 

$8,544.88. The 1948 figure is after 

deducting losses in excess of $26,-

000 for FM operation, which the 

application stated, will be on a pro-

duction basis by the time the WOL acquisition is approved.

Capital Broadcasting estimated the first year's operating cost of the 

WOL facilities would be $420,-

000. Estimated revenue is $550,-

000.

The application said that in the event Capital Broadcasting is un-

able to purchase the WWDC properties and must surrender the 

affiliation to FCC, the additional monies needed to buy WOL will be 

obtained from the Joseph Katz Co., the Baltimore agency operated by 

Mr. Katz. The agency cited assets as of April 30 of $797,529.07.

Mr. Katz is president and 95% owner of Capital Broadcasting.

Mr. Strouse is vice president and 25% owner and Charles M. Har-

rison, Baltimore, is secretary and 25% owner.

Luther L. Hill, general manager of the Des Moines Register and 

Tribune and head of the Cowles 

radio enterprises, and Carl T. Koestler, treasurer of Cowles 

Broadcasting, signed for Cowles in the negotiations with Messrs. 

Katz and Strouse represented WWDC, while MBS' legal counsel is 

Segal, Smith & Hennessey, 

WWDC's Pierson & Ball, both 

Washington. The sale was han-

dled by Howard E. Stark, radio 
director of Smith Davis Corp.

KBKI CRUSADE

Son Hoped To Carry On

ALTHOUGH Burt Mason, 22-year-old son of a slain Texas program 

director, was ready to go on the air after the killing to continue his 

father's crusade against a dime-a-dance palace, Station Co-owner Ed 

Lloyd decided it was inadvisable at the time.

The same is true for Mr. W. H. - (Bill) Mason of KBKI Alice, Tex., 

who was shot and killed [BROADCASTING, Aug. 1]. The slaying was ascribed to a 

crash crusade against the dance 

hall.

Held on a murder charge was 

Deputy Sheriff Sam Smithwick, 

father of the building housing the dance 

place.

Mr. Mason, 51, who had worked as 

deputy sheriff for five years in San Francisco before turning to 

radio, was slain as he got out of 

his automobile on an Alice street. 

A bullet cut through him near the 

heart.

Mr. Mason had repeatedly crit-

icized conditions at the dance hall 

and was especially critical in his 

broadcast the day before he was 

killed.

In his last broadcast, Mr. Mason 

said: "I am going to take 

the gloves off today in the prostitution 

situation, and present the 

whole situation. The word 

has been passed to me I bet-

ter shut up, or else. This is my 

answer, this is my challenge. A 

portrait to be defaced. Texas 

Rangers moved into the town to 

patrol it.

Deputy Sheriff Smithwick was 

released to a jail in Corpus Christi 

and later brought back to Alice.

Mr. Mason's death came after a 

varied journalistic career. He had 

worked on the New York Times, 

San Francisco Examiner and earlier 

on papers in Minnesota. He 

was at one time an investigator for 

present Gov. Earl Warren of Cali-

fornia, when Mr. Warren was a 

district attorney.

In 1936, Mr. Mason was public relations man for General Motors 

in Dallas at the Texas Centennial. 

Later, he became public relations 

director in Akron for General Tire 

& Rubber Co. Before going to 

Alice, in south Texas, he worked on the San Antonio Light. He 

came managing editor of the Elite 

Echo, leaving to join KBKI last 

December.

His son Burt had been helping 

his father prepare scripts for the 

broadcasts.

Hundreds of persons attended 

funeral services for Mr. Mason at the 

First Presbyterian Church in 

Alice July 31.

August 8, 1949 • Page 29
KRMG TO ABC

50 kw Outlet Joins Oct. 1

With the addition of the 50 kw KRMG Twin Falls network Oct. 1, ABC will have increased its total daytime wattage this year by 14.5% to 1,158,550 watts and its nighttime power 10% to 882,850 watts.

The announcement was made by Ernest Lee Jahncke, ABC vice president in charge of stations, who pointed out that with KRMG, ABC will have 12 50 kw outlets on daytime and nighttime.

Pointing out that Tulsa was the 6th largest retail market of the country, the announcement also said ABC now has 90.7% coverage of the top 200 retail sales markets of the country. Mr. Jahncke said the network has a station in each of the first 50 retail markets; in 98 of the top 100, and 138 of the leading 150 market areas. This, he claimed, is a larger number of stations within these markets than any other network.

Mr. Jahncke also cautioned against forgetting radio as well as television was growing. In fact, radio is growing faster than television, he said. Speaking of growth of radio and television so far this year, he said:

"During this same period of television growth, radio has grown even faster than television and more FM radio homes have been added than television homes this same period.

"With this in mind, ABC is continuing its encouragement of facilities and power improvements among its radio stations.

"Our goal is to provide as wide and intensive coverage of the country's buying units as the widest national coverage possible."

KRMG, owned by the All-Oklahoma Broadcasting Co., will operate at 50 kw and 10 kw at 740 kc. It will replace KOME Tulsa, 250 kw, as the ABC affiliate in Tulsa.

McCORMICK'S NIECE

Heads New WLPO Group

PURCHASE OF WLPO LaSalle, Ill., by LaSalle Community Broadcast Corp. under the presidency of Mrs. Peter Miller, a minority stockholder of the Chicago Tribune and its WGN AM-FM-TV [Broadcasting , July 11] became effective last Monday. On the same day, Col. Robert R. McCormick, chief owner of the Tribune, designated the 29-year-old Mrs. Miller, his niece, to be operating head of the Washington Times-Herald, which he acquired July 20 [Broadcasting, July 28].

Mr. Miller's husband, with whom she publishes the LaSalle News-Tribune, is secretary-treasurer of the new WLPO licensee.

DONALD W. THORNBURGH (center), new president of WCAU Inc. who assumed office Aug. 1, gets the lowdown on the Philadelphia radio story from Retiring President Dr. Leon Levy (I) and William L. McLean Jr., vice president and treasurer of the Bulletin Co., publisher of the Philadelphia Bulletin and parent company of WCAU Inc. Mr. Thornburgh, former vice in charge of the Western Division of CBS, outlined his aims and policies at an informal meeting of executives and employees.

FM OPERATIONS

FMA Urges Increased Hours

GENERAL increase in the minimum operating hours for FM stations was requested Friday by FM Assn. in a petition filed with the FCC. The action had been recommended by FMA's board at its July 10 meeting [Broadcasting, July 18].

In filing the petition, Leonard H. Marks, FMA general counsel, said only 50 stations were operating when the minimum hour rule (3,261) was adopted in 1945. About 740 FM outlets are now on the air, he said, "located in 450 cities and communities serving a population both day and night of more than 100 million persons."

"It can thus be seen that FM broadcasting has now progressed to a point where it can and is rendering broadcasting service to nearly all parts of the United States."

Mr. Marks told the FCC many of the stations operate a full 18-hour daily schedule but added that in some areas the secretary and the bare minimums of six hours a day, depriving the public of FM service.

FMA proposes FM stations operate the same hours as AM outlets in jointly-owned FM-AM affiliations in the same area; that in cases where AM is a daytime operation, FM operation include three hours after 6 p.m. in addition to the daytime AM hours; hardship cases be recognized, with relaxation in such cases; FM stations not associated with AM outlets be required to operate a six-hour minimum the first year, eight hours the second, 12 hours the third and fulltime thereafter.

The petition opposes any future FCC-sanctioned service of the station's programs, contending the board felt unanimously that an FM licensee should decide what programs it broadcasts.

Howard LeRoy

Dies in N. J. Air Crash

HOWARD SANDERSON LEROY, 58, authority on radio and aerial law, was one of 16 persons killed July 30 in the crash of a DC-3 passenger transport and a Navy fighter plane over New Jersey. Mr. LeRoy, member of the Washington law firm of LeRoy & Denslow, was a member of the Federal Communications Bar Assn. and since the 1920s had been active at various times in both the national and international fields of communications law. He was author of Outline and Guide to Law of Radio and Aeronautics, Aeronautical and Radio Law and Air Law.

In 1927, while with State Dept., Mr. LeRoy was legal advisor to the American delegation and member of the secretariat for the International Radio-Telegraph Conference of Washington. In 1941, as delegate to the first conference of the Inter-American Bar Assn. at Havana, he was named chairman of the standing committee on communications (1942-45). He also was professor of radio and aeronautical law at National U. Law School, Washington. A past president of the Washington Rotary Club and active in numerous civic and church activities, Mr. LeRoy is survived by his wife, Mrs. Emillia Redding LeRoy.

Woodland Elected

CECIL WOODLAND, general manager of WCSS Amsterdam, N. Y., has been elected president of the Community Service Broadcasting Corp., operator of the station. Ted Aber, assistant advertising manager of Mohawk Carpet Mills Inc. has been named vice president. Atty. Ralph T. Kurban, WCSS's attorney, was elected to the board; Judge Felix J. Aulisi as treasurer. As president of the corporation, Mr. Woodland succeeds Arthur Casap, who resigned his post in order to withdraw from active participation in operation of WCSS.

PAY RAISE

Approved by Senate Group

The Senate Civil Service Committee has followed the lead of the House and approves a bill providing for approval on legislation which would boost commissioner salaries of FCC, FTC and other regulatory agencies from $10,000 to $10,000 [Broadcasting, July 11, 18]. The group last week ordered the measure favorably reported to the Senate.

Ed. Sen. Russell B. Long (D.-La.), head of a Civil Service subcommittee, told Broadcasting that for the present he has abandoned his plan to hold hearings on so-called "Government-jumpers" who resign independent offices to turn up shortly as representatives for firms having business with their previous associates [Broadcasting, July 18].

Sen. Long noted pressure for speedy passage of the salaries bill (S. 1899), as urged by President Truman, but said he still intended to explore the matter at length, possibly in the next Congressional session.

Meanwhile, Sen. Hugh Butler (R.-Neb.) still is working on legislation which would prohibit officials of FCC, FTC and other agencies from resigning and entering private enterprises under agency jurisdiction for two years.

With time running out on Capitol Hill, however, that either Sen. Butler or Sen. Long may still attempt to attach a rider on agency salary legislation which would serve the same end. Such a provision covered the FCC is contained in the McFarland communications bill, now on the Senate calendar [Broadcasting, July 26]. The maneuver would save both time and hearings, it was pointed out. It also was speculated that increases in Commissions' pay might tend to eliminate some of the reasons advanced by those, and suggested by the President, who leave government service for private firms. Such a provision covered the FCC.

'It's a Kid' Adds 14

OPEN-END transcribed series 'Cico Kid' produced by Fredric W. Ziv Co. has added following new outlets: WADC Akron; KWIL Albany, N. Y.; WSN Allentown, Pa.; WCON Atlanta; WHLZ Bangor; WGN Billingham, Ala.; WCNT Centralia, Ill.; WGN Chicago; WSCI Cincinnati, WKUL Cullman, Ala.; KKNX Dallas; KIXM Eureka, Calif.; WMWM Fairmont, Va.; WBGW Greensboro, N. C.
**FCC ACTIONS**
GRANTS for two new AM outlets were authorized by FCC last week. An initial decision proposes renewal of one station. One existing outlet received improved facilities. Three stations received transfer grants. Two TV and five FM permits were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 67.

**TWO NOMINATED**
Clark, McGrath Appointed

**RADIO**

**FREEDOM AWARDS**

**ATTEND**

**PLANNING**

**DEPARTMENT OF DEFENSE**

**DEFENSE SERIES**

**TO BE AIRED BY CBS, NME**

**SHRIVER NAMED**
Radio Director of NCCM

**SHRIVER NAMED**
Radio Director of NCCM

**Ad Council Campaign**

**NEWSPAPER**

**MAGAZINE**

**CONGRATULATIONS**

**SPONSOR**

**IN RECOGNITION OF**

**MUST be a mystery plot in the making when this trio gets together. They are (1 to r) Actor John Larkin, who plays Perry Mason on the CBS show; Erie Stanley Gardner, author who originated the character; Ralph Butler, Benton & Bowles dir.
VERL BRATTON 
Named WKY Manager

VERL BRATTON, formerly general manager of WREN Topeka, Kan., has been named general manager of WKY La Crosse, Wis., Mutual outlet newly acquired by the La Crosse Tribune for $140,000 from group headed by Ralph L. Atlass, president and general manager of WIND Chicago [FCC Roundup, June 27].

Mr. Bratton, who first joined WREN in 1926 as a vocalist while in college, has been manager of that station since before the war. He was with WREN in various capacities continuously for more than 15 years. Prior to that he was with KFWB Hollywood for several years.

He succeeds Marvin L. Rosene as general manager of WKY. Mr. Rosene, who supervised construction of the station in early 1948, is to continue with the Ralph L. Atlass radio interests. WKY is assigned 1 kw fulltime on 580 kc.

Arthur W. Chafey

ARTHUR W. CHAFEY, 51, formerly associated with WEEU and WRAW Reading, Pa., died suddenly of a heart attack July 28 in his home in Wyomissing Hills, Pa. Recently he had been a salesman for Bright Sign Co. Surviving are his widow, two sons, a sister, and three brothers including Clifford Chafey, manager of WEEU.

Page 32 • August 8, 1949

ENTIRE GANG on the Phillips 66 portion of the WLS National Barn Dance (ABC, Saturday, 9:9:30 p.m. CDT) flew to Phillips, Tex., fortnight ago for a Lions Club-sponsored appearance in the industrial town built by Phillips Petroleum Co. for its employees. Stars included Lulu Belle and Scotty (not pictured), Captain Stubby (behind the washboard) and his Bucaneers, and wearing the large hats, Artie the Arkansaw Woodchopper (1) and Bob Atcher. At the far left is George Biggars, WLS Chicago producer, and at far right is George Ferguson of the WLS Artists Bureau. In the center, holding the briefcase, is Ray Kremer, Phillips account executive with Lambert & Feasley Agency, New York.

MY FRIEND IRMA
$100,000 Promotes Movie

PARAMOUNT Pictures, in what is said to be the most extensive radio campaign ever conducted for a motion picture, has allocated $100,000 for spot radio promotion of its forthcoming "My Friend Irma" based on the CBS radio series. In addition, the film company has planned with CBS an elaborate joint promotion campaign.

Max E. Youngstein, paramount director of national advertising, publicity and exploitation, met last Monday with Victor Ratner, CBS vice president in charge of sales promotion and advertising, at the Network's Program Promotion Clinic (see story page 27) where plans for local tie-in campaigns were discussed with the CBS promotion managers attending the conclave.

WJBW Extended

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Meanwhile, President Truman last Monday signed a temporary measure appropriating funds to pay employees of independent agencies pending passage of the regular appropriations bill.

STAFF CHIEFS

Networks Cover Itinerary

COMPREHENSIVE COVERAGE was given by the four major networks to the European trip of the U. S. Joint Chiefs of Staff who are studying the defense program of the Atlantic Pact nations. They left July 29 and are slated to return early this week.

Broadcasts were aired last week by ABC, CBS, NBC and Mutual of the journey, findings of which are expected to have important bearing on the amount of money the U. S. Congress will appropriate for arming Western Europe. Frankfort, London, Paris and Vienna were scheduled in that order beginning last Tuesday, and culminating yesterday (Sunday).

MURRAY BOLEN
Joins Benton & Bowles

MURRAY BOLEN, formerly with CBS as a television producer and before that with the production departments of Young & Rubicam, Ruthrauff & Ryan and Compston, all in Hollywood, effective Aug. 15 joins the radio production staff of Benton & Bowles, Hollywood.

The appointment of Mr. Bolen marks the expansion of B&B's Hollywood production staff, which includes Al Kaye, vice president in charge of West Coast radio, and Ken Burton, producer of the Railroad Hour and the Prudential Summer Series. The Hollywood operation is headed by L. T. Steel, vice president in charge of the agency's West Coast division.

Arthur W. Chafey, 51, formerly associated with WEEU and WRAW Reading, Pa., died suddenly of a heart attack July 28 in his home in Wyomissing Hills, Pa. Recently he had been a salesman for Bright Sign Co. Surviving are his widow, two sons, a sister, and three brothers including Clifford Chafey, manager of WEEU.

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ENTIRE GANG on the Phillips 66 portion of the WLS National Barn Dance (ABC, Saturday, 9:9:30 p.m. CDT) flew to Phillips, Tex., fortnight ago for a Lions Club-sponsored appearance in the industrial town built by Phillips Petroleum Co. for its employees. Stars included Lulu Belle and Scotty (not pictured), Captain Stubby (behind the washboard) and his Bucaneers, and wearing the large hats, Artie the Arkansaw Woodchopper (1) and Bob Atcher. At the far left is George Biggars, WLS Chicago producer, and at far right is George Ferguson of the WLS Artists Bureau. In the center, holding the briefcase, is Ray Kremer, Phillips account executive with Lambert & Feasley Agency, New York.

MY FRIEND IRMA
$100,000 Promotes Movie

PARAMOUNT Pictures, in what is said to be the most extensive radio campaign ever conducted for a motion picture, has allocated $100,000 for spot radio promotion of its forthcoming "My Friend Irma" based on the CBS radio series. In addition, the film company has planned with CBS an elaborate joint promotion campaign.

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A RECENT New York University Survey reveals that the average American adult listens to the radio 12 to 14 hours a week.

Iowa women listen to their radios an average of 5 hours and 25 minutes each weekday—or more than a third of their waking hours! In the State's largest cities, the figure is 6 hours and 26 minutes; on farms, it's 5 hours and 40 minutes.

Throughout the State, men listen less than women, but even they spend 3 hours and 28 minutes per day at their radios!

These and many other valuable facts about Iowa radio listening habits are taken from the 1948 Edition of the famed Iowa Radio Audience Survey. Write to us or Free & Peters for your free copy. Your request will also reserve for you a copy of the 1949 Survey, to be published this Fall.

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

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

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

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

FREE & PETERS, INC.
National Representatives
RATE REVIEW

Urged by Tom McDermott
Of N. W. Ayer

STATIONS should begin the "painful" task of reviewing their rate structures, according to Tom McDermott, timebuyer of N. W. Ayer & Son Inc.

