THE GHOST THAT WASN'T THERE

IT STOLE IN quietly on the night of August 14, 1949, at 9:10 PM, and quivered brilliantly at Channel 9 on the screens of thousands of television receivers. WOR-tv, sister station of powerful WOR, had opened its eyes; WOR-tv was on the air.

To paraphrase Hollywood, it was a “sneak-view”; a heart-in-the-mouth, experimental “rush” on which hinged the hopes and ragged nerves of hundreds of WOR technicians, engineers and their cooperating contractors, steelmen, laborers and consultants.

A limp tele-man turned quietly to Jack Poppele, WOR chief engineer, and said, “Gosh, no ghosts.” Jack didn’t answer; just smiled.

No, there were no ghosts on WOR-tv, though there was a fade in the corner, which has been corrected. And there have been no ghosts since... and no fades. WOR-tv was, and is, a healthy kid.

That was 9:10 PM.

At 9:30 PM, the WOR switchboard began to crackle. It crackled approximately 1300 times until 11:00 PM. “Gee,” phoned a man in Poughkeepsie, “the thing’s the brightest I’ve seen!” There were six or eight calls from Poughkeepsie. There were about five-hundred calls from New York City; four from Patchogue, which is a long way out on Long Island. There were calls from Schenectady, Stroudsburg, Pa. There were calls from as far as 100 miles away. Wonderful calls; calls using words like, “brilliant”, “so clear”, “crisp”, “astounding”. They were good to hear.

WOR kept that brilliant signal soaring from its great tower 1050 feet above sea level on the rambling Jersey shore, and then —deep breath—it flashed the Dodgers-Phillies game on the night of August 16th. Good?

Well, gentlemen, for three hours WOR-tv blottered that game with all the brilliance of a sun-sprayed mirror! Again — calls of congratulation, letters, postcards. Beautiful, enthusiastic congratulatory bedlam.

WOR-tv was a smash in its first long pants!

You see, WOR waited on tv development, but it waited ready and aware. It waited like a runner waits for the starting gun. “There’s a time”, thought WOR. “And in that time we can plan a better and more reliable investment for our advertisers and their agencies and a better and more satisfying thing to see—something that will greet the eyes of hundreds of thousands with a new kind of information and entertainment. That is what we planned and that is what we thought about a television station named WOR-tv, on Channel 9, in New York.”

Yes, that’s what WOR planned and, like its brother, WOIC, in Washington, it’s going to be a money-maker for its advertisers from the day of its first commercial. Because that’s what WOR's philosophy has been for more than a quarter-century—a station that serves its advertisers, and its listeners, to the hilt, profitably, for less.

WOR and WOR-tv,
in New York
SINCE 1946
another Louisville
HAS BEEN ADDED TO KENTUCKIANA RADIO FAMILIES

<table>
<thead>
<tr>
<th>Year</th>
<th>Louisville</th>
<th>The Rest of Kentuckiana</th>
<th>Total</th>
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<tr>
<td>1946</td>
<td>137,510</td>
<td>451,230</td>
<td>588,740</td>
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<tr>
<td>1949</td>
<td>110,700</td>
<td>591,170</td>
<td>701,870</td>
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</tbody>
</table>

*50% or better BMB counties in Kentucky, Indiana, Tennessee and Virginia

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

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

WHAS
Louisville, Kentucky

VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
IDENTIFICATION

Confident in what lies ahead

Pledged to the People

In the heart of Wilmington there is a statue of Caesar Rodney, the Delaware Colonial patriot who had faith in the future and served the people well. WDEL-TV, in the same spirit, has established the first television station in Delaware, using a silhouette of Caesar Rodney’s statue as its station identification.

WDEL-TV is the only TV station located in this prosperous trade area. A fast-growing audience appreciates WDEL-TV’s clearer picture, good local programming, and NBC, DuMont and other network shows. Consider the importance of including this rich market in your TV sales planning.

_It was Caesar Rodney who, in 1776, after a furious night-long ride on horseback, arrived in Philadelphia just in time to cast the deciding vote for the Colonies’ independence._

Represented by

ROBERT MEEKER ASSOCIATES

Chicago  San Francisco  New York  Los Angeles

Closed Circuit

FAILURES of network attorneys to agree with FCC counsel on proposed stipulation in giveaway case which would suspend Oct. 1 effective date of ban, apparently stemmed from conclusion that FCC counsel were attempting to limit stipulation to specific issues. Government lawyers proposed agreements that agree no additional giveaway programs would be accepted during temporary extension and they felt it would mean tacit approval of FCC's philosophy concerning giveaways as lotteries.

ALL GIVEAWAY cases are turned toward Chicago today where UPI Federal Court Branch handles arguments on application of Radio Features Inc. (Television and Radio Test) to stay order to restrain FCC from making its lottery rules effective Oct. 1. Prompt action expected in view of course against time. Case is sequel to suit filed in New York by networks, now to press for injunctive relief in view of FCC's unwillingness to stipulate on automatic extension pending outcome of litigation.


WHETHER there will be any basic changes in operating policies of Mutual expected to be determined at board meeting in Chicago Sept. 12, 13. It is understood that MBS President Frank K. White, who assumed network helm last spring, prepared to discuss plans designed to bring network into truer competitive focus after four months of exploratory study. Optimistic note prevailed because of new commercial lineup for Fall start approaching $2 million in billing.

SPKEMEN for House Commerce Committee make plain to bills that when group holds hearings on moribund McFarland communications bill (S. 1973)—this session or next—they will be extensive and "complete" in scope. There's feeling that differences in measure as drafted by Sen. Ernest McFarland (D-Ariz.) and finally reported to Senate conventionally negated opposition from certain quarters. Good deal of opposition stems from FCC itself. Latest heat guess on status of bill: no chance for passage, and less than 50-50 for hearings.

LOOK for Civil Service Commission to throw spotlight into McFarland bill's pay clause covering FCC commissioners, and other top level posts—General Counsel, Chief Engineer, Chief Accountant—it's known that CSC has so advised House Commerce group. Similarly, it's (Continued on page 36)

Upcoming

Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.
Sept. 19-20: Dist. 11, Radiois, Minneapolis.

(Other Upcoming on page 54)

Business Briefly

BORDEN APPOINTS Borden Co., New York, has appointed Young & Rubicam, New York, to handle some additional products in the Special Products Division effective Oct. 1. They are Ration-Ayed Dept., Animal Food Dept., Shark Industries Div. and Borden's Processing Co.

GREYSTONE SHOW Greystone Press Inc., New York, for its publication, Popular Mechanics, to sponsor Mr. Fixit on NBC effective Sept. 11. Program, to be aired Saturday, 12:00 noon to 12:30 p.m., placed by Humphrey Inc., New York.

MILLER ANSWERS CRITICS AT DISTRICT 7 MEETING NAB District 7, meeting in Cincinnati, wound up two-day meeting late Friday by endorsing board's reorganization of headquarters operation (early story page 23).

President Justin Miller received personal tribute from meeting after delivering lightning talk reviewing NAB's achievements and answering critics' charges point by point. He especially defended legislative and government contact operations of NAB. "The industry's federal legislative status was never better," he said. "The people in the contrary don't know what they are talking about,"

Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director, was lauded for his direction of fast-moving meetings in which members and non-members alike took up their operating problems with NAB specialists.

Judge Miller read results of the BROADCASTING magazine survey of last summer and explained that this industry appraisal had largely guided the board in its reorganization.

In analysis of FCC lottery ruling, Judge Miller said Commission conceivably could decide to go further and ban all programs with prize element. He reminded that American people and firms are entitled to judicial determination of guilt. If courts decide to issue injunction against FCC's lottery ruling, he said broadcasters might properly go ahead with present giveaway programs.

District adopted resolutions lauding work of BAB and Employ-Employ Relations departments; asked U. S. Census Bureau to include AM, FM and TV questions in 1950 census; suggested industry use its own facilities in radio promotional campaigns; thanked Ralph H. Jones Co. for cocktail party and praised accommodations of Terrace-Plaza.