Mr. McDermott made that suggestion to the more than 500 MBS stations at closed circuit MBS press-promotion conference call originating in New York recently. He and John Donaldson, time buyer at Harry B. Cohen agency, told MBS stations what they looked for in a station when buying spot time.

Mr. McDermott said he was suggesting no rate revisions at present, but merely study of the values involved. A station should be armed with the facts, he emphasized.

He did suggest, however, that changes in family habits are taking place in many markets which may soon require revision of the concepts of A, B and C time.

His suggestion about the need to restudy rate structures was one of four he offered station operators. The other three were: Adoption of standardized measurements for station coverage; standardization of maps, reports, rating information and other facts presented as solicitations for business; clear expression of what merchandising services a station is willing to undertake for a client.

He explained that standardized measurements of audience were necessary to compare cost-per-1,000 with advertising delivered by competing media.

He also explained further that the need for knowledge of a station's merchandising services was increasing because agency clients are requesting such information more and more. He suggested supplying such information to agencies on a standardized 8¼ by 11 inch sheet.

WCMW IS SUED

By Decker Agency Head

DAMAGES of $125,000 are asked in a suit filed against WCMW Canton, Ohio, by Vic Decker, doing business as Decker Agency, that city. Suit was filed in the local Common Pleas Court.

Mr. Decker, former WCMW employee, bases his suit on a letter alleged to have been published by WCMW in which the station is quoted in part: "Effective immediately, Radio Station WCMW will accept no business placed through the Decker Agency."

The letter allegedly says the decision was reached "as a result of your continued insistence upon making 'deals' of various and sundry kinds in violation of FCC rules and regulations to the detriment of radio advertising business as a whole in the city of Canton."

In addition, the quoted letter is declared to have said the station regretted having to make the decision but would "resume relationship with the Decker Agency whenever you are willing to pay the full rates and operate on an open and aboveboard basis." Mr. Decker says he has suffered damage to his reputation, business and standing in his profession.

Ipanga on TR

DOHERTY, CLIFFORD & SHENFIELD, New York, is negotiating with Transit Radio Inc., on behalf of its clients Bristol-Myers, for Ipanga, for a spot announcement campaign to start in late fall. This marks an initial experiment for the client in FM.
The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in grocery stores, for instance, of all radios playing, 42.3% were tuned to W-I-T-H. Our nearest competitor was tuned in on only 16.9% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your best buy in Baltimore. If you haven't already received a copy of this survey, we'll be happy to send you one.

---

*"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.
AMONG TELEVISION'S MOST SUCCESSFUL ADVERTISERS ARE THESE SARRA CLIENTS:
Amison • Anacin • Arrow Shirts & Collars • Ballantine Ale & Beer • Bulova • Heed Deodorant • Kolynos • Lewis Candy Co.
Lucky Strike Cigarettes • Lustre Creme Shampoo • Miller
High Life Beer • National Shawmut Bank • R & H Beer

*AVOID SHUT-I-TIS (pronounced SHUT-EYE-TIS), a new disease suffered usually by television audiences bored with television commercials.
IN TELEVISION, twenty seconds can be loaded with a walloping, sales-winning message that entertains and delights your potential customers. Or, it can be a mighty long and boring blackout.* The answer depends on the Television commercial. To get the right answer, many of Television's most successful advertisers and their agencies rely upon Sarra for distinguished commercials. They know this dramatic medium requires the skills and techniques that can only be developed through years of experience in visual salesmanship. May we have the opportunity of showing you examples of our television commercials, custom-made for sound and sight audiences?
Hams & Bad Eggs

BEHIND THE FCC scenes there wags a battle which hasn't had its counterpart since the days of the Blue Book. In some respects it parallels the philosophy of that infamous attempt to regulate commercial radio by mathematical equation, and therefore control its decline.

The FCC has locked horns with the organized radio amateurs as represented by the American Radio Relay League. The "hams," who have made greater contributions to development of radio-communications than any other organized group, bitterly oppose proposed FCC rules looking toward "overall planning, direction and blueprinting of the amateur service." It is charged that it was not government direction or planning in accordance with current scientific theories which resulted in the amateurs, being first to span the Atlantic Ocean on short waves in 1925, opening up the then "useless" high frequencies. There evolved the whole new concept of VHF propagation.

ARRL doesn't dispute the right of the FCC to make appropriate regulations for amateur service. It does question the philosophy of government direction at this late date, and expresses the conviction that it would "stifle amateur initiative, circumcribe amateur development, and eventually result in the debilitation of amateur radio as we know it today."

To our untrained, professional mind, the proposed amateur regulations have all the earmarks of the kind of "planned economy" certain FCC minions have had for broadcasting and its related mass media.

It took radio time, travel and no little economic injury to inter the Blue Book and related forays at its freedom. The amateurs appear to be doing a professional job of meeting their crisis head on.

From our sideline vantage point, we recommend to the FCC that, in the interest of home and country, it leave the hams be. There's a love of freedom that goes beyond economic motives. They make a hobby of being "hams." The FCC proposes to make hash of their hobby.

Beware the Hangover!

IP THE DRYSD had planned the current imbroglio over liquor advertising on the air, they couldn't have done more for the cause.

They oppose all alcoholic beverages—beer and wine as well as hard liquors. Mere discussion of the lifting of the voluntary ban on liquor advertising gives them the opening to drive a wedge against all alcoholic beverage advertising in all media.

So, as we see it, this is no fight to keep hard liquor off the air; it is a fight to get all liquor off the market. In the liquor trades, it is an open secret that the organized brewers gleefully envisage a return to prohibition in ten years, but hope to achieve it in five—on the blunders of the wets.

To us it is incomprehensible that any network will even consider liquor business—on a network basis. They cannot commit their affiliates. Thirteen states forbid liquor advertising by radio. Even without restrictive laws, other local conditions obviously must be weighed.

We do not question the legal right of stations to accept liquor business in non-restrictive areas. As long as it's legal to advertise in other media, it must be presumed legal on the air. But we do wish to see radio go back to Open Sesame to liquor, without regard to the nature of the audience, the hours of the day, the program vehicle, and kindred aspects pertaining to each.

The fact that newspapers and magazines accept hard liquor copy is no criterion. These printed media do not penetrate the home in a manner even approaching radio's impact (which, incidentally, is radio's strongest selling point).

Beer advertising, notably at the local level, is an important breadwinner for radio. Beer is acceptable because it tends to promote temperature and solidify sideshows. It is said that 30 per cent of all radio advertising is alcoholic beverages.

Efforts of the drys for a ban on all alcoholic beverage advertising have gotten nowhere. But the mere mention of conversations looking toward whiskey advertising on the air has precipitated a call for hearings before Congress next January. Whether such efforts (which, incidentally, do not take lightly) that further restrictions on all alcoholic beverage advertising will ensue—on the Federal as well as the state levels.

Those who argue the legal right of radio to accept liquor business are on fairly solid ground. The "hangover" of such a "noble experiment," however, could bring the ban on all alcoholic beverage advertising, and a black eye for radio.

WILLIAM MITCHELL GUILD

YOUTh HEADS the helm in the Canadian broadcasting industry. The average age of the recently elected directors of the Canadian Assn. of Broadcasters is under 45, and well under that age is the new chairman of the CAB board, Bill Guild, manager of CJOC Lethbridge, Alberta.

Mr. Guild takes two government bodies enquiring into broadcasting early this autumn start their hearings, they will see and hear from the 38-year-old CAB chairman. For it will be one of his major jobs in this important year in broadcasting to knock the case for independent broadcasters in this battle against more bureaucratic control by the government's Canadian Broadcasting Corp. Bill Guild will face the Royal Commission on Arts, Letters and Sciences, which includes broadcasting and television, and the Parliamentary Radio Committee, with the knowledge that the independent broadcasters want an independent regulatory body and want to see the CBC return to its original job of public service broadcasting and not competitive commercial broadcasting.

Mr. Guild is tall, heavily-built and quiet. Till a year ago he was known to only a few Canadian broadcasters, mostly those he came in contact with in the organization which owns the station he manages. But in the year he has been a director of the CAB, broadcasters throughout Canada have learned to place confidence in this youthful executive whose serious well-thought-out talk at meetings has met with almost unanimous approval.

Mr. Guild has risen to the top of Canadian broadcasting, not unlike a shooting star. Two years ago he was just another station manager, one who had never attended a national or regional association meeting. True it is, that he was well informed on what went on at the conventions of the CAB and the Western Assn. of Broadcasters, for CJOC is an All-Canada Mutually Operated Station, and the organization holds its own management meetings. But outside of this group he was practically unknown.

Then in 1947 he went to the WAB meeting at Minaki, Ont., and was elected a director. He was picked as one of the four WAB directors to serve on the CAB board in 1948 at the Quebec convention of the CAB. At last year's WAB convention at Saskatoon, Mr. Guild was elected president. His latest elected post as CAB chairman came at the CAB annual meeting at St. Andrews-by-the-Sea, N.B., June 16. Mr. Guild was born at Toronto in 1910. He

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BROADCASTING * Telecasting (Continued on page 51)
Whether you sell...

dolls for daughters of devoted doting dads... dress designs for demure dancers... deodorants for dainty dames and dapper dandies... driers for damp diapers... demonstrations for decreasing duffers' divots... decorative draperies for domestic dwellings... delicatessen delicacies...

ucats for dramatic doings... dungarees for dubious draftees... dentists' dentifrices for deterring decay... devices for duplicating descriptive data... detergent dirt dissolvers... dye for dyers of delicate doilies... druggists' doses for destroying dandruff and dermatitis...

diamonds for delighting dreamy damsels... dachshunds for dog dealers... delicious dehydrated doughnut dough... denims for doddering dudes... dietary diagnosis for digestive disorders... drafts for disbursing debts... Better Buy Radio... Better Buy WGN!

Yes, Radio Sells... that's been proven again and again. Likewise, WGN has proven a result-getter for its advertisers. Advertisers know they can depend on WGN's extensive coverage to get the most out of their advertising message. WGN reaches 3,290,000 homes each week (more than any other Chicago station).* These homes mean millions of consumers for your advertised products.

Sell them by making your next buy your Best Buy... WGN!

*Nielsen 1948 Annual Report

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg 225 Montgomery St., San Francisco 4 7078 Wilshire Blvd., Los Angeles 9 710 Lewis Bldg., 333 SW Oak St., Portland 4
For years, Graybar has made it a policy to distribute only the finest in broadcasting equipment. It is natural, then, that Graybar now offers the Machlett line of tried and tested electron tubes.

Machlett products are backed up by more than 50 years of experience, skill, and technical "know how"—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nationwide network of warehouses. Call your nearest Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

**Graybar BRINGS YOU BROADCASTING'S BEST:**
- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2, 18)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

**MANUFACTURED BY:**
1. Western Electric;
2. General Electric;
3. Whitney Blake;
4. General Radio;
5. Karp Metal;
6. Hugh Lyons;
7. Meletron;
8. Hubbell;
9. Presto;
10. Weston;
11. Blau-Knox;
12. Crews-Hinds;
13. Communication Products;
14. General Cable;
15. National Electric Products;
16. Triangle;
17. Bryant;
18. Machlett

**There are Graybar offices in over 100 principal cities.**

These are the Graybar Broadcast Equipment Representatives in key cities:

**ATLANTA**
E. W. Beene, Cypress 1751

**BOSTON**
J. F. Lynch, Kenmore 6-4557

**CHICAGO**
R. H. Taylor, Canal 4704

**CINCINNATI**
J. B. Thompson, Main 0600

**Cleveland**
W. S. Rockwell, Cherry 1360

**DALLAS**
C. C. Ross, Central 6484

**DETROIT**
P. L. Dundy, Temple 1-5000

**JACKSONVILLE**
W. C. Wintree, Jacksonville 5-7180

**KANSAS CITY, MO.**
R. B. Uhrig, Grand 0324

**LOS ANGELES**
R. B. Thompson, Trinity 3321

**MINNEAPOLIS**
W. G. Preu, Geneva 1421

**NEW YORK**
P. C. Sweeney, Watkins 4-3000

**PHILADELPHIA**
G. J. Jones, Walnut 2-5405

**PITTSBURGH**
R. F. Groves, Court 4000

**RICHMOND**
E. C. Toms, Richmond 2-2833

**SAN FRANCISCO**
R. O. Martin, Market 1-5331

**SEATTLE**
D. L. Cline, Main 4635

**ST. LOUIS**
J. F. Lenker, Newstead 4700
VHF TO UHF TRANSITION

By RUFUS CRATER

PROMPT PLANNING for transition from VHF to UHF television was urged upon FCC last week as industry and the Commission alike pushed preparations for the far-reaching VHF - UHF hearings which open Sept. 28 [BROADCASTING, July 25].

This course, outlining a ban on further grants in the VHF region, was recommended by the Communications Measurements Laboratory Inc., of New York, in one of the relatively few formal comments thus far submitted on the Commission's wide-range UHF-VHF proposals.

Deadline for comments is Aug. 11.

The Commission itself meanwhile expanded the forthcoming proceedings by calling upon all TV station licensees and permittees for data on bandwidths, present and planned, of their studio-transmitter channels.

This move was seen as a fresh indication that FCC means for telecasting to have the benefit of relays that accommodate the full 4.5 mc TV bandwidth at the earliest possible date.

AT&T was asked bluntly two weeks ago to explain the failure of its intercity facilities in this respect, and both AT&T and Western Union were told to submit their plans for the future [BROADCASTING, July 25].

Sept. 1 was set as deadline for submission of the data by TV broadcast licensees, who were asked for "full details" on STL bandwidths, a statement on whether the facilities were leased from the telephone company or another common carrier, and "full details" again on plans for expanding the studio-transmitter channels to 4.5 mc if they are presently narrower than that.

(Existing coaxial cable facilities furnished by AT&T for intercity relays accommodate a bandwidth of about 2.5 mc and microwave relays about 4 mc, but plans have been announced for channels which could handle 8 mc and more.)

The Commission also announced that the three authorized stations whose channels would be changed by the new allocation—WSYR-TV Syracuse, WHAM-TV Rochester, WXLV Cleveland—will be permitted to operate in their presently-assigned frequencies for at least a year after they complete construction, if they wish. WSYR-TV and Channel 5, would be put on Channel 3 under FCC's new allocation; WHAM-TV would move from Channel 6 to Channel 5, and WXLV would go from Channel 11. But FCC notified them that "public interest would be served" by their operating on their authorized frequencies for at least a year.

Communications Measurements Laboratory's call for early transition from VHF to UHF was made in a statement submitted by President Dana A. Griffin.

The firm claimed "far better performance" can be obtained in the UHF channels than in VHF, that ultimately the public will prefer UHF, and that the transition can be accomplished now with less economic injury than in the future. It can be done in an orderly manner. In three years, the company asserted, telling the Commission "it is high time to face reality and abandon a policy of permanent compromise between VHF and UHF."

Prompt Planning Urged

'Expansion Unwise'

CML calls for "further expansion of VHF television is unwise" and suggested a plan which would include: immediate cessation of further grants in the VHF; adoption of UHF and VHF regulations for ultimate use of each authorized VHF station; establishment of Channel 12 or 13 as alternate standard first IF frequencies; commencement of allocations from the middle of the UHF band so expansion can be made in two directions; use of AM sound, to relax frequency stability requirements and make lower priced receivers possible.

Archer S. Taylor of Missoula, Mont., a consulting radio engineer, told FCC it must retain from its proposed minimum-power requirements or deprive Montana cities, and many others, of television. He suggested that the proposed 10 kw minimum be waived or 600 w be substituted for such communities, or that the rule be changed to require only that Grade A service be provided to the city limits.

"If television is ever going to be established in such places as Butte, Great Falls, Billings or Missoula, it will have to be done in the most economical fashion possible," he declared. "The requirement of a minimum of 10 kw for metropolitan stations in Montana makes television economically prohibitive. The difference in cost between a 50 w and a 10 kw transmitter and a 5 kw transmitter, plus extra antenna costs to reach the 10 kw minimum, is about $70,000 for Channels 2-6. This is almost as much as required to install a very small television set."

(Continued on page 68)

Zenith Asks FCC Authority
For Test in Chicago

ZENITH RADIO Corp. last week petitioned FCC for blanket authority to conduct an extensive Phonevision test in Chicago, to commence and to last three months.

The test, which is an NBC sponsored test, will be made possible by the 850 kw station W2XZV Chicago-

per se, and will be conducted in a test television station W2XZV Chicago-

Phonevision's concept was to use the existing telephone system to send television signals to homes. The signal would be sent to the home via a special transmitter, which would then convert the signal into a picture that could be seen on a regular television set.

Zenith explained that "test sub-

scribers will be not necessarily to pay for the programs or the broadcast-

ing. They will, however, be asked to make a contribution substan-

tial to the charges which would be made if Phone-

vision were in commercial use. Unless such a charge is made, a fundamental factor in determining the feasibility of Phonevision will be absent, the basic theory of Phonevision being that television set owners are willing to pay di-

(Continued on page 68)
AS its first venture in TV, Consolidated Edison Co. of New York will sponsor TelePIX, daily five-minute news reel on WPXI (TV) New York, starting Sept. 11. Looking over commercial copy are (l to r) Clarence L. Law, Arthur Wallander and Charles B. Delafield of Consolidated Edison; Scott Donahue, WPXI assistant sales manager, and Lee Carey, BBDO account executive, agency for the account. Utility firm is planning extensive advertising buildup to promote the show.

THIS "pay as you see" meter was displayed with Federal Television Co. at National Assn. of Music Merchants convention in New York. Meter allows one hour of viewing for 25 cents as aid to installment buying, but use is optional. TRYING to beat the heat wave with a special WOIC (TV) Washington show devoted to the cool topic of fishing, Sen. Edwin C. Johnson (D-Col.) and Eugene S. Thomas (II), WOIC general manager, tell tall tales for the video cameras.

WELCOMING George White (r), newly named director of sports for KBTX (TV) Dallas, is Tom Potter, KBTX owner. In background is nearly completed studio building for KBTX, which is to begin operations Sept. 1. Mr. White was former sports editor for Dallas Morning News.

VISITING from West Coast, Charles "Buddy" Rogers appeared as guest director for CBS-TV Toast of the Town from New York. Gathered during rehearsal are (l to r) John Wray, CBS director; Mr. Rogers; Mal Boyd, Hollywood TV Producers Assn. pres.; Mario Lewis, producer; Ray Bloch, music director.

**UNITED DETROIT**

Appeals Court Upholds FCC in TV Case

THE ARGUMENT that a station grant is automatically "cancelled" upon expiration of the period allotted for construction was rejected by the U.S. Court of Appeals for the District of Columbia last week. The Court's ruling came Monday in a decision denying United Detroit Theaters Corp.'s appeal from FCC refusal to consider its Detroit television application competitively with WXYZ-TV Detroit's request for additional construction time in early 1948.

The Court also accepted the Commission's explanation that its failure to act as yet on United Detroit's application, now five years old, is due to the fact that the company is owned by Paramount Pictures and that the multiple-ownership question arising out of Paramount's 26% interest in Allen B. DuMont Labs has not yet been settled. Proposed findings have been issued holding that Paramount controls DuMont, which would mean Paramount now owns the five-station maximum under the rules, but this decision has not been made final and Paramount has since authorized a reorganization dividing itself into three separate companies.

When United Detroit's application was filed in May 1944 there were more channels than applicants in Detroit. Other applications were subsequently filed and granted without hearing, however, until the theatre company found itself in late 1947 competing with WJR Detroit for the lone remaining frequency in a contest not yet decided. The theatre company proved that permits revert to the status of applicants when the time allotted for construction has expired, and that FCC therefore should consider its own application competitively with WXYZ-TV's request for additional time. FCC granted WXYZ-TV's request and United Detroit appealed. Said the Court:

"The statute and the regulations permit construction not only within the 60 days but within any extended period granted by the Commission. The Court's use of "60 days" apparently was in reference to requirements that construction start within 60 days after a grant; it was taken to include also the subsequent six-month period within which construction must be completed unless the time is extended.

"With respect to FCC's delay in acting on the United Detroit application, the Court agreed that FCC "cannot act arbitrarily or capriciously in respect of the precedents with which it disposes of applications," and that it "could not arbitrarily or capriciously withhold consideration" until there were enough applications for a competitive hearing.

**WLTV- TV Plans**

Formal Opening Monday

DETAILS of formal opening of WLTV- TV Grand Rapids, Michigan's initial TV outlet outside of Detroit scheduled for next Monday (BROADCASTING, July 18) have been revealed by the station. WLTV- TV, licensed to Leonard Versluis, owner of WLAV and WLAV- FM, will operate on Channel 17 (174-180 me) with 20 kw visual and 10 kw audio power.

Outlet already is affiliated with ABC and DuMont TV networks, and negotiations reportedly are underway with XBN to carry its telecasts. It plans to receive programs from WKBK (TV) WENR- TV WGN- TV and WNBQ (TV), all Chicago stations.

WLTV purchased its television audio and video microwave equipment from General Electric Co., the firm announced last Wednesday. The frequency relay is one of three types typically announced by GE. Delivery was scheduled for last week.

GE receivers will be set up at Stevensville, Mich., to pick up signals from Chicago for relay to Cedar Bluff, Mich., and then to the station at Grand Rapids. Local transmitter is located at 92d St. SE, site of a 264-ft tower which rises 1,240 feet above sea level. WLTV plans to carry only network programs and feature films starting Monday and will not originate any local shows at present. Tentative plans call for station to begin telecasts at 8 p.m. and close when network programming ceases.

In addition to Mr. Versluis, Hy Steed is general manager and Lee Stevens is chief engineer of WLTV- TV. There were about 1,500 receiving sets in the area July 31, with expectancy of 3,500 sets being sold by next week, station reports. Reception patterns have been reported from cities outside the 55-mile radius, the station reports [BROADCASTING, July 25].

**CBS-TV Adds Two**

Network Total Now 45

CBS-TV last week announced the addition of two more affiliates, one a full primary, bringing to 45 the network's total.

KRLD-TV Dallas becomes a CBS-TV full primary affiliate Oct. 1. The station, assigned Channel 4, is owned and operated by the KRLD Radio Corp., and is managed by Clyde Rambert. Reception of test patterns has been reported from cities outside the 55-mile radius, the station reports [BROADCASTING, July 25]. It is expected to serve Lansing, Kalamazoo, Holland, Muskegon, Grand Haven and other cities.

Kalamazoo, Holland, Muskegon, Grand Haven and other cities.
If you want to reach the housewife, daytime television must occupy an increasingly important place in your plans. Daytime television is doing a job for many advertisers, at a very modest cost. Surveys show that when television comes into the home, radio is neglected*—and the television antennas are sprouting thick as corn in Kansas.

Du Mont is your logical contact on daytime television, because:

Du Mont pioneered daytime television.
Du Mont has developed the daytime programs.
Du Mont has the daytime network coverage.

*We would like to furnish you these facts. Write or phone the Du Mont Network Research Department

America's Window on the World

515 Madison Avenue, New York 22, N. Y. Phone Murray Hill 8-2600
SIXTY-DAY extensions of time for comments on FCC's proposal to give permanent status to television relay and pickup allocations [BROADCASTING, July 4] were requested last week by RCA-NBC, ABC, and Television Broadcasters Assn., while 20th Century-Fox Film Corp. asked that the proceeding be delayed till it can report on theatre TV needs.

Need to concentrate their immediate attention upon preparation for the Sept. 28 hearing on the Commission's far-reaching VHF-UHF television proposals was cited by TBA, ABC, and RCA-NBC in urging that the deadline for comments be moved from last Monday to about Oct. 1.

20th Century Contents

Twentieth Century-Fox, licensor of an experimental theatre-television station in New York, contended that the proposed allocations are based on a 1948 report which could not take theatre TV needs into account; that some of the frequencies involved will be needed by theatre TV, and that final allocations should be based on the comparative needs of the various services, including theatre TV.

The film company promised to submit by Sept. 2, in answer to an FCC request to all theatre-television firms which a week before announced it had signed the first contract with RCA for theatre-TV equipment. At that time it was believed delivery would be delayed for about six months. Even before Christmas, however, there is a possibility the Fabian movie house may be using TV on special events by borrowing RCA's experimental equipment for such occasions.

It was the use of RCA experimental equipment in the New York Theatre that led S. H. Fabian, president of the theatre chain, on the use of theatre TV as an audience builder.

That night, 4,400 persons at Brooklyn House had to hang out the SOR sign as patrons flocked to see the NBC television direct from ringside.

RCA is able to make delivery of the equipment earlier than is expected, Fabian will begin to use it earlier, said Mr. Halpern. Meanwhile, he would neither confirm nor deny trade reports that Fabian was ordering 10 more of the $25,000 RCA units for movie TV nor would he confirm or deny that Fabian and NBC were in consultation on programming problems in connection with theatre-TV.

It had been reported in trade circles that Fabian was especially anxious to carry such audience stoppers as the NBC Milton Berle show, which played havoc with attendance Tuesday nights. If movie goers were assured they wouldn't miss Mr. Berle and similar shows by going to the movies, ticket sales might not suffer on the big TV nights, it was thought.

Scoop Limited

Mr. Halpern did say that programming at first would probably be confined to special events. The problem of picking up entertainment from other theatres also is being explored. Whether the theatre also will begin with a remote crew for its own pickups has not yet been decided, either, he said, adding that the Brooklyn venture could probably be used as a test and if Fabian would feel its way in the new field.

W. W. Watts, vice president in charge of the RCA Engineering Products Department, who announced the RCA-Fabian contract jointly with Mr. Fabian, hailed Mr. Fabian as a pioneer and said that Mr. Fabian's next operations would speed introduction of TV programs in theatres throughout the country.

Congratulations to RCA and Fabian also came from Gail Sullivan, executive director, of the Theatre Owners of America, who predicted theatre TV would spread.

Donald E. Hyndman, chairman of the committee on theatre television of the Society of Motion Picture Engineers, saw the Fabian move as "a step toward an eventual television circuit."
GETTING acquainted with DuMont operations are two newcomers to the TV network's sales staff: Mr. Koblenzer (1) and Mr. Bachem.

DuMONT SALES
Bachem, Koblenzer Join
ADDITION of two radio advertising veterans to the DuMont TV Network sales force was announced last week by Tom Gallery, sales director. Those joining the network's time and program sales department are John H. Bachem and William M. Koblenzer.

Mr. Bachem, with 30 years of experience in Manhattan's national advertising field, has spent the last 11 with CBS. He was associated with P & G, Campbell Soup shows, and the Helen Hayes Electric Theatre.

Before joining CBS, Mr. Bachem spent five years with NBC, where he became eastern sales manager and assistant to Roy Witner, network's vice president in charge of sales. Before that, he sold space for national magazines, including Cosmopolitan, for some 14 years.

Mr. Koblenzer was recently with the Frederick W. Ziv Co., where for more than two years he headed the "live" radio and TV sales department. He left Ziv to open his own office to package radio and video shows. Earlier, he was with Music Corp. of America for 2½ years, for two of which he headed its Chicago radio department.

Mr. Koblenzer entered radio in 1934, opening an office to sell programs and talent. He later spent six years with Wolf Assoc. as general sales manager.

RCA TV SETS
8 Models Out This Month

RCA VICTOR announces eight new television receivers at new low prices, including the first with 12½-inch tube. Eight new models will be introduced this month and four, incorporating the new RCA-developed 16-inch metal-cased picture tube, will be priced as much as $100 below previous lowest price for set of this type.

Three consoles with 12½-inch picture tube will bear prices as low as $299.50. The eighth model is a 10-inch console with a period cabinet and other features at list price of $299.50.

FREE TV MATS
Mfrs. Supply Stores

FREE TV mat service for stores to encourage retailers to use television as a promotion is being provided by a growing number of manufacturers, according to U. S. Chamber of Commerce committee on advertising.

The first 1-second time break that has become almost standard in sponsored programs, the sales aid is given by manufacturers in the form of open end television films on products. These are available to stores from local station libraries, the only charge being a nominal fee for selling the film.

"The idea is, in effect, a TV 'mat' service and a number of representative stores are already on the air with the material provided," it is reported.

Call letter identification takes 10 seconds, leaving 20 seconds for commercial use. Films are 12 seconds long, having four seconds per each for introduction and closing with local commercials. Additional information may be obtained by writing Retailers Television Film Service, Inc., 22 East 40th St., New York, N. Y.

PHILCO TELEVISION
1950 Set Line Shown

AN ELECTRONIC built-in aerial system is included in all 18 models of the Philco 1950 line of TV sets, actual broadcast facilities, and picture press book for Paramount Pictures.

Video Varietie., Corp., New York, has completed two series of TV film commercials for Gulf Oil Corp. . . Jerry Fairbanks Inc., Hollywood, has announced signing of four additional stations to carry 15-minute "Musical Island." New recruits are WBTW Charlotte, N. C.; WAPI-TV Birmingham; WCQN-TV, Springfield; WJAR-TV Providence, making total of 32 stations now carrying program.

ESSO ON TV
To Back 'Tonight on Broadway' PROGRAM Tonight on Broadway, which telecasts actual excerpts from Broadway shows direct from theatres where they are currently played, will return to CBS television network this fall under Esso sponsorship. [New York, July 18] It was announced Wednesday. Agency for the series, which will start Oct. 2, 7-7:30 p.m. is Marschalk & Pratt.

The series is presented with cooperation of the unions and guilds which make up the "backstage" of legitimate theater. John Mason Brown, president of the Motion Picture Drama Critics Circle, is commentator; Robert Sylverster, New York Daily News drama editor, will write continuity, while Martin A. Sargent, who introduced the show last year, will be the producer.

At a recent fact-finding committee meeting of theatre crafts people, a committee to coordinate activities for the series was appointed, as follows:

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LOW-COST “mat service” television spot, with motion for 8 hour delivery to stations or sponsors, is announced by SpectroLux Television Corp., New York.

Utilizing an old lighting theory, patented for television by the firm, SpectroLux claims it answers the need of small advertising budgets for motion without the expense of animation.

Various effects can be achieved with the new process, from that of semi-animation, with such movements as those of arms swinging or lips moving, to that of a broadway “spectacular” poster, where a flashing or sparkling effect is required, it is claimed.

It’s all done with lights, not mirrors, as demonstrated to Broadcasting by the firm’s representative, Butler Holland.

SpectroLux involves the same principle as that used in the “magic pictures” that kids find wrapped around bubble gum, wherein lines depicted in red ink are masked out by a red filter, and lines inked in green, previously hidden, become visible.

According to Mr. Holland, until SpectroLux was patented, the only substitute for expensive live action studio films and full animation had been static cards or slides, or “semi-animation” effects achieved by moving the camera. The new filtered lights process of SpectroLux provides motion effects at a cost as low as $30 for a “mat service” spot.

Explaining the “mat service” setup, Mr. Holland pointed out that certain “stock scenes” are kept on file, for use by any number of advertisers in different markets.

Transparent overlays with the advertising agency’s personal message lettered to specifications are used over stock scenes and such individual orders can be filled in as short a time as 48 hours. SpectroLux “mat service” commercials (20 seconds in length) cost from $30 to $45.

July Network TV
DURING July 42 national advertisers sponsored 50 TV network programs, spending a total of $721,356 in gross time charges, according to figures released last week by N. C. Rorabaugh Co. Figure shows a more than $200,000 drop from June when 54 advertisers sponsored 58 network TV programs with gross time charges of $936,987. Cumulative gross time charges for commercial programs on the TV networks so far this year, January through July, are $5,195,401.

Library is equipped with rain scenes, weather spots, ringing telephone shots, and many others that can be used by local small service advertisers such as banks, taxicab companies, department stores, etc.

Library charges prices range from $80 for a 20 second silent spot, one scene, with title superimposed on a stock background, to $725 for a one-minute commercial with full sound, and nine scenes. These are 16mm prints made from 35mm negatives.

EXAMINING an animating stand which is a vital part of SpectroLux, are (l to r) Mr. Lion, Mr. Pittaro and Mr. Farrell.

TELEVISION is a cheaper medium of advertising for national advertisers than newspapers or magazines, according to figures gathered by DuMont Research Dept. and published in the Television Broadcasters Assn. Quarterly for July.

The DuMont study shows that the average cost per 1,000 TV viewers in 17 big TV centers as of April 1 was $3.45. It forecast that by Dec. 31 of this year it would be down to $1.94.

DuMont then took a leading newspaper in each of the TV centers, and from costs per 1,000 circulation for a page ad struck an average—which was $5.77. It also analyzed the cost of reaching 1,000 readers via a full page ad in 15 national magazines and found that cost per 1,000 readers of the ad averaged $23.75 while cost per 1,000 neters of the ad was $4.72.

Thus, in summary, the comparative costs of advertising in the three media were said to be:

TV per 1,000 Viewers
April 1, 1949 $3.48
TV per 1,000 Viewers
Dec. 31, 1949 1.94
Newspapers per 1,000 circulation 5.77
Magazines per 1,000 readers 23.72
Magazines per 1,000 neters 4.72
(The chart is set forth in adjacent columns.)

The TBA Quarterly is a 40-page

President of SpectroLux Television Corp. is Tom Farrell, publisher of The Woman’s and Everybody’s Digest and president of Farrell Publishing Corp., and Farrell Radio Magazines. David H. Lobb is president in charge of production, formerly held the same position with William H. Wells Productions. Chief Animator is Edward Pittaro, Franc Roggesi, art director, also is art director of the Farrell Corp.


SpectroLux Television Corp. is located at 48 East 43 St., New York City.

NGB-TV Change
New Personnel Set-Up

NBC’s television business department underwent a personnel realignment last week, according to an announcement by Carleton D. Smith, director of TV operations.

Under the new setup, reporting to J. Robert Myers, television business manager; Leslie C. Vaughan, television cost and billing operations, including ad analysis; Joseph Berhalter, television budget officer; Neil Knox, television personnel supervisor, coordinating personnel matters and service management details; J. M. Milroy, television pricing supervisor; Robert A. Anderson, television cost analyst.

Joseph Fuller has been appointed production facilities cost and billing supervisor, and Harrison Weed, film cost and billing supervisor.
ANOTHER WMAR-TV HEADLINER

ATOMIC REPORT
With Michael Amrine, William Laurence
Producer: Edwin B. Mick
30 Mins.; Sun., 9 p.m.
Sustaining
WMAR-TV, Baltimore

Commemorating the anniversary of the atomic bomb explosion at Alamogordo, July 16, 1945, and designed to answer the layman's questions about the atomic bomb and atomic energy, this is the first of a series of half-hour shows to be presented by WMAR-TV with Michael Amrine, head of public education for the Brookhaven National Laboratory, the Atomic Energy Commission's research-center at Upton, L. I. Famous scientists and national authorities on the atomic problem will be invited each week with the first guest on this getaway show, William L. Laurence, Science editor of the New York Times. He was the only journalist permitted to view the first bomb blast at Alamogordo as well as the subsequent explosions at Nagasaki and Bikini.

Program is well organized and aimed at maximum popular audience appeal via interpolated films and stills as well as montage shots and superimposed contrast shots to highlight wide areas of destruction possible by atomic bombing. Manhattan and Baltimore provided strong visual possibilities. Another effective prop on the preem, a lump of molten sand from the desert where the first bomb was dropped, revealed its continued radioactivity as recorded by a Geiger counter and easily audible to the video audience.

Laurence knows his subject, of course, and handles himself very well, with Amrine pacing matters nicely. Films and photos were effective and authentic, having been supplied by the U. S. Army and Navy, the Atomic Energy Commission, the Brookhaven National Laboratory, and from the morgue of the Sunpapers, owners of WMAR-TV.

This should be a natural for a network pickup. Burn.

Reprinted from VARIETY
July 20, 1949

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES
New Era at NAB
(Continued from page 25)

starting Sept. 8. The entire district meeting travel allowance for Pat Griffith, director of the Assn. of Women Broadcasters, was eliminated. Miss Griffith had been expected to make the circuit this fall. The AWB now comes under the Dept. of Public Relations.