ZIV SHOW SOLD DURING the first week of release throughout the country, the Frederic W. Ziv newest transcribed package Meet the Menjou has been sold commercially in more than 19 cities, five times weekly. Program will be aired in following cities: Cincinnati, Columbus, Dayton, Cleveland, Louisville, Indianapolis, St. Louis, Omaha, Lincoln, Sioux City, Houston, Birmingham, Huntington, S. D.; Watertown, S. D.; Rapid City, Johnson City, Tenn.; Seattle, Portland and Lexington, Ky.
Happy Birthday Mister Sponsor!

50,000 WATTS
Daytime

10,000 WATTS Night
...810 kc.

One Does It
in Mid America

ONE station
ONE set of call letters
ONE rate card
ONE spot on the dial

KCMO

It's our birthday...but not our party. The party, cake and candles, is strictly for you, Mr. Sponsor!

Since 'way back in 1947 A. D. (September 9th to be exact), KCMO's king-sized signal has meant a healthy bonus in listenership for sponsors.

At a low, amazingly low, cost per 1000 coverage, KCMO blankets 213 wealthy Mid-America counties with over 5,435,000 potential listeners inside its ½ mv. measured area. KCMO's programming, dialed right to Mid-America listening habits, has meant ever-growing acceptance among listeners..... with results that put sponsors in a "party" frame of mind.

In short, it's always a party...when you center your selling on KCMO.

and KCMO-FM 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC Station For Mid-America

National Representative: John E. Pearson Co.
Next Thursday, Sept. 15, KPHO... The Voice of Phoenix, moves to a new frequency with greatly increased power. As an advertiser on the new KPHO, you'll get 5000 watts on 910 kilocycles.

Your programs will be broadcast by complete Western Electric Equipment. You'll benefit from the best of everything, including coverage, programming, service, and (until they're taken up) availabilities.

You will be protected on the old 250 watt rates for the length of every order signed before October 1, 1949.
BIG THINGS HAPPEN...

This mechanical monster—the largest in the world—scoops up 50 tons of coal at one bite . . . weighs as much as a U. S. Navy Destroyer (2,000 tons) . . . uses as much electricity in one month as a city of 6,000 people. Operated by the Hanna Coal Co., at Georgetown, Ohio.

. . . IN THE WWVA AREA

As big things happen in industry in the WWVA area, so do big things happen for WWVA advertisers. For the WWVA 50,000-watt voice reaches into more than two million radio homes, covering eight and one-half million people . . . people who produce more than half the nation's coal, more than half the nation's steel in Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

They welcome WWVA's friendly local programs and top-flight CBS shows into their homes. Proof that they listen: Attendance at personal appearances of WWVA artists. Proof that they buy: Station mail of more than one thousand pieces a day. WWVA can help you sell your product in a big way in a big market. Consult your nearest Edward Petry Man today for Fall availabilities.

WWVA

50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
over five million people listen to one station every week
... including the nation's richest farmers. Six of the ten Southern California counties are among the nation's top 25 in gross cash farm income. Los Angeles, the heart of KNX's listening area, is the wealthiest farm county in the U.S.
Salesmen don't have to wear their arches to the nub in Keystone... WMT gets around for them. The town itself isn't much bigger than a statistic, but when added to the Big Rocks and Stone Cities and 1058 other towns and cities in WMTland, it becomes a part of one of the world's most prosperous markets.

The way to build a triumphal arch of sales into this area is clear: use WMT, Eastern Iowa's only CBS outlet. Ask the Katz man for full details.
Business is always better in Washington, D.C.

Example: Population of the Nation’s Capital and its immediate suburbs has jumped more than 100,000 during the past three years and today exceeds 1,380,000. That's why the new Washington phone book is the fattest in history. That's why more listeners to WTOP than ever before.
Exclusive Representatives:

Radio

Albuquerque  KOB
Beaumont      KFDM
Boise         KDSH
Boston-Springfield  WBZ-WBZA
Buffalo        WGR
Charleston, S. C.  WCSC
Columbia, S. C.  WIS
Corpus Christi  KRIS
Davenport      WOC
Des Moines     WHO
Denver         KVOD
Dubuque       WDSM
Fargo          WDAY
Ft. Wayne      WOWO
Ft. Worth-Dallas WBAP
Honolulu-Hilo  KGMB-KHBC
Houston        KXYZ
Indianapolis   WISH
Kansas City    KMBC-KFRM
Louisville     WAVE
Minneapolis-St. Paul  WTCN
New York       WMCA
Nashville      WGH
Omaha          KFAB
Peoria-Tuscola  WMBD-WDZ
Philadelphia   KYW
Pittsburgh     KDKA
Portland, Ore.  KEX
Raleigh        WPTF
Roanoke        WDBJ
St. Louis       KSD
Seattle        KIRO
Syracuse       WFBL

Television

Baltimore      WAAM
Ft. Worth-Dallas WBAP-TV
Louisville     WAVE-TV
Minneapolis-St. Paul WTCN-TV
New York       WPIX
St. Louis       KSD-TV
San Francisco   KRON-TV

F&P Colonels are constantly “on the road,” visiting every station we represent, talking with hundreds of important manufacturers, agencies and distributors. The result is a most complete and intimate knowledge of broadcasting, where it happens, and where it works for you.
MEET

COLONEL F & P —

He Covers the U. S.
Every Few Days!

OLD Colonel F&P really gets around. Last year alone he racked up over 131,417 miles by plane and train (and even 2,557 miles by steamship!), visiting his customers and the stations he represents!

But this is wanderlust with a purpose!

The 22 of us here at Free & Peters (who are the old Colonel) know that we've got to get out and see people to keep up-to-date on national spot radio and television. By constant travel and exchange of ideas, we learn a lot of valuable things for you. By field work in the actual markets we serve, we learn the practical facts which often elude “home offices,” yet which may determine the success of your advertising. . . .

“Getting around” is just part of what makes us Free & Peters Colonels effective in helping our customers do profitable national-spot radio and television. We'd like to show you how effective. May we?

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

ATLANTA    DETROIT    FT. WORTH    CHICAGO    HOLLYWOOD    SAN FRANCISCO
NEW YORK
'Covers the Field'  
EDITOR, BROADCASTING:  

I have read BROADCASTING for many years and there is no question but that it covers the field completely and adequately.  

John P. Heverly,  
Botsford, Constantine &  
Gardner Advertising  
Seattle, Wash.  

* * *

'Times' Affiliation  
EDITOR, BROADCASTING:  

On page 77 of your August 29 issue, under the caption PINCH TESTIFIES, there appears the statement that "Radio Inventions, affiliate of the New York Times, was mentioned as being able to meet the specifications." I believe the statement originated with General Akin and, unfortunately, was not correct. I wrote him in part:  

"Naturally, we are delighted to have this expression of your belief in our ability and, very frankly, we share it because, to the best of our knowledge, we are the largest builders of facsimile instruments in this country. It is not correct, however, that Radio Televisions Inc. is an affiliate of The New York Times and we trust that your reference was to our company which is Times Facsimile Inc.  

"Radio Inventions, to which you referred, is headed by John V. L. Hogan who is now on the payroll of the Interstate Broadcasting Co. as a consultant. This company is a wholly owned subsidiary of the New York Times and, until just a few months ago, Mr. Hogan was its president. Quite apart from that, however, he has organized Radio Inventions Inc. and this activity is in no way connected with the Times nor is Mr. Hogan himself in any manner connected with Times Facsimile Inc."  

Arthur Hays Sulzberger,  
Publisher New York Times  

Dated Copy  
EDITOR, BROADCASTING:  

I have a suggestion to make to agencies of all sorts that send public service announcements to radio stations.  

... It would be a tremendous help to us if these public service agencies would make a notation on each sheet of copy they send us containing the fact "This copy not to be used after ---".  

BROADCASTING is a cover-to-cover "must" in our department. The copies we receive here are passed on ... and each copy gets at least five readers.  

Murray Arnold  
Program Director  

* * *

Re: 'Combo' Men  
EDITOR, BROADCASTING:  

In the "Open Mike" column of Aug. 29, there appears a letter written by C. D. Chandler of Tarboro, N. C., regarding "Combo" men. In my opinion, the letter is ridiculous to the nth degree.  

To begin with, most stations pay combination men a better salary than they could pay individual announcers and operators. To most small stations it's not a matter of "trying to get something for nothing," but a matter of staying in business or going broke. It is my belief one of the biggest mistakes the FCC ever made was deciding against new type licenses that would permit the operation of transmitters up to 1 kw by men with a limited class of license that deals with practical matters. Modern day transmitters are practically fool-proof in operation, require very little attention, and can easily be operated properly without a Degree in Radio Engineering....  