The district meeting format will be on a workshop basis, with Judge Miller reporting on the new NAB operation and NAB department heads conducting clinics on station sales and operations. In addition they will hold local clinics and address meetings while making the district circuit. Specific direction of NAB district meetings is in charge of the individual directors.

Proposed changes in NAB by-laws designed to bring them in line with the board's July revamping operation are being mailed to members of its By-Laws Committee by NAB headquarters. If approved by the committee, the changes will be submitted to the board at its mid-November meeting and then go to the membership via referendum.

The nominating and electing processes for board membership have been re-drawn. Election of two TV directors-at-large to the board is proposed. This would match the two directors representing FM stations.

Elimination of the A and B station groupings for FM members is suggested. Director for Class A stations is Frank U. Fletcher, WARL-FM Arlington, Va., which now has a CP for a Class B station.

No special grouping of TV stations is planned at this time, from a directorship standpoint.

Board approval was given last April to a plan to extend the terms of directors-at-large to two years, thus matching the terms of district directors. This by-laws change requires a referendum vote.

Another by-laws change is required in the case of the executive vice presidency. This office was called for by the board. Technically the office still exists but lacks an incumbent. The by-laws paragraph covering the post is to be deleted, with membership approval required.

Mr. Markham, new Video Division director, is a native of Birmingham, N. Y. He attended high school in Hoosick Falls, N. Y., and attended Stetson U. at Deland, Fla. His first job was at General Electric Co. where he was employed in 1923 in the accounting and advertising departments.

In 1925 he joined the GE station, WGY Schenectady, starting the Farm Forum and Farm Paper of the Air, as one of the early programs. Prior to appointment as WGY stations manager in May 1946 he managed WRGB (TV) and WRGB-FM. He also oversaw directed scientific and farm broadcasting at WGY. Only interruption to his GE service was in 1926-27 with WORB Orlando, Fla., and WDAE Tampa.

Getz Coffin Award

Mr. Markham was awarded the Charles A. Coffin award by GE in 1929 for meritorious service and outstanding achievement. It is the company's highest employee award. Appointment as WGBM manager came in 1942, followed in 1945 by the WGBG post. He received a Reuben Brigham award in 1948 from the American Assn. of Agricultural College Editors.

Mr. Markham is a trustee of the Green Mountain Junior College, Poultney, Vt., and a member of the NAB Standards of Practice Committee. He married the former Mrs. Laura Wing, of Glens Falls, N. Y. They have three sons, G. Emerson Jr., chairman of the board and past president of National Assn. of Radio Farm Directors. At TBA he was chairman of the TBA Commercial Operations Committee which has been working on standard rate cards and contract forms for television. He will continue work on this phase of TV in his new position.

"I know of no other man who is better qualified by experience, temperament and interest for our Video Division assignment than Mr. Markham," Judge Miller said in announcing the appointment. "We are grateful to the General Electric Co., which suffers a real loss in releasing Mr. Markham for industry service, for their generosity.

"Mr. Rankin, new Government Relations Dept. director, has been with NAB a year as international advisor to Judge Miller. Before joining NAB he was associate chair of the Dept. of State's Domestic Broadcasting Division, which conducts the Voice of America. Prior to that he had been in radio and public relations for the Office of Inter-American Affairs, stationed in Colombia. He has had extensive experience in radio-government matters and attended the world high-frequency broadcast sessions at Mexico City last fall as an NAB observer.

He will continue to direct NAB's international activities in the new past and will attend the next NARB meetings to be scheduled next month in Canada.

In announcing the appointment, Judge Miller said the "traditional U. S. pattern of broadcasting may be profoundly affected by what happens at the international level within the next two years.

Functions of the new department were outlined by Judge Miller as including legislation affecting radio in general and broadcasting in particular; government policy in the freedom of information; frequency allocation and assignment; programming services of the government; international conferences and international organizations concerned with radio agreements; broadcasting activities of representatives of foreign countries in the United States, and shortwave broadcasting services of the United States.

David J. Farber, assistant director and research economist in the Employee-Employer Relations Dept., resigned from NAB last week to accept a high post at the National Labor Relations Board, where he is an industrial analyst and economist. Richard P. Doherty, department director, said he "deeply regretted losing Mr. Farber" but declared the NLRB opportunity "is too much too attractive, in potential labor relations experience, for him to turn down." He added that the vacancy will be filled in the near future.

As reconstituted the NAB staff now consists of the following (excluding clerical staff):

President's Office—Justin Miller, president; Helen G. Buckley, executive secretary; Ruth A. Inglis, editorial research assistant (special assignment); Margaret C. Arney, secretary-treasurer; Everett E. Horcomb, assistant; S. Farver, auditor; Ella Nelson, administrative assistant.

Audio Division—Ralph W. Hardy, director; Arthur Stucker, assistant director in charge of FM; Lucille Griffin, secretary.

Video Division—G. Emerson Markham, director; Employee-Employer Relations Dept.—Richard P. Doherty, director; Charles just released

MIRACLE OF AMERICA
quarter hour
transcribed series
tells story of free enterprise

INDUSTRY WILL SPONSOR

Write or wire for audition record

ROBERTS RADIO PRODUCTIONS
25th Floor—David Broderick Tower
Détroit, Michigan

Losing Self Respect

In July 22 issue of The Catholic Review, Joseph Martin said that radio is losing its self-respect with Jackpots and human ills. "One by one," writes Mr. Martin, "normal entertainment broadcasts are yielding to boot-laden contests, bloody dramas and mediators. Radio has lost its self-respect and coincidentally, the respect of normal audiences. Here is a golden opportunity for the League of Decency to move in and obliterate such idiotic radio and television broadcasts [mediation programs]—and to ask the radio station owners what in heaven's name they call entertainment. The Church can help, as it has helped in eliminating evils in movie and, Congress can help by putting the pressure on the FCC to stop abuses of the air."

H. Tower, assistant to director; Margaret A. Kettl, attorney; Lorraine Schalk, technical assistant.

Government Relations Dept.—Forney Rankin, director; Helen De Vecchio, secretary.

Legal-Relations Dept.—Petty general counsel; Richard W. Jencks, Vince Wasilewski, attorneys; Barbara Blalock, Dorothy Coleman, secretaries.

Public Relations Dept.—Robert K. Richards, director; James Dawson, assistant director; G. Griffth, director, Assn. of Women Broadcasters; Joanne Gardner, Gloria Sater, secretaries.

Research Dept.—Kenneth H. Baker, director; C. Meryl Sullivan, assistant director; Gerald F. Heil, secretary-

Broadcasting Bureau—Martha H. Mitchell, director; Charles A. Batson, assistant director; Lee Hart, retail specialist; Robert M. McGreedy, assistant director; Virginia Rowles, secretary.

Key staff members no longer at NAB: A. D. Willard Jr., executive vice president, and his secretary, Glenys Hall; Harold Fair and Ben Miller, director and assistant respectively of abolished Program Dept.; Royal V. Howard, director of Engineering Dept.; David A. Fossett, assistant to director, Employee-Employer Relations Dept., who has returned to National Labor Relations Board; Katherine Holland, information assistant.

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA
BROADCASTING • Telecasting

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Liquor Ads
(Continued from page 22)
secretary of the National Assn. of Radio Station Representatives. It was stressed that this would not indicate what the final tally would be when stations began to line themselves up in "dry" and "wet" columns.

The report of Mr. Flanagan was borne out by a check by Broadcasting of station representatives in New York. That check showed varying answers, with one representative reporting every station he had heard from thus far going "wet." Some reported "dry" and others gave the "50-50" report.

The whole matter of polling stations came up when Blow Co., New York, agency for Schenley Distillers Inc., prime mover in the negotiations for using radio for hard liquor advertising, asked station representatives to canvas their outlets.

Blow-Schenley Plan Continue
Blow agency and Schenley meanwhile continued their meetings to explore the whole matter. No contract for buying radio time was wrapped up as yet, it was said at press time, but the whole matter was still being given the most earnest study to find a way to use the air waves for liquor commercials.

Of temperament groups Mrs. D. Leigh Colvin, president of the national WCTU, voiced the most vicious objections. She urged speedy enactment of the Langer-Bryson bills to "defeat a back-door plan of radio networks and stations to break all precedent and broadcast whisky advertising." The bills would outlaw such advertising over the radio. She told Broadcasting that the WCTU might also take action before the FCC as a further step. What that action would be would be a matter which would have to be discussed with counsel.

She further predicted that the surest way to obtain passage of the Langer-Bryson bills would be for stations to accept such advertising now. The ensuing public outcry, she told Broadcasting, would result in passage of the bills.

Mrs. Colvin also charged that the introduction of radio advertising even in the late evening hours, as has been reported to be the Schenley plan, was just a step in the direction to having such commercials on at all times.

In New York, it was Helen G. H. Estelle, president of the New York State Union of the WCTU, who voiced the protests of the 600,000 members in 10,000 local unions would be lined up solidly against such radio advertising.

She expressed the hope that liquor advertisers would be denied the use of the air, but that if they were allowed on the air, they should be joined against the evils of drinking.

"They should show the men of extinction as well as the men of distinction," she said, explaining that defectors and down-timers resulting from over-indulgence should be portrayed.

Stations operators, cognizant of such opinions among local groups in their own areas, were having a difficult time making up their minds, it was reported.

TV Most Uneasy
Television operators especially were uneasy, not knowing what the FCC would vote upon. It was said that video executives were laying in answering the station representatives' queries.

In several cases station operators were said to be huddling with local organizations, pastors, and other station owners, and were calling special meetings of their boards.
Type of business also seemed to determine what would be a station operator's answer. Outlets owned by newspapers with scruples against such advertising were turning down alcohol ads. Stations owned by public service corporations such as insurance companies or church or school stations also were, as expected, definitely in the "no" column.

Robert D. C. Meeker, general manager of Robert Meeker Assoc. Inc., New York, said he had heard from about half the stations he represented and that about half had indicated willingness to accept such copy. He was advising them when they did so to reserve the right to screen copy.

George W. Bolling, head of the Bolling Co., New York, reported stations he is hearing from indicate about a 50-50 split. He himself is on record as opposing acceptance of such advertising on the ground radio will get involved in a big scrap which will do it no good.

John E. Pearson, of John E. Pearson Co., said he had heard from 30% of the stations he represents and all of them agreed to accept such commercials after 11 p.m.

Jones Scevn, vice president in charge of sales at Free & Peters, said his company had not heard from enough stations to see a trend. A few, however, which formally did not accept such announcements were now willing to change their policy, he said. Returns were slow in coming in not only because of the deliberations attending the query but also because vacation periods were making it difficult for stations to get together proper executives to make the right kind of review of the problem.

Despite what stations were doing, many of the station representatives appeared to believe that a very hot potato was in radio's hands. Some were advising their stations but others believed it was entirely up to the local station for decision—on the theory that the local outlet knew its own locality best and would make the right decision.

That also was the sentiment of Mr. Watson of WSBN in letters to Sens. Claude Pepper and Spessard L. Holland, both Florida Democrats, carbon of which went to Sen. Johnson. Claiming an invasion of the rights of free speech by Chairman Johnson, Mr. Watson explained that "it is not the policy of WSBN to accept liquor advertising" but claimed the right "to make such policy decisions ourselves, basing our judgment on an appraisal of the needs of the areas we serve and on our own best interests in a highly competitive radio market."

Mr. Watson reminded that sale of liquor is entirely legal, so far as the Federal Government is concerned, a state he compared "to a state of pregnancy—either you are or you aren't."

"I am at a loss to understand the reasoning which prompts Sen. Johnson to seek this 'borderline prohibition' unless it is born of a political desire to remain 'both pregnant and pure' in the eyes of his drinking and non-drinking constituents," Mr. Watson wrote.

"American radio typifies the American philosophy in its freedom of choice. . . . The listener's defense against invasion of the privacy of his home is a simple twist of the wrist. . . . May I urge you to consider carefully the important principles here at stake. Radio's most effective control lies in the hands of the millions who (Continued on page 50)

There's a New Look in Northeastern Ohio
IT'S A NEW LOOK BECAUSE . . .
IT SPARKLES WITH GREATER
SALES RESULTS FROM TODAY'S
MORE CONSERVATIVE AD EXPEND-
ITURES
IT'S A BOLD LOOK BECAUSE . . .
THE PATTERN NO LONGER CONFORMS
TO OLD FASHIONED AND OUT-MODED
TRADITIONS IN TIME-BUYING

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an ABC affiliate and therefore another station 24 miles from us lost practically all its Canton market audience.

RESULT:
WHBC in Canton is now the station that covers the picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split several ways.

CHECK TAYLOR-BOROFF ABOUT . . .
. . . Brand New Hoopadings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the new BOLD look in NORTHEASTERN OHIO

FOR INCREASED SPOT BILLING
SEE
Joseph Hershey McGillvra, Inc.
RADIO AM-FM-TV REPRESENTATIVES
Executive Offices—36 Madison Avenue, New York 17, Murray Hill 2-8755
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO ATLANTA

BROADCASTING TELECASTING
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listening—or who decline to listen, according to their tastes. For those who retain faith in the workability of democracy, such control is sufficient."

Mr. Watson suggested that either Sen. Johnson does not see newspaper and magazine liquor advertising or his concern for the privacy of the American home springs from his knowledge of the superior selling power of radio."

Acknowledging that radio is a "potent" medium, Sen. Johnson, in a letter of reply to Mr. Watson, agreed that in many instances newspaper and magazine liquor advertising is "extremely offensive," but pointed out that radio is a licensed industry while public prints are not "because the problem of limited frequency space is not involved."

The Commerce Chairman added:

"The point you self-righteously and very conveniently overlook is that both radio and liquor are conceded to be industries, each with its own peculiar implications. The license of each instance, however, requires adherence to a well-defined standard of conduct. It is not legal to sell whiskey in hundreds of counties and States at any time. Whiskey cannot be sold in any state during certain hours of the day, nor on Sundays; neither can it be sold to minors at any time or in any community where the liquor is sold. In the interest of good morals and public health it should be restricted. To argue that the sale of whiskey is different from the marketing of groceries is contrary to all the facts."

Your radio station has no right to invade the privacy of citizens residing in the area which it serves than I have the right to sell whiskey in a man's home. In view of the fact that radio broadcasting is an interstate business, the Federal Government has the duty of protecting the states in the exercise of their police power. Specific language was inserted in the amendment to the Constitution repealing the 18th Amendment.

There is another side to the "legal" question involved to which you have undoubtedly given little thought. Under the public interest clause of the Communications Act of 1934, the Federal Communications Commission has a very important purpose in conducting a full-scale investigation of KRLD Dallas case handled down in 1944, in which it was shown beyond question that a question of prime public importance is involved in liquor advertising and even public apology for liquor use.

Of course, there is a freedom of choice in radio, the choice of the listener to listen, while you, and others like you, constantly hammer on as an excuse for programing anything, no matter how objectionable. But that is a choice that is premised on the theory that radio broadcasting is not a licensed industry, and that its standards of conduct are the standards set by the individual licenses. That premise does not square with the facts. The people in their wisdom, through their Congress, established certain minimum standards for radio licenses and you and every other licensee is required as a condition of your franchise to observe those standards. It is not an effective control to turn out a station.

The truth of the matter is, and you apparently don't see it, that radio could do itself insatiable damage by following the various policies you advocate of compelling the listener to cease your broadcast. It indicates laziness, lack of pride and a total rejection of station responsibility...."

Sen. Johnson noted with "some pride and satisfaction" that "most of the people in the liquor industry and in radio do not... agree with you"; that the Distilled Spirits Institute "has publicly approved my protest"; and that "many radio licensees are equally opposed to whiskey advertising."

"I hope the time never comes when the advertising agencies tell the radio licensees what to do and they do it. It is my hope that with that advised caution, you will not motivate radio licensees into ruining themselves," he said.

He reminded Mr. Watson he would be given an opportunity to "convince our committee that S 1847 [authored by Sen. William Langer (R-N.D.)] ought not be enacted." Hearing on that bill to outlaw all advertising of alcoholic beverages is set for next Jan. 20 [Broadcasting, Aug. 1].

Speaker of the House Tax Unit said its group had more authority over liquor ads than other products under jurisdiction of the Revenue Bureau, but they were restricted to advertising texts, liquor sales, labeling, etc., and did not extend to choice of media. Function of the Unit is primarily of a collective and advisory rather than arbitrary nature, according to Carroll Mealey deputy commissioner. His office has received no instructions, he said.

WITH THEME "Bring your regular listening habits with you on your vacation in Maine," Maine Broadcasting System has set up this window display at State of Maine information bureau in Rockefeller Center, New York. William J. Rines, managing director of Maine Broadcasting System, reports considerable recognition for this timely tie-in with state in attracting many vacationers.

CHRISTIAN RADIO
Summer School Begins
FIFTY laymen, pastors and missionary trainees have enrolled for the Fourth Annual Summer School of Christian Radio, which begins today (Monday) at the Moody Bible Institute, Chicago, and its station WMBI. The Clinic, conducted under supervision of WMBI Director Robert Parsons, will stress Protestant religious programming.

During 11 days of classes and discussions, enrollments will receive intensive training in station management, announcing, acting, speech interpretation, individual microphone coaching and writing. Guest instructors will include Clarence J. Jones, founder and director of HCJBuito, Ecuador, the largest religious broadcasting station in the world; and Storm Whaley, manager of KUOA at John B. Own U. Arkansas.

Ben Harrison

BROADCASTING • Telecasting
practically grew up with radio, for by the time he was ready for formal education, radio had arrived in Toronto. The new science made an impression on young Mr. Guild, and when he went through with school he went shopping around to get a job on a radio station. He did not succeed right away, but in 1932 he worked his way to a post as continuity writer on CKOC Hamilton, Ont.

At CKOC he found his place, writing scripts and continuities morning, noon and night. Finally he sold out of his contracts to a national advertiser, and Black Horse Tavern became a feature not only on CKOC but also on other eastern Canadian stations. The program was one of the first successful Canadian commercial network shows.