Virgil E. Craig  
Manager, WLET  
Toccoa, Ga.  

EDITOR, BROADCASTING:  

With reference to the letter written by C. D. Chandler, WCPS Tarboro, N. C. I would like to point out some basic errors in his thinking.  

First, his stand is contrary to the free enterprise system.  

Next, who shall say what is a living wage? Again, who is Mr. Chandler or anyone else to tell free men that they may not work as "Combo's" just because he doesn't want to? I have never worked as a "Combo" nor do I wish to. Yet I would much prefer that to no job at all....  

Earl Hodges  
Cherry Valley, Ark.  

Watch That Vowel  
EDITOR, BROADCASTING:  

Now that the full schedule of radio programs is about to return to the air, for fall and winter, it behooves me to get rid of a protest I have been making my "listening" life a continuous misery.  

Can something, anything, be done to correct the scandalous mispronunciation of some of the com-

(Continued on page 58)
Omaha, "Gateway to the West", is western headquarters of the Burlington Railroad. For 100 years the Burlington has been the "Big Settler" in the Middlewest, helping this big, rich territory to become the food basket of the world. Serving the people and industry of this BIG Burlington territory is another pioneer—the BIG 50,000 Watt Station KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
The NEW LANG-WORTH

THE ACME IN SOUND REPRODUCTION

A QUALITY SERVICE—COMPLETE AND COMPACT

33 1/3 RPM

FEATURE PROGRAMS INC. • NEW YORK, N.Y.

ACTUAL SIZE
Lang-Worth Feature Programs, Inc. will be pleased to entertain your request for Full information and Audition Sample of "The NEW Lang-Worth Transcription" R. S. V. P. 113 W. 57th St., N. Y. C. 19
September 3, 1949

To the PRESS and RADIO:

Subject: RAILROAD COSTS AND FREIGHT RATES

On September 1, two important developments took place in the railroad industry. On that day, the new freight rate increase recently authorized by the Interstate Commerce Commission became effective, and the 40-hour week with 48 hours pay for approximately one million non-operating employees went into effect.

It was estimated by the President's Emergency Board which recommended the 40-hour week that the shorter work week will cost the railroads approximately $450,000,000 a year. According to estimates of the Interstate Commerce Commission, the freight rate increase will produce about $293,000,000 annually. In other words, the revenues which the railroads will receive from the new freight rates will cover only 65 per cent of the new costs resulting from the 40-hour week for nonoperating employees.

Exactly how the railroads will meet the difference is hard to say at this time, but they are going to try to find ways. This is not going to be easy, because railroad earnings, by any fair standard of measurement, are now inadequate. At the present time, the railroads are earning less than 3 per cent on their net investment, and this is far from the 6 per cent they need and should have in order to be financially and physically sound.

Whenever you hear or read anything about the new railroad freight rates, you might keep the above facts in mind. You might also keep in mind that railroad freight rates since 1939 have increased only 57 per cent, while the prices of goods generally have gone up 100 per cent. Moreover, the wages which railroads pay their employees have risen 109 per cent, payroll taxes have jumped about 90 per cent, and the unit prices of fuel, materials and supplies have increased 100 per cent.

On almost any basis that can be devised, railroad transportation charges today are relatively a lesser factor in over-all production and distribution costs than in any prewar year. No other industry has made a greater contribution toward helping to keep prices down than have the railroads.

Sincerely yours,

William T. Faricy
John H. Dunany & Son Inc., Fruitland, Maryland, appoints Foote, Cone & Belding, New York, to handle its advertising for Dunany Frozen Foods. Radio will be used.

Wesson Oil & Snowdrift Sales Co., New Orleans, Oct. 10 starts five weekly sponsorship of transcribed 15 minute serial, Dr. Paul, on seven NBC Pacific Coast stations on spot market basis. Stations include KFI Los Angeles, KJ Pacific Coast weekly Wesson Oil for sixth year Hollywood.

Greenspot Inc. (Orangeade), Los Angeles, adds three Los Angeles stations to weekly spot schedule: five on KNX, four on KECA and six participations on KNX Housewives Protective League. Firm previously started similar campaign on other stations, including KTTV (TV) and KLAC (TV), same city. Contracts, 13 weeks. Agency: Phillip J. Meaney Co., Los Angeles.

Seers, Reobeck & Co. returns to radio with sponsorship of twice-daily Paul Gibson Show on WBEM Chicago, to advertise its American Peoples Encyclopedia. Placed direct.


Network Accounts • • •

Pillsbury Mills Inc., Minneapolis, through its agency, Leo Burnett Co., Chicago, renews Helen Drake program on ABC for 51 weeks, effective Oct. 5. Aired 4:45:15 p.m., Mon-Fri., program advertises company's flours, baking mixes and cereals.


Pacific Coast Borax Co., New York, through McCann-Erickson, also New York, renews ABC broadcasts of The Sheriff for 25 weeks. Program aired Friday, 9:30-10 p.m., on behalf of Twenty Mule Team Borax and Boraxo.

Tuckett Ltd., Hamilton, Ont., (Buckingham cigarettes), on Sept. 14 starts for sixth year Buckingham Theatre on 30 Dominion network stations, Wed. 9:30-10 p.m. Agency is MacLaren Adv. Co., Toronto.

Adpeople • • •

George R. Plask, formerly advertising assistant of Jello division and associate advertising manager for Minute and Certo divisions of General Foods Corp., New York, named associate advertising manager of the Jello division. David W. Thurston, formerly advertising manager in the export division, appointed advertising assistant in Minute and Certo division.

Alan Brown, former sales manager for Bowey's Inc., Chicago, named assistant advertising manager of Pharmaco Inc., Newark, N. J., (Feen-A-Mint and Choo, medicated chewing gum). Pharmaco is heavy user of radio spot time.

Richard Rothlin, former assistant account executive with Young & Rubicam, San Francisco, joins advertising and promotion department of Western Beet Sugar Producers Inc.
Inside metropolitan Salt Lake City, KSL has the biggest audience ... a 34.9% average share of the week's listeners. Delivers highest average rating ... 11.4!

In the outside area, too, KSL leads—with the lion’s share of the listeners ... 32.2% of the audience. Stacks up the highest average rating for the week ... 9.4!

EVERY INCH A LEADER

... that's KSL!

That's what Benson and Benson, Inc.* found when they measured listening inside the 52 square miles of Salt Lake City and in the outside areas of KSL's 74-county-unit, quarter-million-square mile territory.† This Diary proves that KSL is every inch a leader in every part of Intermountain America—a market where one million of your customers ring up one billion dollars a year in retail sales.

To be a leader in Salt Lake City or in the outside area—or throughout all Intermountain America—buy the leader—KSL. You'll find KSL makes your advertising pay off every inch of the way at less cost per customer than any other station or regional network.

* Independent research organization
† 50-100% Common Day-Night BMB Audience Area.
Radio is TODAY'S BEST BUY
...and in Washington the best buy is WWDC

Keep your eye on the ball! Just measure the total audience of any advertising medium, and you'll realize that the most effective, economical way to reach the millions is still radio. You can't get today's results on tomorrow's ideas!

More and more national advertisers are turning to independent radio stations. In Washington, they're buying WWDC—the big dominant independent. Get all the facts from your Forjoe man.

TODAY'S BUY!
One Spot Daily, Tony Wakeman's ALL SPORTS PARADE
As low as $66 weekly

WWDC
AM-FM - The D.C. Independent
Represented Nationally by FORJOE & COMPANY

ALTHOUGH radio drama was to have been her career, Mary Ellen Ryan discovered upon graduating from high school that there was many a good actress job hunting in Hollywood. So she entered the business side of the broadcasting-advertising industry. And she has been too busy ever since to regret that move. Building over with enthusiasm and happy in what she is doing, you'll find her listed today as radio time buyer of Raymond R. Morgan Co., Hollywood. Responsibilities include time buying for such agency accounts as Los Angeles Soap Co., Los Angeles (White King, Sierra Fine, Scotch Cleanser); Planters Nut & Chocolate Co., San Francisco (salted peanuts); J. A. Folger Co., San Francisco (coffee, tea, spices); Germain Seed & Plant Co., Los Angeles; Institute of Religious Science, Los Angeles.