In 1949 Mr. Guild became production manager of CKOC. When the station was sold to the Taylor-Pearson-Carson interests of western Canada, as their first eastern Canadian station, he went along. His job was so well done that he was appointed sales manager of the station in 1943, and assistant manager. Three years later in a major shift of officers of the TPC stations, now called the All-Canada stations, Mr. Guild was transferred to CJOC Lethbridge, as manager. It was his first contact with the western Canada. Evidently the old slogan “Go west, young man!” held good, for he certainly has come out of the West as a shining example of success to head the industry in Canada.

It is an interesting sidelight on the accuracy with which Harold Carson, president of the All-Canada organization, with headquarters at Calgary, picks his young men. For Mr. Guild is the third of Mr. Carson’s young men in the last three years to take over top post in the CAB. Jim Allard, CAB’s general manager, and Pat Freeman, CAB’s sales director, are both graduates of All-Canada stations—Mr. Allard from CJCA Edmonton and Mr. Freeman of CFAC Calgary.

Although only three years in western Canada, Mr. Guild feels himself a true westerner. He has taken a very active interest in his community, being honorary patron of the Air Cadet League of Canada, Lethbridge branch; a member of Kiwanis and the Lethbridge Chamber of Commerce. He is active on the publicity committee of both organizations.

He is married and has three boys. When he finds time away from CJOC and now his activities with the CAB, he likes to take his young family fishing or to take their pictures with his collection of cameras. He is also a member of the Lethbridge Flying Club, and hopes to have his boys take up that hobby also.

HENRY V. DIEFENBACH, formerly sales executive with WCHS Charleston, W. Va., has joined WGY Oneida, N. Y., as general manager. He succeeds JOHN S. PHILLIPS, who has been appointed general manager of WCAW same city, effective Aug. 15. Mr. Phillips is serving his second term as president of W. Va. Broadcasters Assn.

JOHN F. PATT and family have left for vacation trip to Europe. Paris, Rome and London are included in itinerary. Mr. Patt is general manager of WQAR Cleveland, Ohio. The Patt’s plan to return to the U. S. Sept. 22.

L. F. PODHASKI has been promoted from assistant manager to general manager of KAYL Waterloo, Iowa. Mr. Podhaski is one of the oldest staff members in terms of service.

DALE ROBERTSON, general manager of WENT Gloversville, N. Y., since 1945, has resigned. President GEORGE F. BISSELL will assume acting management and ROGER ALBRIGHT, formerly associated with WIEJ Hagerstown, Md., has been appointed assistant manager. Mr. Robertson has not announced his future plans.

GENE KELLY, former sportscaster on WSAX Huntington and WCHS Charleston, W. Va., and sports editor of WIBC Indianapolis, Ind., has been named general manager of WXWL WXLY-FM Indianapolis.

JAMES L. STIRTON, general manager of ABC’s Central Division, is the father of a boy, James Lincoln Jr., born July 29 in Chicago.

LEE GORDON RASMUSSEN, manager of KAYL Storm Lake, Iowa, and Gloria Lee Bodenhauer have announced their marriage.

FIFTIETH anniversary of Washington State Press Club has been celebrated. Special tributes were given old-time newspaper and radio men from all parts of state. Stations reporting assistance in festivities by their staffs were KIRO, KOMO and KJR, all Seattle.
R E C O M M E N D A T I O N
for RCA VICTOR* 

TEX
BENEKE
Blues In The Night March
The One Who Gets You
DJ-741

MINDY
CARSON
Song of Surrender
Blame My Absent-Minded Heart
DJ-743

LARRY
GREEN
Now! Now! Now!
Give Me A Song With A Beautiful Melody
DJ-744

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

NEW "DJ" couplings from RCA VICTOR* 

R O U N D T A B L E  D I S C U S S I O N S  

about congressional issues, featuring Pennsylvania Congressmen and college students, are aired in series on WWSW Pittsburgh. Congressional Harry J. Davenport, James G. Fulton, R. J. Corbett and Frank Buchanan participate. Congressmen meet regularly with four student members of Students for Democratic Action, a subsidiary organization of Americans for Democratic Action under whose auspices series is being presented, and discuss issues with which Congressman is familiar.

IN ATTEMPT to hold interest of listeners who are tempted to turn off the popular "Headlines" to the sooner reeling. News, JSONObject.readJSONObject(JSONObject) format, a two man reporting team, in relays with first man reading first item, signing off with "The Headline of the Minute." At this point second man reads summary of preceding item and then first reporter reads another item. Not more than eight items are handled in this fashion, with rest of news read without headlines.

A POTENTIAL audience "on wheels" larger than the population of Baltimore, Boston, Cleveland or St. Louis, is said by WOR New York to be available to advertisers in metropolitan New York during early morning and early evening hours.

The actual audience during these periods ranges from 182,000 to 407,000 per hour, and the potential between 7 to 9 a.m. and 5 to 7 p.m. on weekdays is more than one million listeners in each period.

Pulse Inc., New York, conducted a special survey "to measure the extent of more or less habitual automobile listening to New York City radio stations." For the station, whose research director, Robert Hoffman, points out that little attention has previously been paid to automobile radio fans.

The survey showed 1,949,000 cars, or 72.8% of all autos in the New York area, have radios and almost 40% were "on the road" sometime between the hours mentioned during May. The morning figure was 591,000, dropping to 592,000 in the evening.

Each car contained approximately two persons, the survey revealed, making the potential morning audience 1,064,000, and 1,107,000 in the evening. Male riders accounted for 78% of the early morning audience and 74% of the evening audience.

Of the people using cars on the survey day, 71% said the cars had been in use during the hours studied on five or more days of the previous week revealing that their use was not limited to a "once a week basis." Also revealed by the study was that automobile listeners use their radios from 61% to 115% more than persons at home, according to comparable Cooper figures for sets-in-use in telephone homes in New York.

According to Mr. Hoffman, other factors showed by the survey were that auto listening reached its peak when news programs dominated the airwaves, and that more "listeners on wheels" tuned to WOR than to any other network station, with as many as 47,500 tuned to the station's News on the Human Side from 6:06:15 p.m.

**ZIV PROGRAMS**

Two Stations Buy 16 Shows

FREDERICK W. ZIV Co., Cincinnati and New York, has announced the signing of 16 Ziv-produced shows by two stations in Michigan. WCEN Mt. Pleasant purchased nine shows and WMDD Midland contracted for seven.

W. C. Wester, Ziv account executive on these contracts, also negotiated a three year pact with Griner-Dillon Broadcasting Co., Bay City, Mich., for The Cisco Kid, a western series.

**VFW RADIO SHOW**

Heralds Golden Jubilee

NATIONAL headquarters of Veterans of Foreign Wars reports "unprecedented acceptance" of a new 30-minute transcribed show offered by the VFW as a feature of its golden anniversary. Titled to herald the VFW national convention to be held in Miami, Fla., Aug. 21-26, the show has been accepted by 1,588 AM and FM stations for broadcast between Aug. 1-21, VFW reports.

Featured on the show are Bing and Bob Crosby, Bob's nine-year-old daughter, Cathy; Dina Shore, Dennis Day, Jimmy Wallington, VFW Commander-in-Chief Lyall P. Beggs of Madison, Wis., and orchestra leaders John Scott Trotter, Frank DeVol and D'Artega. Producer is Ralph Durkin of Russell Comer Agency, Kansas City, under direction of Narney Yanofsky, VFW public relations director.

**New Transcribed Series**

NEW 15-MINUTE transcribed series, Miracle of America, has been bought by sponsors in 10 markets, according to program's producers, Roberts Radio Productions, David Broderick Tower, Detroit. Roberts says series tell story of free enterprise in America and is available for sponsorship in many areas. Company will send free audition recording on request, to executives or broadcasting stations.
REORGANIZATION

FCC Approves Some Aspects

FCC endorsement of certain Hoover Commission recommendations on reorganization of independent agencies was contained in a letter released July 29 by Sen. John L. McClellan, chairman of the Senate Executive Expenditures Committee. The Commission's stand was revealed by Comr. Rosel Hyde, acting chairman of FCC in the absence of Comr. Paul Walker, who was in Paris.

Describing the Hoover report as a "considerable contribution toward good government," in that it recognizes the place of independent agencies in the federal system, Comr. Hyde said the Commission:

(1) Endorses the recommendation that administrative responsibility be vested in the chairman. He pointed out FCC has gradually evolved a system under which the chairman takes the initiative on administrative matters, aided by an executive officer who directs the coordination on budgetary, planning and personnel work.

(2) Generally approves a recommendation pertaining to clarification of statutes to call for removal of members of FCC, SEC, FCC "only for cause." The Hoover Commission urged an amendment providing that a Commissioner upon expiration of his term continue to serve until his successor has been appointed and shall have qualified. This would avoid "disruptions" in FCC's regulatory duties.

(3) Felt "not enough emphasis is usually given to the importance of the services and industries subject to (FCC) regulations" and favors recommendations for increases in salaries of Commissioners and top staff members.

(4) Generally endorses an amendment of statutes so as to permit Commissions to delegate routine, preliminary and less important work to staff members under their supervision.

Meanwhile, President Truman July 28 had signed an executive order calling on agency heads to review their respective programs with a view to carrying them out with "maximum effectiveness and economy," to provide for periodic and systematic appraisals of operations; to schedule action to work out and install improvements looking toward "greatest benefits in economy or better service for the same or less money."

heavy with cows?
The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area division cost $6 million. Now credit benefits to ranchers worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

If you want sales in Montana, the Mosby stations SELI!

The Art Mosby Stations KGVO-KANA-KGFM

KNOW MONTANA *

NOT ONE, BUT SEVEN MAJOR INDUSTRIES

BROADCASTING • Telecasting

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BERNARD DUDLEY, freelance announcer for past ten years on network shows from New York and Hollywood, has joined MPO Productions Inc., New York, as director of sales and chief of television development. MPO is currently filming the Berkshire Music Festival for U.S. Dept. and Yellowstone Park for Ford Motor Co. JOYCE MILLER, formerly on sales and production staff of WMAZ Macon, Ga., has joined MPO Productions Inc., as assistant to Mr. Dudley.

FRANK SEAEVER, former member of Jam Handy Organization, Detroit, has rejoined sales and contact staff of New York office. Mr. Seaver will be responsible for New York TV productions with organization’s commercial unit.

MARK A. FORGETTE, former executive director for Harold E. Stassen and ecode to Gen. Mark W. Clark, has been appointed Northwestern Sales Representative for United Videograms Inc., Minneapolis.

CHICK VINCENT Co. announces sale of Ship’s Reporter, TV show now seen on WJZ-TV New York, to WMAL-TV Washington, WXYZ-TV Detroit, WBEN-TV Buffalo, and WLW-TV Cincinnati. Show is produced by National Television Guild. Its m.c. Jack Mangan, is currently collecting material for a book based on interviews from program, to be published in the fall.

RALPH J. ROBERTS, formerly executive of Atkin-Kynett Adv, Philadelphia, has been named sales promotion and publicity director of Muzak Corp.

DON McNAMARA, television director of Telefilm Inc., Hollywood, has started instructing new class in television for U. of California Extension Div. Course is listed as “Television Survey and Workshop.”

CHARLES MICHELSON, president Charles Michelson Inc., New York City, is the father of a boy, Stephen Paul.

Equipment

DIELECTRIC PRODUCTS Co., Jersey City, N. J., announces availability of its DPC Doubant Dipole with reflectors featuring exclusive Dual-Antenna head. Low-priced models D 72 and D 300 will receive all channels even in most remote fringe areas, company claims.

MAGNAXO Co., Ft. Wayne, Ind., has placed four new TV sets on market, claiming for them largest picture of any receivers using 16-inch tube. Area of image is 144 sq. inches as compared with usual 129 sq. inches.

MOTOROLA Inc., Chicago, announces net earnings of $1,068,255.95 for six months period ended July 2, 1949, representing peaceetime sales record for firm.

WIND TURBINE Co., West Chester, Pa., Tower and Antenna Div., announces new Trylon TV mast made of reinforced steel rod construction, hot-dipped galvanized after fabrication. It can be installed with any type antenna in short time, firm reports.

CLARKSTAN Corp., Los Angeles, has announced new Raxon TV masts using new condenser or focusing microscope with self light source and reticle for analysis of grooves and surface quality of all types of disc recordings and pressings. Light and portable instrument, model 231, comes complete with carrying case at consumer price of $22.50.

RADOX OFFICERS

Named by Stockholders

STOCKHOLDERS of Sindingler & Co. Inc., operator of Radox, at the annual meeting in Philadelphia, elected the following officers: Albert E. Sindingler, president; Thomas M. Searles, executive vice president and treasurer, and Robert M. Reis, secretary.

Elected to the board of directors were Ralph A. Bard, Chicago, chairman; Albert E. Sindingler, Philadelphia; Harold R. Reis, Philadelphia; Thomas M. Searles, Chicago; Albert F. Murray, Washington; Henry I. Shaw, Chicago; Robert Belden, Chicago; Ralph Halburn, New York, and Robert Wolf, Philadelphia.

Mr. Sindingler, Mr. Bard and Mr. Searles were elected to the executive committee. Dr. Murray, Mr. Sindingler and Mr. Reis were elected to the engineering committee.

At a recent board meeting, plans for expanding the automatic operation for Radox were put into action, making it possible for Radox to expand to other cities at a fast rate with a more economical operation. The board also set up a Radio-Television Industry Advisory Board of outstanding personalities in the radio-TV field to advise on expansion plans and the use of Radox Ratings.

MUSE-ART MERGER

Plant Broadcasting Planned

MUSE-ART Corp. has been created from a recent merger of Muse-Art Corp. of Philadelphia and National Wired Music Corp. John B. Kelly, president of National Wired Music, will be president of the merged company. The Muse-Art firm, which formerly concentrated its activities in the field of wired music, will expand into plant broadcasting.

Max Inger, president of the former Muse-Art company, will head the plant broadcasting division. Mr. Kelly, Mr. Inger, Paul Har- ron, president of WIBG Philadelphia, and Joseph Lang, also of WIBG, will be active participants in the new firm. Benjamin Blu, president, B e n n e t t - Sheburb Corp.; F. J. McCull, John Morgan Davis and Bernard Eakin are di-

D.G. TRANSIT FM

PU Commission Sets Hearing

CIVIC groups and other organizations and individuals will be invited to air views before the Public Utilities Commission of the District of Columbia next Sep-

Now you can afford

BIG NATES

on your commercials

For the first time in radio history, big name announcers and entertainers are within the budget reach of your local advertiser.

Now you may have transcribed announcement- means, voiced by the nation's top talent, written and produced especially for your advertiser...at a cost comparable to locally produced spots. How do we do it? Write, wire or phone for complete information.

Celebrity

Commercials by

Keillkerby

111 SUTTER ST. • SAN FRANCISCO • CALIFORNIA • YUKON 2-5532

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Open House

TRI-STATE Distributors Inc., L. Richard Fried, president, Albany, N. Y., video spot buyer over WRGB Schenectady, will hold open house Aug. 9-10 for 400 dealers in the eastern New York area to show them new radio and television models and explain what TV entertainment this fall will be likely to lure more buyers to the set market.

The

in

wqua

means

QUALity

service

and

Audience

among the 225,000

people in the

quad cities

DAVENPORT • ROCK ISLAND MOLINE • EAST MOLINE

WQUA MUTUAL

RADIO CENTER. MOLINE, ILL.
Commercial

PETER M. SOUTTER, former spot radio account executive with Paul H. Raymer Co., New York, has joined ABC as account executive in network sales department. Previously, Mr. Soutter had been with J. Walter Thompson Co. for seven years.

JAYNE B. GLASGOW, former eastern district traffic manager for Eastern Airlines, has joined sales department of WLAC Nashville, Tenn.

JACK JENNINGS, in ABC Hollywood traffic department for past nine months, has been made western division assistant sales promotion manager under NORMAN NELSON. Before coming to West Coast he was associated with Oklahoma stations as account executive.

KCRG KCRK (FM) Cedar Rapids, Iowa, has appointed Burn-Smith Co., New York, as national representative.

JOHN PRIMM, new to radio, and JUDITH DOBSON, formerly in advertising department of Wichita (Kan.) Eagle, have joined local sales staff of KFH and KFH-FM Wichita.

HOMER GRIFFITH has resigned as sales manager of KDYL-TV Salt Lake City to become vice president in charge of sales and merchandising promotion for Telemount Pictures Inc., Hollywood.

FRAN COLE, commercial manager of KAYX Waterloo, Iowa, has been elected executive secretary of Cedar Falls Chamber of Commerce.

WALTER H. (Bill) STAMPER, program-traffic manager and continuity chief at WDBR Chattanooga, Tenn., has been added to sales staff of that station.

NORMA J. BOSS has been appointed executive secretary for Bulmer & Johnson Inc., Minneapolis radio station representative. Miss Boss was previously associated in similar capacity with Iowa Tail Corn Network, Des Moines.

WESTERN RADIO ADV. Inc., radio station representative, has moved San Francisco offices to 79 Post St. Telephone is Yukon 6-4112.

FORJO & Co., national radio and television station representative, has announced removal of its Atlanta office to 319 Mortgage Guarantee Bldg., Bill Brewer, NBC Chicago spot salesman, and VIRGINIA SHERMAN, TV actress, have announced their marriage.

BIL HENNESSEY, account executive for WCON Atlanta, Ga., and HELEN MILLER, formerly of WRBL Columbus, Ga., have announced their marriage.

HALSEY BARRETT, DuMost TV network spot sales head, is the father of a boy, Donald Vail.

CBS Market Data

A COMPLETE handbook of market data for its 13 AM and six TV stations has been issued by CBS Radio Sales. Comparisons of station audiences, radio families and cost-per-1,000 for the years 1946 and 1949 also are included.

FOOTBALL

WTMJ-AM-FM-TV Announce Coverage Plans

TELEVISION and radio coverage of university and professional football games was announced last week by WTMJ TV-AM-FM, the Milwaukee Journal outlets. The total cost of AM-TV-FM coverage, including fee card rates for time service, talent, lines and miscellaneous items will run in excess of $68,500, according to Bruce Wallace, assistant manager.