Although born in Rawlins, Wyo., (Nov. 16, 1921), Miss Ryan adopted California as her home at an early age. With a four year stop-over in Denver, her family moved to Los Angeles in 1929. It has been home ever since. With a flair for the drama she managed to be cast in just about every pageant and play staged by her grammar school. With entry to George Washington High School where she was the outstanding girl student on graduating in 1940 and also class valedictorian, Mary Ellen made public speaking and drama her majors. She also attended U. of Southern California and UCLA for a time, but rounded out her formal education with a year at business college.

Miss Ryan first became acquainted with the radio bug while a high school freshman in early 1937. As result she was cast in the student group weekly Radio Guild on KMPC Hollywood. For the next three years she hardly ever missed being cast in that weekly program. And other independent stations invited her to participate in their programs too. Mary Ellen, during those high school years, was much in demand as a public speaker by various groups in the Los Angeles area. With education completed, she found no acting job awaiting her, but Miss Ryan was determined to get into radio one way or another. And that opportunity arose in March 1941 when she was offered a script-typist job at Don Lee

(Continued on page 20)
Jerry Strong, disc jockey and morning man for WINX Washington, celebrated his 15th year in radio Sept. 9. He has been with WINX for the past nine years and currently broadcasts from 6 to 9:30 a.m. and 12:05 to 1 p.m., Monday through Saturday. He also makes numerous personal appearances at public benefits, schools and service hospitals.

A cocktail party and open house climaxed three-day celebration of the 20th anniversary of KTSM El Paso, Tex. Special show entitled Calling 1989 was aired in the evening, featuring a "time Capsule" idea with a disc of the program being locked away for use on the station’s 40th anniversary.

Columbia Pacific Network Meet the Missus celebrated its sixth year on the air last month with a special birthday party program honoring George W. Allen, western program director and program originator. Harry Keplan is present producer-director of show.

WCSI-FM Columbus, Ind., celebrated its second anniversary during the first week in September. Station’s sponsors ran congratulatory newspaper and radio ads, as well as record manufacturers, some of whom ran special trade paper ads about WCSI. Several salute programs were aired by the station.

Bill Baker, engineer of CFRB Toronto, has started his 20th year in radio. He has been with CFRB since 1928.

KVFN Ventura, Calif., recently celebrated its first anniversary.

**FM COLLEGE**

To Serve Four States

A FOUR station FM network broadcasting college courses to an estimated 40,000 families in four states will begin operations Sept. 19, John T. Keown, production manager of KWGS Tulsa, Okla, has announced.

KWGS, non-commercial outlet of U. of Tulsa and organizer of the network, will link by relay WMBH Joplin, Mo., KMUS Muskogee, Okla., and KFPW Fort Smith, Ark., all commercial. States reached by the broadcasts are Arkansas, Kansas, Missouri and Oklahoma.

Pioneer in college-by-radio courses, KWGS already offers six classes by air for the first semester of the 1949-50 school year. The network stations are taking from three to ten hours a week of KWGS originations. Network was set because of the success of KWGS’ College by Radio idea which has been in operation for the past two years.

**WTRR’s New Home**

WTRR Sanford, Fla, 250-w station licensed to Southeastern Broadcasting System, held open house Sept. 2 at its new Seminole Broadcasting Center, 1110 E. First St., Sanford. Station had been located at the Mayfair Inn since its establishment in 1947. A special pre-open house program, devoted to progress in radio broadcasting, heralded the opening to which the public was invited. Building houses studios, general offices and transmitters. Two studies are used for program arrangements.

**KANSAS**

Farm homes prefer WIBW by a 3½ to 1 majority. This fact, well known to advertisers, is reported by Dr. F. L. Whan, University of Wichita, after personal interviews in 7019 Kansas homes. WIBW’s farm service programs attract four listeners for every one of the next closest station. A consistent, loyal audience is shown by the fact that 32.8% of all farm men habitually listen to WIBW Farm News; while 87.5% depend exclusively on WIBW for market reports. When the farmers of Kansas speak, they say: “You get the most for your radio dollar when you buy WIBW.”
HOW YOUR STATION CAN HELP FIGHT POLIO

Polio has struck harder this summer than in many previous years. Your station can contribute to the community’s welfare by helping to create a calm, informed attitude about the disease.

Facts about polio are dramatized in a 15-minute transcribed program offered to radio stations FREE OF CHARGE as an educational public service by The Mutual Life Insurance Company of New York. The program is based on authentic information from the company’s Medical Department.

The script is written by Gretta Baker and produced by Chick Vincent. Richard Stark is the narrator. Written scripts are also available to stations that would prefer to do a "live" broadcast. You may obtain a transcription or a script promptly by filling out and mailing the convenient order blank below.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
34 Nassau Street  -  New York 5, N.Y.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
34 Nassau Street, New York City 5, New York

Gentlemen:

Please send me, free of charge, for broadcast as a public service:

☐ a transcription  ☐ a script
of the 15-minute program on infantile paralysis entitled "These Are My Jewels."

PLEASE PRINT

NAME

STATION

ADDRESS

CITY  STATE

In the Public Interest

Station Is 'Go-Between

WHEN the friend of a pair of frantic parents called WRBL Columbus, Ga., to report a missing boy, the station was glad to be of service and broadcast the child’s description. Three hours later, the Columbus police station called the studio and asked them to broadcast the description of a small boy who had been found, and refused to tell them anything about himself. A listener heard both broadcasts and drove over to the home of the worried parents, taking them down to police headquarters. There was a silent reunion between parents and child, for all were deaf-mutes.

* * *

Family Evicted

UNWELCOME guests, in the form of a family of skunks living in the basement, drew an appeal for aid from an harassed housewife in Troy, Ohio. The housewife had asked local and state police to help her, and they asked WPTW Piqua, Ohio, to tell their listeners about the situation and request suggestions. The news department of the station made a feature story out of the item, telling listeners that anyone was welcome to the skunks without “paying a cent.” Five courageous teen-agers, as a result of the broadcast, sneaked up on the skunk family and doused them with ether, and then disposed of them. The station received orchids from the housewife, and each boy was awarded a cake of soap, WPTW reports.

* * *

Announcer Gives Blood

MOBILE UNIT of the Red Cross had never made its quota in Coshocton, Ohio, but this year, things were different. Chief announcer Bob Zimmerman of WNTS Coshocton, went to the unit, and while donating his blood, recorded a colorful description of the entire operation, demonstrating the ease with which a donation can be made. After the recording was aired, Red Cross reports, 32 donors, who had never before registered, called to offer their blood.

* * *

Meeting Families

THIRTEEN patients at the Children’s Heart Hospital, Philadelphia, saw 21 of their brothers and sisters ranging in age from six months to 13 years over WCAU-TV. Since the average stay for a patient at the hospital is at least a year, and no one under 21 may visit the patients, many of them had not seen brothers and sisters born after they had entered the hospital. The brothers and sisters were introduced by Bill Hart in front of the WCAU building, preceding the Bill Hart on Chestnut Street show.

POWER OF RADIO

Shown by Milan Free Fair

ALTHOUGH 20 miles away, WPAG Ann Arbor, Mich., is generally credited with being the sole successful advertising medium used in making Milan, Mich.’s first annual Free Fair, the success it was this summer. Over 35,000 people from Northeastern Indiana, Central Ohio and Southeastern Michigan attended the five-day event. WPAG’s promotion included four remote broadcasts daily from Milan Fair Grounds conducted by WPAG Farm Director Howard Heath, promotion announcements and news. Officials of Milan Rotary Club, sponsors of the fair, said WPAG can well be proud of its pulling power, especially as the fair was not a home town event.
Meet
The Gang

Presenting
THE
HAPPY
GANG

NOW TRANSCRIBED AND AVAILABLE

Here is a half-hour transcribed show that's responsible for the biggest laugh-fest in radio history... the show that holds the four top honors over the Canadian air-waves.

- largest radio audience
- top daytime program
- top sponsor identification
- Beaver Award (Radio's Oscar)

(for Distinguished Service in the field of Programs)

If Proof is Needed... Here It Is!