WTMJ-TV will teleteach five U. of Wisconsin home games at Madison and three Marquette U. home contests at Milwaukee. Schedule for U. of Wisconsin marks the first time its games will be teleteach. AT&T currently is installing a relay system between Milwaukee and Madison, 80 miles apart. All teleteaches will be sponsored by the First Wisconsin National Bank of Milwaukee, through Marvin Lemkuhl Agency.

Socony Oil Co. (Wadham's Div.), perennial sponsor for the past 20 years of Green Bay Packers pro and U. of Wisconsin games on WTMJ, has also signed a contract to sponsor the Packers on video, in addition to its regular AM broadcasts. This will be the second year for Packers telecasts.

Radio contract, calling for 24 games home and away, was placed through Compton Advertising Agency. Broadcasts are duplicated on WTMJ-FM, with WTMJ feeding the game to a special network of 10 Wisconsin and Upper Michigan stations.

Larry Clark will handle the TV version of the Wisconsin and Marquette contests, while Chief Announcer Bob Heise will do the AM and FM broadcasts. On the telecasts, WTMJ-TV will send its mobile unit and crew to Madison for the Wisconsin games, using two cameras at a vantage point high in the stadium. Arrangements for TV rights were made through Harry Stuhldreher, athletic director.

Flying Transmitters

THREE complete RCA broadcast transmitters, weighing 25,000 pounds, were flown to Cuba July 28 from Philadelphia's Southwest Airport for Union Radio in that island. The shipment, believed largest of this type of equipment ever sent by air transport, consisted of one 10 kw and two 1 kw transmitters. Runama Y. Lastra, RCA distributors for Cuba, were consignees.

Radio . . .

since its commercial infancy

Television . . .

since 1936

George R. Nelson, Inc.

advertising

SCHENECTADY

August 8, 1949 • Page 55
EQUALITY SOUGHT
In Iowa Sports Coverage

CAVALCADE to persuade Iowa colleges and universities to accept radio stations on the same basis as newspapers in the coverage of sports events is being led by Gene Shumate, sports director of KSO Des Moines. Mr. Shumate's chief complaint is the permission fee charged radio stations for sports broadcasts.

There are no exclusives granted but each station is charged a fee by the U. of Iowa, the fee set up as equivalent to a station's one-time highest daytime hourly rate. Iowa U. is a member of the Big Ten Conference. Iowa State Col-
lege, a Big Seven member, charges a flat fee of $100 per grid game.

Says Mr. Shumate: "My contention has always been, and always will be, that when the U. of Iowa starts charging . . . newspapers for space in the press box, just as they charge KSO and other radio stations, then I'll cease being angry."

Local News

GUY LEBOW, sportscaster for WPX (TV) New York, was asked to assist Columbia Pictures producers with wrestling terms and holds for their new grappling feature now in production.

SUGGESTION for more effective use of weather forecasts by stations, in order to improve the service to listeners, is offered by James C. Fidler, who is in charge of the broadcasting-television section of the U. S. Weather Bureau, Washington. Mr. Fidler reports that some confusion is caused by broad-
casting weather reports without giving specific geographic locations covered by the report. This is some-
dom the case when official forecasts are announced on newscasts, but, according to Mr. Fidler, disc jockeys and early-morning emcees frequently fail to prefix the announce-
ment with the location for which it is intended.

The problem is, he says, on high-powered regional stations with eratic coverage patterns. As an example, he cited the midwest where rural areas get a strong signal from regional stations in the east or south. A farmer in this area may switch on his radio in the morning, Mr. Fidler noted, and

hear a forecast for rain. If no geographic location for the report is announced, the farmer may prepare for rain, only to learn later that he was listening to WWL New Orleans and had received the weather prediction for Louisiana.

The problem is not confined to any one region, Mr. Fidler said, but is a general nationwide trend. He asks for the cooperation of broadcasters in instructing air per-
sonnel to begin all weather reports with: "This is the official weather forecast for (i.e. Washington, D. C., or the state of Connecti-
cut)."

WBEX to ABC

WEX Chillicothe, Ohio, is affiliat-
ing Aug. 14 with ABC as a member of its basic network. Station, owned by Shawnee Broadcasting Co., operates fulltime with 250 W on 1480 kc. Manager is J. Harry Callaway.

On Records: Frankie Carle—Col. 38518; Blue Bar-on—MGM 10455; The Uniting—London 461; David Middleton—Cap. 37-651.

On Transcriptions: Blue Barron—Lang-Worth; Dick Lieber—NBC Theatricals.

On Global Hop

Newman To Visit 26 Lands

WITH A tape recorder in one hand and a typewriter in the other, WCMW Canton, Ohio, News Editor Elwood Broadwater took off last night for a globe-circling flight that will take him 50,000 miles, and into 26 countries.

Mr. Broadwater, who plans to return recorded programs and script features from each country he visits, is making the four-
month journey to report for WCMW listeners what an Ameri-
can sees and feels on a post-war visit to foreign lands. He is ac-
companying the owner of Salem Engineering Co., Sam Keener, as public relations representative on the trip in a converted Liberator B-24. Mr. Broadwater will report to the people of Northern Ohio the progress of the flight, featuring special interviews in the coun-
tries he visits.

The Weather for Today

In Some Locations Only Confusion Reigns

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Porgie

Love Is a Beautiful Thing

On Records: Frankie Carle—Col. 38518; Blue Bar-on—MGM 10455; The Uniting—London 461; David Middleton—Cap. 37-651.

On Transcriptions: Blue Barron—Lang-Worth; Dick Lieber—NBC Theatricals.
PREDICTION of a bright future for AM radio and emphasis on the need for hard selling to assure such a future are among highlights of a business report on WGAR-Cleveland appearing in July 18 issue of The Cleveland Press.

The paper's financial editor, Robert Selleck, reports WGAR Vice President and General Manager John F. Patt as announcing his station's sales for the first six months of 1949 were at an all-time high, with total dollar volume 21% above the first half of last year.

Mr. Patt said: "This record indicates that there is plenty of business to be had if we will put forth our best efforts and use ingenuity in developing new sources and in prospecting for new programming and presentation ideas."

Stating that total dollar volume was 21% above the first half of last year, Mr. Patt also reported that WGAR added $25 more new clients in June than were signed in the same month a year ago. He said 98% are radio set owners in the Cleveland area.

Mr. Patt went on to state WGAR's favorable showing for the first half of 1949 in the $6 billion northern Ohio market was fairly uniform for all classifications of station revenue. Local and national spot announcement revenues, local and national program revenue, talent sales and network income all were involved in the increased volume.

He said credit is due CBS for its strengthened network program schedule and the local sales staff under Vice President Carl E. George and the national sales force. Among large sales he mentioned as recently consummated were Morgan's Chemical lmx to the managers of Gold Bond Beer, Salute to Success for the Central National Bank, Sammy Kaye's Showroom for Chrysler dealers, Bob Neal's sports program for Carling's, the Bing Crosby show for Minute Maid Orange Juice, and the Cleveland Browns' 1949 schedule for Standard Oil Co. of Ohio.

He further stated that WGAR, except for summer nighttime hours, has held in every time classification of Hooperatings, its margin over the second station in Cleveland has reached approximately 30% and it has held the listening leadership since Oct. 1.

"WGAR," Mr. Patt said, "has adopted a consistent policy of developing local talent. Our well-established programs of education, discussion, serious music and special events will continue more strongly than ever."

The Cleveland Press article followed by several months an address before the 19th Annual Institute for Education by Radio in which Mr. Patt said that even greater opportunities lie ahead for particular stations, for increased listening at particular hours and with specialized program services.

"Radio," he stated, "will always be the story medium best fitted to enlighten man while he works. The household tasks of hundreds of thousands of the nation's homemakers are immeasurably lightened by bright music or the daily installments of radio's serial dramas. Millions of American working men and office workers find time passes more quickly and pleasantly at their benches or desks by listening to the baseball games or music to fit their moods."

"Is there any other medium than AM radio (supplemented by FM, of course) which will provide to all members of the family such pleasant and instantaneous and reliable accompaniment in variety when they work, when they read, when they ride and when they travel and play? I think the answer is plain."

BLACk Crow DEad
Last of 'Black Crows' Team
George Moran, 67, member of the "Two Black Crows," famous radio team of the 1920s, died last Thursday in a hospital charity ward in Oakland, Calif. George Moran, with the late Charles E. Mack, came to radio after reaching the top in vaudeville and musical comedy and their black-face routine also was responsible for sale of seven million phonograph records.

Mr. Moran was born at Elwood, Kan., only 20 miles from White Cloud, birthplace of Mr. Mack. After years of small-time vaudeville, the pair hit the big-time at New York's Winter Garden.

Business for Radio
(Continued from page 9)

buyers are immunized against radio.

An important part of the campaign to sell radio was the use of carefully selected radio trade paper advertising. By the use of ads in the leading radio journal we built up the station's reputation with time buyers.

Salesmen and station managers don't work hard enough, with some exceptions. Managers, as a rule, do not go out on the air with their men where they are desperately needed at times for ideas and help of one kind or another. Too many managers sit on their fat swivel chairs. Poor selling makes a poor industry and I hope that the radio industry will not be characterized by poor selling. It's a great industry. The surface of it has not been scratched yet. Television will not hurt AM radio— I believe it will help it. Fresh money can now be seen coming into radio. Paint, curtain companies and gadgets are finding their way into television as an advertising medium.

Many of the advertisers who have used network and independent stations up to now will continue to advertise on them for many years to come.

The buyers' market, in my opinion, will have no effect on the industry if radio men work to build accounts into successful advertisers.

What It Takes To Make Radio Do A Selling Job...

Showmanship...

Know-How...

Good Programming...

And...the enthusiasm to follow through in detail!

For All The Facts About WIOD's Leadership in Miami...Call Our Rep...

George P. Hollingbery Co.

James M. LeGate, General Manager
5,000 WATTS · 610 KC · NBC
Corresponding was TRUE relative to 250 news cooperators with "Erwin" FM radio.

Games are aired every Thursday, Mon., Sat., with Zenith dealers in area cooperating with Allison-Erwin Co. in campaign. According to Johnny Dunagan, Charlotte manager for WMIT, Allison-Erwin is ordering car-load of "Erwin" FM sets to back up campaign.

Front Page Mailing

REPRINTS of story on high school news writers contest conducted by WINS New York and Winchester (N.Y.) Herald have been mailed to 260 agencies, sales offices and advertisers by station. Story was on front page of Herald and reprints used regular format with stories and pictures relative to contest and its theme, "Knew Your Community?"

Questionnaire Promotion

TRUE AND FALSE questionnaire about station's programs and rates was format of promotion for changing frequency at WLOM Norfolk, Va. Station sent questions to 300 of Norfolk's leading advertisers. First prize was $1,410 in advertising, amount corresponding with new frequency. Next ten prizes were $140 in advertising. WLOM reports 60% return on contest with many advertisers bringing their answers to station in person.

Hundred's Wearth Recreation

WINDOW of men's store was scene of recreation of Class B league games over KYAK Yakima, Wash. Series was recreated by station for fans of Yakima Bears, Class B Western International League team, and was watched by estimated 3,000 people.

Two late August shows are scheduled from roomier show room of Yakima car dealer.

WBHC Hooperating

MONTHLY MAILINGS of five attractive reports of WBHC Canton, Ohio's Hooperating have been sent to 500 agencies and advertisers in national field. Reports are packed with different color and feature pictures of "Good Neighbor Mike," station's promotional character.

Too Much Success

REX DALE, WCKY Cincinnati, Ohio, disc jockey, was scratched and bruised when cornered by throng eager to receive money for identifying him at his first appearance in scheduled six-day identification contest. Each day, Mr. Dale was to give $5 to first person recognizing him, and $1 to each of next 45. C. H. Tommiller, station manager, received throng back in efforts to rescue Mr. Dale. Additional appearances were cancelled as safety measure for both Mr. Dale and his fans.

Stock-Taking

EVEry SIX MONTHS WOR New York "takes stock" for suggestions on improving programs and services. Campaign, lasting two weeks, this time will find out what kind of radio programs are most interesting, and what television fare is most in demand.

Sales Through Radio

IN CONNECTION with Norwich, Conn., Dollar Days, WICH Norwich has sent bulletin to merchants. Bulletin includes station schedules, spot announcements, and encourages usage of radio in year-round advertising, stating, "For Dollar Days or any day use RADIO."

Comparative Study

SIX-PAGE LEAFLET in two colors—violet and black—shows coverage of newspaper, magazine and radio in area of WOAI San Antonio, Tex. Station has mailed leaflet to agencies and clients under title, "Eyesing Media Performance in South Texas," Folder is work of Dallas P. Wyatt, WOAI promotion manager.

EGER Offering

ATTRACTIVE beige colored bulletin highlighted with large red arrow announces offering of program, 1959 Ronzoni, for sponsorship on EGER Long Beach, Calif.

Library Promotes TV

CLOSE COOPERATION between Milwaukee Public Library and WMJ-TV Milwaukee, Wisc., is beneficial to both. Library is featuring display highlighting books and articles on TV, television tubes and pictures of WMJ-TV operations. Series of public service programs on WMJ-TV carry theme of public library as information center for every need and feature library personnel and reviews of facilities available there. TV set has been in library lobby since 1948, when television started in Milwaukee.

Show for Shaggy Dog

CUPS AWARDED prettiest dog, most unusual dog and dog with most personality were presented to proud owners of non-pedigreed shaggy dogs after dog show sponsored by Tailwaggers Time, weekly program on WMAL-TV Washington. After announcement of dog show, Marilyn House, star of Tailwaggers Time, was surprised to receive between 300 and 400 phone calls about it, when less than 40 entrants were expected. Winning dogs were featured on following week's program.

Promotion Personnel

DONALD DeGROOT, former program manager for WWJ Detroit, has been appointed sales and program manager for WJB and its FM and TV affiliates. Mr. De Groot was previously with WATC Flint, Mich., as station manager.

GLENN UHLES of NBC Chicago guest relations staff, is the father of a boy, Gregory Arnold.

Air Survey at Cleveland

CLEVELAND Board of Education reports that there are radios in 99% of homes of senior high school pupils and in 99% of homes elementary school students. The board made two independent surveys on percentage of AM, FM and TV sets in senior high and sixth grade elementary schools. The breakdown: High school—total 13,597, radios 98%, FM 31%, television 8%; elementary — total interviewed 6,957, radio 99%, FM 26%, television 8%.

Advertisers walk on air

WHEN THEIR PRODUCTS TAKE TO THE AIR in Memphis

via WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

FIELD DAY

WMT Event Record Breaker

TWO HUNDRED demonstrations of farm machinery and equipment featured the fourth annual National Farm Field Day sponsored by WMT Cedar Rapids, Iowa, as an estimated 40,000 people attended the event in nearby Manchester fortightnight ago.

According to WMT Farm Service Director Chuck Worcester, the field day was the largest event sponsored by the station.

Some 500 farm leaders worked to prepare the displays and dem-
JULY 29 to AUGUST 5

July 29 Applications...

ACCEP TED FOR FILING

License Renewal

WEIP Butler, Pa.—Request for re-
newal of license.

Modification of License

KOWH Omaha, Neb.—Modified license to increase power from 500 w D to
1,500 watts.

Modification of CP

WDGY Minneapolis.—Modified CP AM station to increase power, etc., for
extension of completion date.

FM—Complete new FM stations for ex-
tension of completion date: WREL-
FM Cleveland, Ohio; WBFK Chicago;
KSO-FM Des Moines; WSPD-FM To-
ledo; WJOL-AM Chicago; WBFK-
FM Knoxville.

License for CP

License to cover CP new FM station:
WI-DS-FM Jacksonvile, Fla.; JRUR-FM Lincoln, Neb.; KDRC-
FM Sedalia, Mo.

FM—Complete.

WVHG-FM Hornell, N. Y.—CP FM station to change ERP from 10 kw to
8.42 kw; antenna height from 500 ft.
to 506 ft. and change trans. loca-
tion.

FM—Complete.

WVBT South Bristol Twp., N. Y.—CP FM station to change from Chan-
nel 37 to 31.

Modification of CP

WAGA-TV Atlanta. Ga.—Modified CP new commercial TV station for ex-
tension of completion date to 2-29-30.

August 1 Decisions...

ACTIONS ON MOTIONS

By Commissioner Jones

Supreme Best, System Inc. and Belvedere Corp., New Orleans—Granted continued hearing and change to
place of hearing on application; hearing continued to Oct. 3; place changed from Washington, D. C. to
New Orleans.

Ukilah Best, Co., Ukiah, Calif.—All request of counsel, passed over petition to amend application for
CP to change from partnership to in-
dividual.

Belleville News-Democrat, Belleville,
Ill., and WTMV East St. Louis, Ill.—Granted petition Belleville News-
Democrat for leave to amend applica-
tion to specify new trans. site and to
reduce height of towers for pro-
posed new system, and accepted amend-
ment; denied motion of WTMV to
strike above petition.

WTGC Savannah, Ga.—Granted ex-
tension of time to file exceptions and
request for oral argument; time ex-
tended to Aug. 5.

FCC Acting General Counsel—
Granted extension of time to file
motion to take depositions; hearing
now scheduled for Aug. 1.

WTRR Sanibel, Fla.—Granted con-
tinued hearing on application for
assignment of license; hearing continued
indefinitely.

WMRS Burlington, Vt.—Granted
petition for leave to amend applica-
tion to make slight change in oper-
ating currents and phases of proposed
nighttime array; accepted amend-
tment. Granted extension of time to
file depositions.

WHA Madison, Wis.—Granted peti-
tion to intervene in proceeding upon

KPIX Cheyenne, Wyo.—Granted
petition to amend application to reduce
the power requested nighttime from
5 kw to 1 kw, accepted amendment and
removed from hearing docket.

Granted continued hearing on applica-
tion to Oct. 4.

FCC Acting General Counsel—
Granted extension of time to file
motion to take depositions; hearing
now scheduled for Aug. 1.

WTPS-TV The Times Picayune Pub-
lic Co., New Orleans.—Granted request
to dismiss application for additional
time in which to complete construction of TV station.