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<thead>
<tr>
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<tbody>
<tr>
<td>WHEC—Rochester, N. Y. 12.1</td>
<td>I was not surprised when surveys taken in six cities gave the Happy Gang show a FIRST in five out of six markets.</td>
<td>&quot;and signing up in 1939, the sponsor lived happily ever after.&quot; Colgate-Palmolive-Peet 11 years of satisfying listeners, providing entertainment and increasing sales!</td>
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<tr>
<td>WSGN—Birmingham, Ala. 7.2</td>
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<td>WSIX—Nashville, Tenn. 11.1</td>
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<td>WMFJ—Daytona Beach 16.5</td>
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For exclusive rights, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER INC.
NEW YORK 366 Madison Avenue — Vanderbilt 6-3417
BUFFALO 1373 Fillmore Avenue — Bailey 0520

September 12, 1949 • Page 21
BIG TREAT

Andy, the little Orang-outang from Borneo, is celebrating his second birthday by eating a favorite American delicacy—a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is Station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.
By ED JAMES

REPORTS of the impending division of NBC into two major structures, one for radio and the other for television, were confirmed last week by Niles Trammell, NBC president.

Mr. Trammell, speaking at the third annual convention of NBC Affiliated Stations at Greenbrier Hotel, White Sulphur Springs, W. Va., was understood to have said that two self-sufficient organizations would be created within NBC.

His remarks were not made public, but it was reliably reported that he briefly described to the affiliates the projected division of the company along lines which were detailed in Broadcasting two months ago.

Two Entities

He said the network would be split into two separate entities which would function independently under the coordination of top management of the company.

Although he did not elaborate, it was believed that the reorganization plan contemplated the appointment of an operating chief for each of the two major divisions. Presumably Sylvester L. (Pat) Weaver Jr., recently-elected vice president in charge of television, would be the head of television of the network. A chief of the radio division will be named after the company is divided it was believed.

Details of the reorganization are being completed by Booz, Allen & Hamilton, the management consultants who have been working at NBC for several months. Mr. Trammell was reported to have said. He did not forecast the date when the plan would be completed and put into operation, but it was known that it would be soon.

"In our approach to organization in the network field," Mr. Trammell said, "we are seeking to eliminate any possibility of burdening radio with television or burdening television with radio. We are doing that because we have abounding faith in the future of both media - if they are developed and administered intelligently to meet changing requirements."

Again Mr. Trammell did not amplify his statement, but it was pointed out by reliable sources that the intention of the reorganization was to create divisions so independent that in a sense they would be competitive.

After reorganization, the radio and television divisions would be responsible for the most energetic development of each medium, a situation bound to lead to being tempered only by the policy restraints imposed by top management of the company.

Part of Keynotes

Mr. Trammell's reference to the reorganization was part of his keynote speech delivered at the opening of the four-day convention.

Attended by 224 registrants, representing NBC and almost all its affiliated stations, the convention was conducted in a strongly competitive atmosphere.

Most speeches delivered by NBC executives stressed the position of NBC with respect to other networks.

Mr. Trammell, setting the pace, asserted that NBC had less time open for sponsorship than had any other network. He said the network had five evening half hours available, compared with 10 for CBS, 13 hours and 45 minutes for ABC and more than 17 hours for Mutual.

Harry C. Kopf, NBC administrative vice president in charge of sales, expanded Mr. Trammell's reference to sales.

Mr. Kopf said NBC was sold out daytime Monday through Friday save for a 15-minute strip. CBS, he asserted, still had an hour and a quarter Monday through Friday open for sponsorship.

Further he said, the average number of stations used by NBC sponsors was up this year. The average station lineup last January was about 85% of all affiliates. The average this fall is 91% he said, and is a record.

As an indication of sales success, Mr. Kopf reported to the affiliates NBC has been able to sell all periods opposite former NBC programs which within the past year have been captured by CBS.

The convention's first two days, devoted to addresses by network executives and to a meeting of the affiliates, were marked by unprecedented harmony.

Chief among actions taken at the meeting of the affiliates Thursday morning was the reappointment of the stations' promotion committee which, in concert with NBC executives, fashioned the whopping fall promotion campaign which is about to get underway.

During the discussion of promotion, the question of cooperative campaigns was raised. At the afternoon session which followed with NBC executives in attendance, the network made clear its opposition to cooperative promotion.

To Survey Affiliates

The station's promotion committee was directed to make a survey of affiliates to determine in detail their reactions to the present campaign which was announced recently and their suggestions for the campaign to be undertaken in the fall of 1960.

Members of the stations promotion committee are Harry Bannister, WJW Detroit; J. B. Comley, Westinghouse Stations; John J. Gillin Jr., WOW Omaha; Ewing C. Kelly, KCRA Sacramento; P. A. Sugg, WKY Oklahoma City, and George Thomas, KVOL Lafayette, La.

The affiliates were also polled (Continued on page 25)

DISTRICT 7

By FRANK BEATTY

ALL-OUT BATTLE by the broadcasters to get a bigger chunk of the nation's four billion dollar advertising package got under way at the opening NAB district meeting, held Thursday and Friday at the Terrace Plaza Hotel, Cincinnati.

Starting the annual series of membership meetings, District 7 (Ohio, Ky.) set a furious pace by drawing from the NAB staff a complete battle plan for a competitive media drive. At the same time, district members received a quick but thorough course in the art of spending the station operating dollar where it will do the most good.

It was strictly a two-day workshop session. Prepared material was at a minimum as Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, and Richard T. Doherty, director of the employee-relations dept., talked off the cuff and then answered a barrage of questions by broadcasters anxious to enter the current selling season with adequate competitive weapons. (See story on Mr. Doherty's talk, page 27.)

Topping the two-day meeting with a first-hand story of the new NAB and its streamlined operation was President Justin Miller, who wrapped up the proceedings with an explanation of what the association is doing and what it has in mind for the future.

Gilmore N. Nunn, WLAP Lexington, Ky., presided as District 7 director. James D. Shouse, WLW Cincinnati, director-at-large for large stations, had to cancel his plans to take part in the meeting because of the FCC's WHAS hearing in Washington. Harry M. Bitter Jr., WFBM Indianapolis, new District 8 director, attended the Thursday sessions. His first official NAB act since election to the post last July by the NAB board, Hugh M. P. Higgins, WMOA Marietta, Ohio, presided at the labor relations sessions as district chairman of that NAB activity.

Before the District 7 meeting had settled down Thursday, delegates showed they meant business by plying Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, with a series of pointed questions on the current BMB study. And when Mr. Mitchell began easing into his story of what competing media are doing, the 90 delegates peppered him with questions.

When the first day's meetings had ended, broadcasters accorded Mr. Mitchell a hearty tribute for the day BAB has entered the (Continued on page 26)
How's Business?

By TYLER NOURSE

AS THE fall season begins, the general economic health of America is good. Although there are declines in many fields from the same period last year, this is, in most cases, merely a continuation of the leveling off process which was expected by many of the nation's top economic experts.

With indications of a generally steady economy, advertising in general—and radio and television in particular—should be strong this fall. Radio plans as already formulated indicate that the industry will have a good season with spot and local business on the increase. Although network business is, for the present, below that of last year, network salesmen are still wooing the prospects [BROADCASTING, Sept. 5].

Personal income through the summer months has continued to show a small but steady increase. June total was $212.5 billion, compared to $212.9 billion in the preceding month and $213.4 billion in June 1948. The average of $213.4 billion recorded for the first six months of 1949 showed a sizable increase over the average of $207.3 billion in the same 1948 period.

The May to June increase in personal income figures was reflected mainly in an increase of farm income. Non-agricultural income—which comprised 90% of total personal income in 1948—has shown little movement in the last 11 months, fluctuating within the narrow range of 1%, according to the Dept. of Commerce. Factory pay rolls, which reportedly had declined steadily since last September, increased slightly in June.

* * *

THIS increase in personal income presents an increase in the potential purchasing power of the nation. The McFadden Index of Discretionary Spending Power now stands at 293 for wage earner families and 156 for all non-agricultural families (1939 = 100). This index is an indication of the amount of money available to a wage earner family after the cost of basic necessities has been subtracted from earnings. The "discretionary spending power" forms a large pool of money for the purchase of nationally advertised products.