WJIM Inc., Lansing, Mich.—Granted
extension of time to file opposition to
petition for reconsideration filed by
Suburban Broadcasting Inc., Jackson, Mich., in proceeding on application for renewal of license WJIM, to Aug. 5.

(Continued on page 62)

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash, D. C.
Sterling 3426

CALIFONE
10 pound * Professional Quality
The Best Deal * Lowest Price

TRANSCRIPTION PLAYERS

CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCE*
MONTCLAIR 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DL 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCE*

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASH., D. C.
Member AFCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. REPUBLIC 3984
Member AFCE*

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRIANGLE 4400
CHICAGO 19, ILLINOIS

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1738 Wood St. Riverside 3611
Member AFCE*

DIXIE B. MCKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCE*

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

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCE*

MAIN 8-6108

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

Philip Merryman & Associates
• Heatherdell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-3273
RADIO CONSULTANTS

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCE*

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oak Park, Ill.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 16TH STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

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

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCE*

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRIANGLE 4400
CHICAGO 19, ILLINOIS

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
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Executive 1230 WASHINGTON 6, D. C.

Rothrock & Bairey
Suite 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Member AFCE*

August 8, 1949 • Page 61
ILL BROWN, formerly of WERC and WIRK Erie, Pa., has joined WHK Miami as program director. He replaces WILL LADBROUGH, resigned. VIRGINIA LEWIS has been appointed advertising copy writer at station.

JOHN W. RIDDER has been named program director of WOHI East Liverpool, Ohio. Mr. Ridder has most recently been associated with WCSS, Amsterdam, N. Y., and formerly was staff announcer at WKNA Charleston, W. Va.

ANNE ELLS, formerly of CBH Hallifax, has returned to that station after six months in production department of WNAC-TV Boston.

JOHNNY THOMPSON, singer on WJZ and WJZ-TV New York, is currently appearing in the Broadway show, Miss Liberty.

SHELLY ROTHAM, formerly with WGMG WINS and WLII New York, has joined WTTT Coral Gables, Fla., as producer and music librarian.

LAWRENCE PALEF has joined announcing staff of CBO Ottawa. He is a graduate of Queen's U., Kingston, Ont. Academy of Radio Arts, Toronto.

ELWOOD STUTZ, WIBG Philadelphia disc jockey, has new tune, "You're Telling Me," on Jade label.

JACK CARLIE has been named assistant traffic manager of CBL and CJBC Toronto.

KEN WILSON, announcer at KMBC Kansas City, Mo., is the father of a boy, Gregory Grant.

GAIL COMPTON, m.c. of Pet Shop on WBNQ (TV) Chicago and assistant on farm programs packaged by Louis G. Miller, is the father of a boy, Christopher.

BILL VENELL, announcer and writer for WHO Des Moines, Iowa, is the father of a boy, Gregory Grant.

JOHNNY LJUJAC, star of ABC's Adventures of Johnny Lujac and Chicago Bears quarterback, is the father of girl, Mary Jane.

MID-WEST FM Network will air series of four morning programs beginning tomorrow, originating from Indiana State Fair, Sept. 1-9. WCSI Columbus, Ind., will originate all shows for the ten station FM network.
WOW FARM TOUR
To Sponsor West Coast Trip
PLANS for the West Coast farm study tour for farmers in the area of WOW Omaha were fast being completed last week according to reports from WOW which is sponsoring the tour through nine states, Canada and Mexico.

Governors, mayors, Chambers of Commerce and farm and industrial groups throughout the area have planned extensive festivities for the some 200 persons who are expected to take the 16-day tour, leaving Omaha by special train Sept. 15. Itinerary also includes visits to model farms, packing plants, recreation projects and other places of interest from both farming and sight-seeing points of view.

WOW reported that as of Aug. 1 more than 150 farmers and their wives had signed for the trip which will cost a minimum of $435 each. Special deluxe train and accommodations are to be provided throughout.

Spokane, Wash., plans a civic reception and 12 hours of activities, including the tour to Grand Coulee and nearby irrigation and power projects. Similar stops were reported for Salt Lake City, Portland, Seattle, San Diego and Los Angeles. At latter city the midwest farmers have been invited to participate in the Los Angeles County Fair and while there will be guests of honor, according to the call of Faye, radio-movie stars. Tour includes visits to radio and TV stations there as well as to movie studios.

WOW Farm Director Mai Hansen will present champion sow to deserving California 4-H Club member, gift of Nebraska Durroc Breeders Assn.

WOW'S HARTLEY
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First 15 Program Hooperatings—July 30 Report

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WOW FARM TOUR
To Sponsor West Coast Trip
PLANS for the West Coast farm study tour for farmers in the area of WOW Omaha were fast being completed last week according to reports from WOW which is sponsoring the tour through nine states, Canada and Mexico.

Governors, mayors, Chambers of Commerce and farm and industrial groups throughout the area have planned extensive festivities for the some 200 persons who are expected to take the 16-day tour, leaving Omaha by special train Sept. 15. Itinerary also includes visits to model farms, packing plants, recreation projects and other places of interest from both farming and sight-seeing points of view.

WOW reported that as of Aug. 1 more than 150 farmers and their wives had signed for the trip which will cost a minimum of $435 each. Special deluxe train and accommodations are to be provided throughout.

Spokane, Wash., plans a civic reception and 12 hours of activities, including the tour to Grand Coulee and nearby irrigation and power projects. Similar stops were reported for Salt Lake City, Portland, Seattle, San Diego and Los Angeles. At latter city the midwest farmers have been invited to participate in the Los Angeles County Fair and while there will be guests of honor, according to the call of Faye, radio-movie stars. Tour includes visits to radio and TV stations there as well as to movie studios.

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Help Wanted

**Manager**

General manager for longest established New England organization, experienced in all phases of operation, to supervise and coordinate activities of the station and its affiliated stations. Must be experienced, have demonstrated ability to handle personnel problems, and must be a marked leader. College degree, radio background and experience desired. Salary open. Box 94c, BROADCASTING.

Help Wanted (Cont’d)

**Salesmen**

Salesman for 5 kw network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America’s finest communities. Send particulars and photo to Box 810B, BROADCASTING.

Local salesman. For station established fifteen years, NBC affiliate in competitive market. No pressure boys, but good hard sales ability required. Salary plus bonus. Send all data, background, ability and references, and salary requirements. Box 11c, BROADCASTING.

Salesmen. Experienced for 10 year old 500 watt NBC station (Northeastern city, approximately 150 thousand population), sale of complete line of products, with complete knowledge of sales and servicing, must be good hard worker. Salary plus bonus. Send proper complete information including salary requirements. Box 108c, BROADCASTING.

Wanted, salesman. Experienced for 250 watt fulltime independent going on 3 years in prosperous market with good opportunity for right man. Details and salary. Reply to Box 115c, BROADCASTING.

Management potential for salesman that can demonstrate ability. Your station chain in southwestern market. Substantial experience required. Box 126c, BROADCASTING.

Salesmen. Experienced in sales and promotion field, for sincere person in new 1 kw station with complete facilities of 156,000. Box 135c, BROADCASTING.

Sales representative looking for right man to sell complete line of products. Position offers excellent future with top organization. Aided by experienced salesmen. Box 146c, BROADCASTING.

**KIMO, Hannibal, Missouri.** 50 kw on 1020 meters, NBC affiliated, has recently reorganized. Department for an aggressive salesman. No get-rich quickers wanted. If you are a floner don’t apply. This is a solid, steady job. We want a man who will stay and grow with the station and the bills. Write complete information, background, experience, earnings for past 3 years and how soon you can start. Reply to Box 156c, BROADCASTING.

General Manager. Station KIMO. Radio station in rapidly growing city with proven sales record and good all around market. Opportunity to advance. Salary and commission. Contact Herbert Peterson, KSTT, Dayton, Iowa.

Salary and commission salesman to sell advertising to large and small business in city of 50,000. NBC 250 watts. Two other 5 kw stations available. Must be experienced in radio sales work and producer with good sales references. KXLE, Great Falls, Montana.

WBUX, Lexington, N. C. can use experienced experienced salesman. Permanent, good reputation. Salary plus all references of similar job wanted. Box 96c, BROADCASTING.

**Classified Advertisements**

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word minimum. No check without proper return envelope. One issue per week. Deadline two weeks preceding issue date. Send box replies to Classified Department, BROADCASTING Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of applied material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

**Announcers**

Need thoroughly experienced sportscaster, with good voice and play-by-play ability and straight analysis, for position of play-by-play, photo, resume must be sent to Box 96c, BROADCASTING.
Situations Wanted (Cont'd)

Experienced announcer, sports and news announcer wanted. Opera house, 5000 watt network station. Will send detailed qualifications. Box 145c, BROADCASTING.

Announcer, Stations looking for miracles, need look no further. Stations looking for experienced, capable announcer, working with pleasing voice, are the stations 1 in 1 million. Who will offer experience plus a chance to break into the top of exciting career in leading radio school. Will travel anywhere. Box 14bc, BROADCASTING.

Announcer, single, 22, two years extensive training leading Chicago radio college. Versatile, well qualified connection with progressive station. Age, education, territory. Box 143, BROADCASTING.

Experienced announcer, strong on news and sports. Presently with WIXT. Available Aug. 15. Box 144c, BROADCASTING.

Announcer, musical director, sports editor, copy. Operate board, married, 25. Available immediately. Box 142c, BROADCASTING.

Excellent announcer, experienced, production-wise, former program director. Box 146c, BROADCASTING.

Graduate School Radio Technique, practical training in announcing DJ with diploma. Interprets TV and commercials copy. youngster. Box 144c, BROADCASTING.

Young, married veteran, college graduate. Announcer, AFSS, FM, experience. Can work 18 hours per day. Box 146c, BROADCASTING.

Experienced announcer, merchantable personality. Talent and money. Excellent recommendations. Box 151c, BROADCASTING.

Announcer thoroughly experienced, par- tially experienced, personality voice. Will work as announcer or vice versa. Study fulltime operation and get a chance to work while going to school. Replies. Box 258, Carlisle, Pennsylvania.

Staff announcer, 24, Single, reliable, college BA in speech. 15 years inde- pendent and working. Will operate console. Will travel anywhere. Box 150c, Indiana University, Bloomington, 47401.

Free lance and staff announcer. Twenty years experience AM, FM, TV. 1101 W. 63rd St., Chicago 34, Ill. Box 146c, BROADCASTING.

Combination announcer-engineer will consider position anywhere. Available immediately. Box 142c, BROADCASTING.

Free lance and staff announcer. Twenty years experience in sports, news, air- traffic. Will work as announcer or vice versa. Study fulltime operation and get a chance to work while going to school. Replies. Box 258, Carlisle, Pennsylvania.

Two announcers available immediately. Experienced sports and news announcers available immediately. Box 152c, BROADCASTING.

Wanted: Experienced engineer, installation, maintenance, control, recording. Graduate Capitol School of Engineering. 9 years experience. Would consider. Box 150c, BROADCASTING.

First phone man desires position as announcer. Operate board, married, 25. Will travel anywhere. Box 144c, BROADCASTING.

Engineer, Associate in Science degree in electronics. Desires on-air experience in radio. Box 150c, BROADCASTING.

Engineer, experience control room and transmitter. Available on all two weeks notice. Box 153c, BROADCASTING.

Engineer, four years experience, transmitter, 1-remotes, recording. Young, serious, Moscow, Idaho. Box 143c, BROADCASTING.

Engineer, 50 years experience, immediately. Box 144c, BROADCASTING.

Chief engineer, experienced in all phases of broadcast operations. Eight years experience AM, FM, TV. Box 117c, BROADCASTING.

Does your station have a ladder for me to climb? How many steps? B.S. Electrical Engineer, first phase young and single, definite announcing potential. Available immediately. Box 151c, BROADCASTING.

Engineer, 18 years experience, AM, FM, TV, 1101 W. 63rd St., Chicago 34, Ill. Box 146c, BROADCASTING.

Engineer degree license 10 years experience. 27 as chief. Box 104c, BROADCASTING.

Engineer, Five years engineer, first class. With- out car. Box 104c, BROADCASTING.

Engineer with $5000 to invest in station in Colorado, New Mexico, Kansas. Oklahoma or Texas. Young, seven years experience AM, FM, TV. Box 117c, BROADCASTING.

Does your station have a ladder for me to climb? How many steps? B.S. Electrical Engineer, first phase young and single, definite announcing potential. Available immediately. Box 151c, BROADCASTING.

Engineer, chief engineer, midwest 1000 watt station. Experience, immediately. Box 118c, BROADCASTING.

Engineer, first phone, RCA training, trained. Available immediately. Box 115c, BROADCASTING.

Engineer-announcer, Accent on announcing. 25 years, married, vet- eran. Excellent copy writer. Educated, currently employed. Best references. Box 152c, BROADCASTING.

First phone, first telegraph, A. Amateur, DeForest graduate. Maritime radio experience and some knowledge of airlines. Airline experience desired settle in broadcasting. Can do other phases of work, but prefer Midwest. Reliable and in- dustrious. Box 114c, BROADCASTING.

First class phone license, Vet, 25, married. Information on personal working. Box 120c, BROADCASTING.

Engineer, experienced, installation, maintenance, control, recording. Gradu- ate Capitol Radio Engineering Insti- tute. 10 years experience, WIXT. Permanent position. East. Box 153c, BROADCASTING.

Young, inexperienced 1st phone man desires position in Midwest or cen- tral territory. Vernon Heman, Stavity, Ill.

Engineer, experience in FM-AM, 1st phone, 2nd telephone, class A amateur. Available immediately. Box 152c, BROADCASTING.

Engineer, experience in FM-AM, 1st phone, 2nd telephone, class A amateur. Available immediately. Box 152c, BROADCASTING.

First phone man desires position as voice actor. Operate board, married, 25. Will travel anywhere. Box 134c, 38th St., Omaha, Nebr. Phone JA 3124.

Engineer, Experienced transmitter, recording, control, maintenance and in- stallation. Twenty, married, car. Will travel anywhere. Box 83c, 20 Main St., Richmond, 18 Main Street, Rocky Hill, Conn. Tel. 9-5735.

Engineer 1st phone. Radio school graduate, immediately. Location or travel will occur. Gary Marco, Box 145c, BROADCASTING.


Engineers available. All with first class, full experience, for control, recording studio and 1-remotes. Desires immediate. Box 144c, BROADCASTING.

Six years experience, 1-remotes. A fully equipped broadcast studio, disc engineer, including building and re- cording broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. R. S. Cook, 48 N. State St., Jackson, Mississippi.

Transmitter operator. Four years broadcast experience. Thirty. Single. Desires position in Midwest. Location relatively unimpor- tant. Box 145c, BROADCASTING.

Production-Programming, others

Capable, college educated, well-recom- mended young woman experienced in traffic and commercial work. Desires responsible position. Box 135c, BROADCASTING.

Musical assistant. Seven years experi- ence, immediately. Box 8c, BROADCASTING.

For hire. The poor man's Henry Morgan. For hire. Box 112c, BROADCASTING.

Production-Programming, others

Young newsmans want TV job or AM job with TV future. Excellent phone man desires position in broadcasting, top news station. Needs relocation. Excellent experience. Top references, married. Box 146c, BROADCASTING.

Assistant director, mid-twenties, with two years experience in full position television production staff. Four years AM experience. Degree from major university. NBC television broadcasting. Has no experience. A city, B. W. or wire Elmore Haney, Bureau, Ill.

Situations Wanted (Cont'd)

Television

Salesmen

Harvard man, infinitely discreet, ultimate discretion. Young, man, usually, gun never wants job as an on-the-job salesman. Box 113c, BROADCASTING.

Production-Programming, others

For Safe Stations

FM radio stations for sale. Either as operating station or equipment separate. This station has two-zero site. It has a site with a capacity of 500 watts, which has been used less than two years. The following are the items: GE FM broadcast transmitters exciter model 48TA, 9 kw amp. Model. Station monitor GE type 45M-1-A. Limiting amplifier. Multiblack 48A-5-A. REL FM broadcast ra- dio and complete input equipment. Western Electric model 4824, complete car, complete. 5 spare RA reproducer heads. Western Electric 108-A, Audio magneto. Western Electric 479, Western Electric self- supporting tower. Hewlett Packard model 201B, Western Electric 48300-A, 2500 series transistor radio. Western Electric remote amplifier model 3202, complete. Western Electric transmis- sion line, 9900. Western Electric 48291,5Mc 16-inch, 48291, 16-inch, recorder model M5, Telewriter head. 25, Trumac, self-supplier. Telephone, 127. Sept. 15, 1947. Box 1094, BROADCASTING.

WOMEN'S EDITOR. Thoroughly experi- enced in handling advertising, University journalism graduate. Have experience in line of work. Desires position in advertising department. Presently employed. Box 132c, BROADCASTING.

Women's editor. Thoroughly experi- enced in advertising, continuity, broadcasting. University journalism graduate. Have experience in line of work. Desires position in advertising department. Presently employed. Box 132c, BROADCASTING.

Need loyalty? Devotion and talent? Experienced in advertising, continuity, broadcasting. University journalism graduate. Have experience in line of work. Desires position in advertising department. Presently employed. Box 132c, BROADCASTING.

For Safe Stations

Combination man, Writer, program- ming, announcer, voice work, radio and TV. Box 142c, BROADCASTING.

Producer-director for radio and/or TV. Experienced in advertising and educational radio. Four years producer-director for the Ohio school of the Air. Has worked in radio and theatre. Some network experience. Producer-director in educational radio. Has worked professionally. Also ex- perience in broadcasting. Will do announcing. Box 147c, BROADCASTING.

Program director, experience in con- struction, reorganization, training per- sonnel. Recently employed elsewhere. Metropolitan full time independent. Box 146c, BROADCASTING.

College graduate, two years experience in phases with network and independ- ent production. Desires position in as- signed. Produced over radio. Box 149c, BROADCASTING.

Personal interview 200 miles radius of New York summer theatre seeking full time position television production staff. Four years AM experience. Degree from major university. NBC television broadcasting. Has no experience. A city, B. W. or wire Elmore Haney, Bureau, Ill.