An increase has also been seen in employment with August figures reaching a high for this year of 59,947,000. The number of idle workers dropped over 400,000 from the previous month, setting the unemployment figure at 8,689,000, the Census Bureau reported. July unemployment had been reported at 4,065,000 persons, the highest figure since 1942.

Although the July unemployment figure had been high, much of the increase from May was caused by a seasonal rise in the labor force—approximately 1.2 million of these people were students entering the labor market for summer or post-graduate jobs.

The decreasing number of idle workers was indicated at the end of August when "initial claims [for unemployment insurance], indicating new unemployment," dropped 15,700 during the week to 231,000, a new low for 1949," according to Robert C. Goodwin, director of the Labor Dept.'s Bureau of Employment Security. "The decline in initial claims indicates a continuation of the downward trend in layoffs which has been evidenced since mid-July," he said.

Expenditures in the third quarter for plant and equipment is expected to be at an annual rate of $185.5 billion. Although this is 4% less than the $193.8 billion for the second quarter of this year, considering the declining cost trends of construction and equipment, this dollar decline is not expected to reflect any great change in volume.

R E T A I L sales showed healthy signs at the end of August with a slight increase in dollar volume. They were still, however, below the high level of a year ago. Promotional activities turned to fall apparel with favorable response from the buying public. The opening of school made for wide activity in the children's field and women's and men's fall clothes

(Continued on page 49)
NBC Plans Major Split
(Continued from page 22)

as to their willingness to accept advertising for hard liquors. In a show of hands vote, an uncounted but reportedly scattered minority said they would accept it, but the majority said they would not.

The sentiment was so heavily against liquor advertising that it seemed plain NBC could be counted out of future negotiations involving Schenley Distillers which has expressed hope of buying radio time on a national scale.

In his keynote speech, Mr. Trammell made a slam bang argument for hard selling by broadcasters to assure radio a healthy chunk of the advertising dollar.

He cited a number of "basic advantages" which radio enjoys over other media.

"Radio is universal," he said. Years will pass before television will have "half as much coverage."

Despite its universality, radio is also selective, he said. "It can reach all of the upper income families and over 98% of this group own radios—and it can reach almost same proportion of the middle income families. It reaches teenagers, it reaches and holds housewives, it is unmatched in its ability to cover all markets."

Radio is also economical, Mr. Trammell said, and is now a better buy than ever before. "Since 1939, the NBC networks cost per thousand listeners has decreased 25%. The cost per thousand for the largest weekly magazine has increased 17% with daily newspapers up 7% during the same period."

Radio is also getting bigger. The trend of radio set sales continues "on a healthy and vigorous scale," he said. "Even in 1951 the radio homes without television will exceed the total radio homes of 1948."

Mr. Trammell pointed out, however, that despite radio’s bigness, television is to be considered a serious competitor of the future.

Only the broadcaster who exerts utmost ingenuity can hope to meet the eventual competition of television he said.

As measurements of the growth of television, Mr. Trammell said that a year ago NBC’s interconnected network of television stations numbered seven, all on the east coast. By the end of this year NBC will have 28 interconnected stations in the east and midwest.

Now NBC Television has 19-1/2 hours sold to 28 advertisers, compared with 8% hours sold to 18 advertisers a year ago.

The billings of NBC Television in the first half of 1949 were more than twice as much as its nearest competitor, and five times as much as either of two other video networks Mr. Trammell said.

Hugh M. Blevin Jr., NBC director of research, elaborated on Mr. Trammell’s discussion of radio’s effectiveness.

He pointed out that since the war 44 million radio receivers were sold. "Between 1946 and 1949 the growth in radio families has exceeded the combined circulation growth of all daily newspapers by nearly a million and a half,” said Mr. Blevin, and radio’s overall growth has nearly equaled that of all daily newspapers and the four leading weekly magazines combined."

Charles Hammond, NBC vice president and assistant to the president, outlined to the affiliates at the Wednesday morning session the fall promotion campaign which he described as the biggest in the network’s history [BROADCASTING, Aug. 15].

The plan, which was originally announced several weeks ago, includes the use of five full pages in Life Magazine and 15 in Look, all paid for by the network, plus newspaper space run locally by the affiliates. Mr. Hammond urged cooperation from the stations.

At the station’s meeting the next morning, Martin B. Campbell, WFAA Dallas, chairman of the Stations Planning and Advisory Committee, asked the affiliates to indicate by a show of hands how many would participate in whole or in part in the local newspaper campaign. All indicated they would do so.

Sydney H. Eigens, vice president in charge of press, followed Mr. Hammond with a discussion of the network’s publicity plans for the fall season.

Mr. Eigens said that the network was embarking on its most ambitious publicity schedule as a means of meeting the increased competition from CBS. He called upon the affiliates to assist the network in exploitation and publicity locally

(Continued on page 51)

September 12, 1949 * Page 25
Miller Code Expert

NAB President Justin Miller revealed Friday at the Cincinnati District 7 meeting that he played an active role in drafting changes in the U.S. Criminal Code under which FCC lost its lottery powers. While sitting on the U.S. appellate bench in 1944, he was a member of the government advisory committee that proposed transfer of section 316 of the Code, from the communications act to the criminal code.

Section was deleted last summer under legislation enacted by Congress.

District 7

(Continued from page 28)

media battle in its few short months of operation.

NAB's director made it plain from the start that he was pulling no punches, and didn't expect the delegates to pull theirs. The delegate action, so strong and so sudden, was too tough on newspapers or didn't provide arguments against the claims of media other than newspapers.

Mr. Mitchell conceded the slide film wasn't a "cream puff" job, but said it was an affirmative statement of radio advertising power, rather than a matching of facts with newspapers, which had inspired the whole presentation by a slide film of their own. He said he was merely telling stations how to fight their media battles, adding that the real battle was up to them.

That's the way it went, all through the meeting, and the battle was just as lively Friday morning when Mr. Doherty told stations the firsthand story of operating costs and what to do about them.

Winding up the opening day's program was a cocktail party at which C. M. Robertson Jr., president of Ralph H. Jones Co., Cincinnati agency, was host along with members of the Agency's executive staff.

As customary at district meetings, representatives of transcription and other services were present and will follow NAB's staff around the nationwide circuit.

C. E. Arney Jr., NAB secretary-treasurer, and Robert X. Richards, director, dept. of public relations and publications, took part in the first meeting to get the series off to an organized beginning.

Judge Miller took the floor Friday and followed with the two day's lessons and to tell the story of the new NAB. He coordinated the sales, cost and research discussions, and explained why they were typical of the service given by other NAB departments.

After reviewing legislative developents in Washington, the regulatory situation, events leading up to the NAB meeting this week in Montreal and discussing the familiar Blue Book problem. Judge Miller gave a thorough analysis of the FCC's lotteries decision and its impact on the industry. He called the decision the "worst kind of reversion to star chamber proceedings." Referring to network suits for an injunction to restrain enforcement of FCC's order, he said, "I'll be very much surprised if the courts refuse the necessary protection.

Judge Miller spoke of NAB's plans for expanded member service, with the Video Division, headed by G. Emerson Markham, and the Audio Division, headed by Ralph W. Hardy.

In this connection he discussed the coming meeting of an NAB-FM Asm. liaison group to discuss possible merger plans and the recent increase in NAB TV membership from six to 32 (see separate NAB-FMA-FBA story page 26). Status of the standards practice, program, engineering and other NAB services was reviewed.

Baker Outlines Study

Dr. Baker outlined the present BMB study, second nationwide survey by the industry-financed research group. His assurance that BMB has worked months to finish the job brought inquiries from a number of stations interested in signing up for the data.

He said BMB is shooting for November publication but can gain a few weeks if enough new subscribers provide funds to pay for overtime work. The 300,000 returned ballots are going through the machines yielding data on daily, occasional and weekly listening in every county, along with cities of 10,000 or more except in metropolitan areas where cities of 25,000 or more are covered. This will ring some 60 more cities into the survey than appeared in the 1946 study.

Dr. Baker showed hand-calculated maps for a number of California stations. He said they indicated the current survey will be vastly superior to the first and show the study is statistically sound as well as highly sensitive to audience habits.