Assistant director, mid-twenties, with two years experience in full position television production staff. Four years AM experience. Degree from major university. NBC television broadcasting. Has no experience. A city, B. W. or wire Elmore Haney, Bureau, Ill.

Situations Wanted (Cont'd)

(Continued on next page)
Southern Network Station $90,000.00

A very profitable, well established network operation located in an important southern market. This station has outstanding physical properties and an unusually favorable lease arrangement. Earnings are excellent and both gross and net are showing a consistent increase. This is one of the most realistically priced network operations we have handled and is available at a very low ratio of earnings to sales price.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C. 20036
MARTIN BLACKBURN
Washington Bldg.

SAN FRANCISCO
HARRY BLACKBURN

CHICAGO
RICHARD HAMILTON
223 Montgomery St.

MEDIA BROKERS

Randolph 4-4550

EXEBOOK 2-5472

For Sale


Hiring

CHIEF ENGINEER
Capable all-around engineer. Also transmitter engineer. Kilowatt station. Raytheon equipment. Best working conditions. Excellent opportunities. Send full details including experience, salary desired and references. Box 420, BROADCASTING.

Technical

COMMERCIAL MANAGER
needed to head sales and offfice of 250 watt station in midwestern city of 30,000. In operation six years, has every idea of the field. Seeking a man with self-motivated ability. Write Box 355, BROADCASTING.

For Sale

New Mexico outlet in town of 10,000. $10,000 in real estate included. Sales price, $45,000. Box 105C, BROADCASTING.

C-Ferris; no station in industrial-agricultural city 20,000, retail area radius 30 miles 400,000 population. James Cost, 46 Nellie Avenue, Florence, Alabama.

EQUIPMENT, etc.

For Sale, Brand new Gates modulation monitor, MOQS39, never hooked up. $2600 OB. Box 90B, BROADCASTING.

Recording studio, well known, profitable. Times Square vicinity. $2500 net profit. Good present management with telex. Required $6000 cash, balance terms. Box 85C, BROADCASTING.

2 Brush BK403 good working order for 10 and 15 per second records. 200 in—500 out. Suitable for broadcasting use. Make best offer. Box 104, BROADCASTING.

Recorded material. 100 per cent original, no gobbledygook and leaves listeners in awe. Box 105, BROADCASTING.

It's your business to know...

BROADCASTING

The first place to look is in the C-Ferris...
FCC Actions (Continued from page 68)

Applications Cont.:

August 11: WLYB-DT Dayton, Ohio to 12.8-
WPMI-TV Mobile, Ala., and WTVK-TV, NC, for new FM station to change ERP from 2,000 to 250 W and as.

August 12: Mod. CP new commercial TV station for extension of completion date: WDEL-TV Wilmington, Del. to 2-23-59.

APPLICATION FILED

SSA-1280 kc
KISK Arkansas City, Kan.—Request for SSA on 1460 kc to 200 W unl.
Reinstatement of CP.

APPLICATION RETURNED

Boonville Co., Boonville, Ind.—RETURNED July 26 request for CP new station 1540 kc 250 W.

Aug. 3 Applications...

ACCEPTED FOR FILING

SSA
WOKO Albany, N.Y.—Request for extension SSA on 1460 kc 1 kw D-500 w.
License for CP

WDKK Kinkaid City, S. C.—License for CP new AM station.
License Renewal

WSOU Columbus, Ohio—Request for license renewal.

Modification of CP

Mod. CP new station for extension of completion date: WSGN-AM Charleston, S. C.-Box 2-12-56—KOWN Conway, Ark.

TENDERED FOR FILING

WAFS Pensacola, Fla.—Change to 1690 kc 1250 cp.

TENDERED FOR FILING

WDMJ Marquette, Mich.—CP to change from 1690 kc 1250 cp to 1300 kc 1 kw unl. DA-N.

August 4 Decisions...

BY COMMISSION EN BANC

Hearing Designated

KTUW Portland, Ore.—On request set aside action of July 6 denying applications for additional time to construct, and designated same for hearing Sept. 25 at Washington on issues relating to diligence.

WKNY New York.—On request set aside action of June 29 denying applications for additional time to construct, and designated same for hearing at Washington on issues relating to diligence.

Waiver Granted

National Broadcasting Co.—Granted waiver of Sect. 4.183 of rules to request of operation for the downtown CP of KXSR satellite station KXSK-BT Bridgeport, Conn., provided such announcement designates that "This station is operating under an experimental authorization for the purpose of conducting research and experimentation in television broadcasting.

WSYR-TV Syracuse, N. Y., WHAM- TV Rochester, N. Y., WXEL Cleveland, Ohio.—With reference to TV rule-making notice of Aug. 11, which proposed changes affecting channels assigned to these three petitioners (Ch. 3 to be substituted for Ch. 5 for WSYR-TV, Ch. 2 for WHAM-TV, and Ch. 11 for WXEL), the Commission replied that it is indicating that public interest would be served by delay in determining whether to dispose of the issue when, if ever, when constructed, on channel proposed for deletion for period of at least a year.

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NEWS STAFFS TOO SMALL
Iowa Survey Gives Station Data, Opinion

FCC Roundup
(Continued from page 67)

Deletions Cont.: WGGN-FM Portland, Me.—Goy Gan-
ning Broadcasting Services, license, Aug. 2.
WNBC-TV Jacksonville, Fla.—Jack-
sonville Broadcasting Corp., CP, July 22. Hearing on renewal of license for station in Fl is plan-
ning to purchase property for erection of FM station at present location, for possible re-
apply at earliest feasible date.

The Times-Plain-

New Applications . . .
AM APPLICATIONS
St. Petersburg Beach, Fla.—Gulf Beaches
Broadcasting Co., 1250 kc, 1 kW day-
time, 100 watts nighttime. Estimated cost $12,000. Principals: William R. Gunby, retired V. A. Army; Mr. president 60%; Harold Falcenier, announcer, program
director and operator, 20%; R. L. Hendron, presi-
dent 10%; John Tweed McMullen, attorney, 10%; Mr. McGee & Rosa Larm, secretary 10%; Mr. John Callan, radio
engineer, WCLE Clearwater, treasurer 10%; C. H. Thacher, citrus grower and real estate business, 10%. Filed July 30.

Poplar Bluff, Mo.—Butler County
Broadcasting Co., 1250 kc, 1 kW day-

Grand Forks, N. Dak.—Chronicle Pub-
lishing Co., 1250 kc, 1 kW day-time, 100
watts nighttime. Estimated cost $12,000. Owner
is powerhouse operator at Coulee Painting House. Filed July 28.

Marion, Ind.—Chronicle Pub-
lishing Co., 1250 kc, 1 kW day-
time, 100 watts nighttime. Estimated cost $12,000. Applicant is licensee of WMR (FM) same city. Filed Aug. 1.

N. M.—Farmington
Broadcasting Co., 1250 kc, 250 watts
unlimited, estimated cost $12,000. Principals: Nelson R. Kline, newspaper editor, and Rex Chamber Jr., student at Uvi-
C. C. School, 50%; Mr. owner 50%. Filed Aug. 3.

Orange, Calif.—Southwest

Worcester, Mass.—C. B. &
other owners are co-owners of KFXJ Grand
Junction, Colo. Filed Aug. 4.

Pullman, Wash.—Bay-ton
& Hicks, 1170 kc, unlimited, estimated cost $22,682.60. Principals: John Ronald Bower, general manager, 50%; Maynard Hicks, director of news for companies, 50%. Filed Aug. 4.

Tonawanda, N. Y.—The
Howells are co-owners of KFXJ Grand
Junction, Colo. Filed Aug. 4.

VHF to UHF Transition
(Continued from page 41)

simple but complete 500 w sta-
tion.

He said that “any city in Mon-
tana can be provided with Grade A service with 500 w or less” and that the same is true of many cities in such other states as Wyoming, Nevada, and Idaho.

In Washington, meanwhile, the executive committee of the National Communications Bar Assn. authorized its Committee on Prac-
tice and Procedure to complete a brief maintaining that FCC’s plan to make allocations to broadcasters into its rules is contrary to law in that it denies applicants a right to hearing. [BROADCASTING, July 26, 1948, page 1.]

The executive com-
mittee of the Assn. of Federal Communications Consulting Engi-
neers appointed A. D. King, George Lohnes, and Robert L. Kennedy to draft a statement of AFCEP views on the FCC plan for circula-
tion to all members of the association and, with their approval, for submission to the Commission.

BROADCASTING  Telecasting
KSOK PLEA
Requests SSA for 100 w Night

COMPLAINING that its application for full-time operation is moving backward instead of forward on FCC's processing lines, KSOK Arkansas City, Kans., asked the Commission last week for a special service authorization to operate at night. The station, a 1-kw daytimer on 1280 kc, applied last April for authority to operate at night with 100 w. Between May 6 and July 21, KSOK told FCC, the application moved from 77th place on Processing Line No. 2 to 84th place.

"Ordinary methods of prediction lead to the ridiculous result that the longer the application is on file the less chance there is of a grant of the application," KSOK observed in a petition filed by Arthur W. Scharfien, Washington attorney.

While the application is awaiting action, KSOK requested a special service authorization as the only means whereby FCC might "substantially" comply with the Administrative Procedure Act's requirement of action on applications "with reasonable dispatch." There are severe problems in a station in the 100-w nighttime operation and an SSA appears to be the only method to provide, in the "reasonable or foreseeable future," the "first nighttime broadcasting service from Arkansas City," KSOK contended.

FM IN SCHOOLS
Audio-Visual Directors Meet

MAJOR interest of 30 educational leaders from 20 states at a three-day conference of State Directors of Audio-Visual Education in Chicago was with the impact and potential of 10 w FM stations.

Meeting was held at the Sherman Hotel, Aug. 1-3.

Sponsors included by U. S. Education Commissioner Earl J. McGrath at request of state education officials working with public schools in audio, visual and radio training. Each of the persons attending discussed his own experiences with radio and other media at round-table sessions.

All programs showed interest in construction of 10 w FM stations because of the low cost (from $3,000 to $6,000), the operational outlet for student radio workshop grounds and the possible local area coverage. An estimated 30 educational institutions were reported to have filed applications with the FCC for a station during the past three months.

Radio manufacturing firms which sponsored exhibits at the meeting included:

FOREIGN TONGUE SESSION

FOREIGN LANGUAGE Quality Group will hold first meeting today (Aug. 8) at offices of WOW New York. Station president, Ralph Work, in that capacity, is to chair the meeting. Organized last month as a cooperative association of U.S. foreign language stations, FQLG aims at combining individual stations facilities and services into a nationwide market available to advertisers as a group purchase. Meeting is to be devoted to basic plans and organizational work.

SWEETS PROTEST MEET

PROTEST meeting on William McD. Sweats resignation as director of Phillips H. Lord organization called by Voice of Freedom Committee and radio-televisio division of Arts, Sciences and Professions for Thursday evening in Hotel Shelter, New York. Mr. Sweats listed as principal speaker. Resignation from Lord company's Campbusters and Counter Spy programs gave rise to reports blacklist existed in radio. Matter is now under investigation by various radio unions. [Broadcasting, July 18/Aug. 1].

TV BASEBALL RIGHTS

WORLD SERIES television rights details may be decided at meeting of organized baseball Aug. 11 in Chicago. Meanwhile, Comr. Chandler's baseball office told Broadcasting Friday no fee for rights had been set, scoffing New York report that a TV network other than MBS, which had TV rights in 1948 and is said to have first refusal rights this year, knew the fee and had received bid. MBS has AM rights to series through 1951 under contract to Gillette, which is reported strong contender for video sponsorship.

MOTOROLA EXPANSION

MOTOROLA Inc., Chicago, hires 1,000 additional workers, bringing total to 4,600, greatest number of people in firm's history, according to president Galvin. Firm is necessitated to achieve full production on firm's new 1950 line of television and radio sets.

WMBR-TV JOINS ABC

WMBR-TV Jacksonville affiliating Oct. 2 with ABC-TV, bringing network's total to 40. Station owned by Florida Broadcasting Co., to operate on Channel 4 as metropolitan class station. Glenn Marshall Jr. is manager. WMBR-TV also CBS, NBC affiliate.

WCTC PLANS UHF TESTS

EXPERIMENTAL UHF TV outlet sought by WCTC New Brunswick, N. J., in application filed at FCC. Pulsed emission, 20 kw visual power on 660-680 and 700-720 mc sought.

CANADIAN HEARING SET

CANADIAN BROADCASTERS to present briefs on all phases of broadcasting and television to Royal Commission on Arts, Letters and Sciences at Ottawa Sept. 6. Both CBC and Canadian Assn. of Broadcasters will present briefs to Royal Commission. One commissioner, Father Levesque, has been in Europe this summer studying TV development. Regional meetings are also to be held on further briefs to meet local situations.

3 FROM NAB TO ATTEND ALL DISTRICT MEETINGS

THREE-MAN headquarters squadron to make entire NAB district meeting tour this fall, starting with District 7 meeting at Terrace Place in Chicago, Sept. 5. Staff participation kept to minimum in line with general NAB economy move.

Covering circuit for "shirtsleeve" participation in district sessions will be President Judge William Tobey, Mr. B. H. Mitchell, director of Broadcast Advertising Bureau, and Richard P. Doherty, director, Employee-Employer Relations Dept.

Donetty, general counsel, will attend meetings in areas where he has not held meetings with station attorneys. Robert K. Richards, director, Dept. of Public Relations, will visit number of districts in advance of meetings.

Grass-roots technique to dominate all meetings, with Judge Miller discussing industry and NAB matters as well as asking members what they want from NAB.

Mr. Mitchell will tell BAB story, describe sales tools and their use, review retail radio field and discuss means of meeting competition from other media.

Mr. Doherty will emphasize problem of meeting rising station costs. He will have data based on figures from 900 stations showing how to cut operating costs without impairing service to listeners. Wages and hours, labor trends and related matters will be taken up.

Usual "field circus" troupe to make trip along with spokesmen for BMB and BMI, it's understood.

Judge Miller and other members of headquarters group will be available for special clinics and meetings. Full district meeting schedule permits them to get back to Washington frequently so headquarters activity can proceed as usual.

TV TALENT FORMULA

FORMULA for division of jurisdiction over television talent appeared Friday to have been evolved in Hollywood conferences of Screen Actors Guild and several eastern talent unions of Artists and Artists of America. [Broadcasting, July 25].

SAG is understood to be given 50% voice in negotiations in TV film field, with other unions having total of 50%. In live television, each union will have one vote. Question whether kinescope recordings which may be used more than once would come under SAG reportedly threatened to break up meetings and finally was put aside until points on which there was unanimity could be incorporated into partnership agreement.

No official progress reports issued, but drafting of agreement was expected over weekend.

WOR BASEBALL AWARDS

SECOND annual Stan Lomax Baseball Awards, sponsored by WOR New York, will go to outstanding players on teams sponsored by Police Conference on Youth Activities in New York City and 12 other communities, according to Theodore C. Streibert, WOR president. Fourteen players, forming all-star squad, will be selected by judges in home communities. They will be feted at dinner and receive awards at Stan Lomax's Sept. 8 broadcast.

DUMONT DRAFTS SCHEDULE FOR COLLEGE GRID TELECASTS

FOLLOWING meetings last week of TV networks on coaxial cable allocations for football games, DuMont reported its schedule as follows:

Sept. 24, Indiana at Notre Dame; Oct. 1, Wisconsin at Illinois; Oct. 8, California at Wisconsin; Oct. 15, Tulsa at Iowa State; Oct. 22, Ohio State at Wisconsin; Oct. 29, Michigan at Illinois; Nov. 5, Wisconsin at Northwestern; Nov. 12, Notre Dame vs. North Carolina at New York; Nov. 19, Iowa at Notre Dame; Nov. 26, Southern California at Notre Dame.

All games will be fed to network on West-to-East cable except Nov. 12, when feed will be from Chicago. College Grid Division of General Motors will sponsor Notre Dame game telecasts. Rest of schedule will be sponsored by Chevrolet dealers in Chicago and offered to Chevrolet dealer groups in other cities for similar local sponsorship.

In New York, local gridiron contest will be substituted for network games on Oct. 22 and Nov. 5, at request of dealers in that city.

VIDEOVEX TO EXPAND

JAN & GRAHAM Inc., TV research firm which issues monthly VideoVex report on Chicago and New York, to extend to 13 markets in October, it was disclosed Friday. Los Angeles report already has been launched.

Closed Circuit

(Continued from page 4)

to add soon two more Consolidated Royal Chemical Corp. products, Kolor Bak and Peruna. Firm became agency for Krank's Shave Kream and Mar-O-Oil about two months ago and at that time tried for all four products but was reluctant to move all from O'Neill Larson & McMahon, Chicago, at that time.

FCC SEEMS RESIGNED to failure to get out long-pending clear-channel decision before scheduled opening of NABTYA treaty negotiations at Montreal Sept. 13, though it's still working. Delegation to conference not yet selected, but Comr. Rosel H. Hyde, who has been directing preparations for FCC and State Dept., seems good bet to head FCC contingent.

Others likely to include Engineers James Barr, Ralph Benton, Underwood Graham, and Edgar Vandierv, and Attorney Joseph Kittner.

BBDO NEW YORK resuming campaign of women's programs for duPont Nylon.

RECENT "get tough" policy at FCC, as indicated in exhaustive hearing order on G. A. Richards stations, can be traced in some measure to hearing Commissioner E. M. Webster at confirmation hearings at hands of Sen. Tobey (R-N.H.). Webster was lambasted because of FCC failure to hold further public hearings in Arde Bulova station ownership case and disposition now seems to be on part of several Commissioners to order hearings when there's any semblance of doubt.

ORTHO PRODUCTS, New York (Dr. Baro's foot cushion), through its agency Metropolitan Adv., New York, contemplating spot announcement radio campaign.

RUTHRAUPF & RYAN, New York, planning TV spot announcement campaigns for both Chrysler Corp. (Dodge) and American Safety Razor (Silver Star blades).

UNITED AIRLINES, through N. W. Auer & Son, planning TV spot campaign to start in September.

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Broadcasting • Telecasting
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