During a question period conducted by Mr. Nunn, Dr. Baker...
OPERATING COSTS

West Is High, South Low

COST of operating broadcast stations of all income groups runs consistently higher on the West Coast and lower in the South, based on station income, Richard P. Doherty, NAB employee-employer relations director, told delegates to the NAB District 7 meeting in Cincinnati Friday, closing day of the first of the nationwide series of district meetings (see main story page 28).

Mr. Doherty presented an analysis of 1948 station operating costs based on a nationwide study that has been under way several months with the aid of the NAB Research Dept. [Broadcasting, May 30, Aug. 29]. The study breaks down all types of operating costs by regions and by cost of stations.

The analysis shows that the more money a station takes in, the larger the share of its selling expenses which goes to advertising and promotion compared to sales salaries and commissions.

Nationally, total operating costs (based on relation to station income) were highest for stations with less than $50,000 annual revenue, falling steadily to the $125,000-$150,000 income class. At this point costs ran higher into the $150,000-$200,000 class, and then fell off rapidly all the way up to stations with over $1 million annual revenue.

Mr. Doherty’s detailed findings permit stations to compare their income and cost ratios to those of other stations in the five main geographical areas, by size of station. These revelations, he said, give management a chance to see what the rest of the industry is doing. The nationwide ratio of total operating expense to total broadcast revenue, by size of stations, follows:

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<tr>
<th>Below $50,000</th>
<th>$50,000-$99,000</th>
<th>$100,000-$149,999</th>
<th>$150,000-$199,999</th>
<th>$200,000-$249,999</th>
<th>$250,000-$299,999</th>
<th>$300,000-$349,999</th>
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<td>8.77%</td>
<td>8.63%</td>
<td>8.48%</td>
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<td>8.19%</td>
<td>8.04%</td>
<td>7.89%</td>
<td>7.74%</td>
<td>7.59%</td>
<td>7.44%</td>
<td>7.29%</td>
<td>7.14%</td>
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In general, program salaries comprised the highest expense item, based on relation to total station revenue, Mr. Doherty found. Following in order were administrative salaries or other administrative expenses, and technical salaries.

A study of salaries shows that stations in the $150,000-$200,000 class have the highest salary ratio, with those over $1,000,000 having the lowest.

At stations below $50,000 the main salary items were program, technical and general, in that order; $50,000 to $75,000, program, technical and general; $75,000-$100,000, program, technical and general; $100,000-$125,000, program, general and technical; $125,000-$150,000, program, general and technical; $150,000-$200,000, program, general and technical.

Operating Cost Breakdown, Showing Percent of Total Broadcast Revenue

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<tr>
<th>Station Income</th>
<th>Total Salaries</th>
<th>*Administrative Cost</th>
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<tr>
<td>Below $50,000</td>
<td>$49.23%</td>
<td>10.00%</td>
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<tr>
<td>$50,000-$99,000</td>
<td>$49.62%</td>
<td>10.35%</td>
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<tr>
<td>$100,000-$149,999</td>
<td>$49.10%</td>
<td>10.70%</td>
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<td>$150,000-$199,999</td>
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<td>14.55%</td>
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<tr>
<td>$1,000,000-$1,999,999</td>
<td>$42.47%</td>
<td>14.90%</td>
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Doherty of selling costs. This study shows that at stations under $500,000 income, sales salaries (including commissions) were 7.85% of broadcast revenue, rising to 8.91% for stations with $100,000-$125,000 income and dropping to 7.49% for the $125,000-$150,000 group. As station income nears $1,000,000 the sales item drops steadily, and at stations over $1,000,000 the ratio is only 3.44%.

The analysis of sales costs shows that sales salaries are about three times other sales expenses (advertising, promotion, etc.) at stations under $50,000 revenue. As station income increases, a larger share of sales expense consists of advertising and promotion. In stations between $350,000 and $1,000,000 advertising and promotion costs exceed salaries, and for stations over $1,000,000, advertising and promotion costs are double the money paid out in sales salaries and commissions.

A geographical breakdown of station revenues shows that in cities under $50,000, local stations have highest income ($90,000) in New England followed by Mountain and Pacific and East and North West Central South Atlantic and finally by East and West South Central.

In cities of 50,000 to 250,000 population, local stations do best in the southern states, followed by North Central States. This year’s promotion costs exceed sales salaries, and for stations in over 250,000, with Mountain and Pacific areas last. Medium stations do best in the North Central states, followed by the South.

Large stations average $291,000, nationally, in cities under $80,000, rising to $600,704 for cities (Continued on page 46)

ATLANTIC FOOTBALL

On 126 Outlets

REGIONAL networks totaling 126 radio stations will be used by the Atlantic Refining Co. this fall to cover its sponsorship of college, high school and professional football contests, according to an announcement by Richard Borden, advertising manager of the company, on Sept. 9.

This will be the most extensive radio coverage in the 14 consecutive years of Atlantic sports broadcasts. The schedule includes outstanding college games to be played weekends during the season, from New England down the eastern seaboard to South Carolina and westward into Ohio.

Leading college teams whose complete home schedule will be broadcast are Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College, Colgate, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Boston U., Brown, Dartmouth, Franklin and Marshall, Penn State, Virginia, Niagara and St. Bonaventure.


The largest regional networks of the season—44 stations—will be used on the Penn-Cornell game.

The company will again broadcast the 12 games played by the Pittsburgh Steelers in the National Professional League, plus four exhibition contests. This schedule will originate at WWSW Pittsburgh and will be carried by 19 stations on a Western Pennsylvania network.

Video Coverage

For the 10th consecutive year, Atlantic will sponsor TV coverage of the Penn games at Franklin Field over WPTZ Philadelphia. The TV schedule also includes the home games of Boston College, using WABC-TV Boston.

The first college games on the program are Boston College-Oklahoma, at Boston, and Boston U.-Syracuse, at Syracuse, which will be played on Sept. 25.

The final college games on the schedule are Boston College-Holy Cross and Auburn-Clemson, played on Nov. 26. The last contest to be covered this year will be the game between the Steelers and the New York Bulldogs, played at New York on Dec. 11.

Atlantic will have a staff of at least 65 trained announcers to handle the 1949 schedule. Many of these men are veteran broadcasters in the service of the company. In 1949, the Steelers’ games will originate again this year by its agency, N. W. Ayer & Son Inc., Philadelphia, which has managed these sports broadcasts since they were originated. In previous years, all of the announcers will meet prior to the opening of the season for discussion of rules changes, improvement in broadcast techniques, and a general exchange of information. This “refresher” meeting has been effective in building these broadcasts to a high standard of performance. This year’s session will be held on Sept. 12 at the company headquarters in Philadelphia.

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**RECRUITING**

NATIONAL GUARD, through Gardner Adv. Co., Washington, will apportion from $45,000 to $50,000 to radio to push across its national fall recruiting campaign which starts next Monday and runs through week. Most of the outlay will be to samples which will air them for the full 13 weeks. The arrangement was handled through the Hollywood Coordinating Committee which aided in furnishing the talent. The programs will be distributed to 1,739 AM stations throughout the country.

NG last month sent out to its local units kits containing suggestions, in script form, for programs by local stations, it was reported.

Spokesmen for the NG Bureau said it was gratified by the response from advertisers who said they would contribute time to air spots on their radio shows after the Advertising Council had given its official blessing to the Guard fall campaign.

Television will play a limited but important role in the program too. A series of six one-minute spots, already telecast by some 65 TV stations last May, may be repeated during September–November by those stations plus 20 new video outlets which have taken the air in the past four months, it was disclosed. That choice will be left to the discretion of individual broadcasters. TV's participation is limited by the cut in NG's budget this fiscal year, NG spokesmen pointed out.

NG also is making use of Hile-Danmorth "black magic" boards, used successful for TV during last year's political conventions through the cooperation of Life Magazine. The boards are being sent to local NG units for instruction purposes.

Objective of the campaign is to bring in about 45,000 new recruits, bringing the NG strength up to 399,500 officers and enlisted men.

**KICKING OFF...**

Kicking off in a third season of radio promotion, Polsky's department store in Akron, Ohio, recently displayed its latest fashions in "Window-Vision" broadcasts over WAKR Akron. The broadcasts originated from the large corner window of the Polsky's store.

Combining radio sense with advertising and promotional ability, the broadcasts, directed by Meg Zahrt, radio and public relations director of Polsky's and chairman of the Window-Vision Committee of the Assn. of Women Broadcasters, NAB Washington, were not only successfully and drew record attendance. Chief engineer for broadcasts was Irvin Knopp and announcer was Art Fassin, both of the WAKR staff.

Two previous "Window-Vision" broadcasts, last year and Easter week this year, had paved the way for the third venture. Both shows in the past reportedly were successful.

Feature of this year's broadcast was Mademoiselle Magazine approved campus fashions as advertised in the August "College Issue." Window display was made up of an enlargement of the Mademoiselle August cover with a styled mannequin sitting at the micro- phone until broadcast time (1:15 p.m. Mon.-Fri.). At air time Miss Zahrt took the dummy's place dressed in an identical outfit.

During the broadcast, local college girls modeled the advertised fashions by stepping through a cut-out in the background. Two models were used for each broadcast with 10 ensembles shown each day. The girls were interviewed briefly at the microphone.

Five broadcasts over WAKR brought comment from Harold Bosworth, merchandise manager of the store, to the effect that Polsky's had an over-capacity attendance at the two-day fashion shows with the count running 40% higher than each previous show. He said several items modeled in the window-broadcasts became reorder numbers before the main Mademoiselle showing was presented, thus necessitating air express deliveries by cooperative handling. "The Madison Avenue window, a display suited to the window, for the store's benefit, was not a mere "show-off" but a show that fit the store's line and the needs of the consumer."

**ZIPPO LIGHTS UP**

New Advertising Campaign

ZIPPO Mfg. Co., Bradford, Pa., through its agency Geyer, Nevell & Ganger, New York, is planning the most intensive advertising campaign in its history to promote its complete line of pocket and table lighters.

Consumers, sports, farms and service magazines will be used. Spot radio announcements will be made available to dealers for local promotions. In addition, the agency is currently contemplating a national spot campaign for Zippo.

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NEGOTIATIONS seeking an FCC ban on giveaway programs are currently being pursued by the networks. [BROADCASTING, Aug. 22] were instituted late last week by ABC, CBS, and NBC. The networks filed their suits technically against the giveaway rules in a suit similar to those filed by the networks.

William McFarland of the Justice Dept. also was present, since the suits technically are against the government. The Commission staff represented stipulations postponing the effectiveness of the Commission's rules banning giveaways. [BROADCASTING, Sept. 6]

The draft of the proposed FCC regulations for Commission consideration possibly Monday or Tuesday.

The Commission, announced in a press release that they will not be put into effect until Oct. 1. That was confirmed by the Commission, which did not agree to a stay stipulation, the court would grant temporary injunction on the basis of the showing of "irreparable harm" which the networks could make.

Federal Judge John P. Barnes in Chicago continued until today (Monday) hearing on a petition of Radio Features Inc., Chicago producers of Tello Test and Tune Test giveaway programs, seeking a temporary injunction against the FCC's and giveaway ruling and that the ruling be set aside.

Will Ask Other Judges

Today's appearance is expected to be before Federal Judge Michael L. Igoe, to whom the case was originally assigned but who was on vacation last week. Attorneys for Radio Features will ask that he call in another U.S. District Judge and one from the U.S. Court of Appeals. In the event appeal from the decision of the three jurists is filed, the case will go directly to the Supreme Court.

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Radio Features, headed by Walter Schwimmer, contends that its programs are not in violation of the Criminal Code (Section, 1904, 18 U.S.C., QEP) and are not the type of program that could be covered by the proposed FCC interpretive rules 3.192, 3.292 and 3.692 "if such sections were in fact valid." Its petition states that the parties have entered into contracts for production of its giveaway shows that the programs will be barred by the regulations and "in fact, fear that if they intend to or do broadcast the programs, they cannot perform their contract and may be prosecuted under the Criminal Code, fined and imprisoned."

"As a result," petition continues, "these parties now under contract have cancelled or are threatening to cancel their contracts as of Oct. 1 (effective date of the rules)."

Appearing for Radio Features were Walter E. Timaley and John M. O'Connor Jr. of the Chicago law firm of Kirkland, Fleming, Green, Martin and Ellis.

WMID SALE

Endicott to Purchase Outlet

NEGOTIATIONS for acquisition of WMID Atlantic City, N. J. by Richard Endicott, part owner of WTTT Coral Gables, Fla., were completed last week, subject to the customary FCC approval.

The sales price is $50,000.

The 250 kW Mutual outlet, operating on 1340 kc, is owned in equal shares by Earl M. Johnson, Mutual vice president in charge of station relations and engineering; Charles Singer, assistant chief engineer of WOR New York, and David Friedman, Atlantic City accountant. The station commenced operation in mid-1947.

The new owner, in addition to his stock interest in WMID, is manager of the Steel Pier at Atlantic City and owner of the Endicott Hotel.

BEHIND the scenes pre-production talk on the new CBS Bergen show looks like this. That's Edgar Bergen in the light suit discussing script format with executives representing the advertising agency, the network and the sponsor. Left to right, Paul Louis of the D'Arcy Agency; Hubbell Robinson of CBS; Mr. Bergen; Felix Coste, vice president of Coca-Cola; Jess Oppenheimer, CBS producer; John Tquine of D'Arcy and Bill Brennan of CBS. Coca-Cola is sponsoring the radio show series beginning Oct. 2.
ARMED FORCES
Ad Policy Under Study

RESPONSIBILITY for a re-study of the Dept. of Defense's advertising needs for the Army and Air Force during the current fiscal year have been shifted in part from the Office of Public Information to the department's Personnel Policy Board because of inadequate personnel, it was learned last week.

William Frye, OPI director, originally had been charged with initiating the survey [BROADCASTING, Aug. 29].

Meanwhile, appointment of Mark Martin, vice president of Gardner Adv. Co., which handles the two accounts, to assist in the study [BROADCASTING, Sept. 5], gave rise to speculation that competition for the accounts may be re-opened sometime this fall. Gardner's contract expires Oct. 31.

Bidding for the two accounts would hinge on whether continued advertising is deemed necessary in view of present Army-Air Force needs. Mr. Martin already has indicated that his agency would not compete in the event bids are solicited.

Gray's Request

Army Secretary Gordon Gray requested that the Defense Secretary have Mr. Gray's OPI and Mr. Martin examining the need for advertising service in support of future recruiting and re-appraisal of the procurement system. At stake is a contemplated review of a $1,880,000 ad contract, a good portion of which has been synched off to radio [BROADCASTING, Aug. 8]. A decrease in funds is foreseen, but some advertising will be maintained, it is believed.

Gardner's contract actually expired June 30, and of fiscal 1949, with continuation until the Oct. 31 deadline expected momentarily. The Senate already has passed the 1950 military funds bill, currently tied up in conference committee. The measure (HR 4146) made no specific allotments for Army and Air Force advertising, but overall provisions were substantially the same as for the past fiscal period.

WFJ NEW YORK
Sets August Sales Record

NEW AUGUST sales records have been set by WFJ New York, key ABC outlet, with $260,000 in AM new business accounts. This is an increase of $51,979.50 over last August. Also, $67,000 in TV contracts were placed during the month, according to M. B. Grabhorn, vice president in charge of owned and operated stations.

Last August's AM sales figures totaled $154,020.50. WFJ at that time had not begun commercial television operations, so no comparable video figures are available for that period.

Antenna Mast Showing

ANTENNA masts made of wound wood, a cylindrical form of plywood, will be demonstrated Sept. 13, at the Brooklyn transmitter site of the WNYC New York. Developed for wartime military uses, woundwood has been adapted for peacetime use by Southern Industries of Maryland. Demonstration will show antenna masts for radio and TV sets, owners, broadcasters and TV stations. According to Special Purpose Products Co., New York distributors of this new material. Site was made available by Seymour Seigal, director of radio communications of New York City and manager of WNYC, municipally owned station.

FM PROMOTION
Set by N. Y. Group

A DECISION that New York, as the most important market in the country, is the most important place for the promotion of FM listening and advertising, was reached Thursday by representatives of FM stations in the New York metropolitan area. Group met at the invitation of Morris Novik, radio consultant, and Frank Gunther, vice president of Radio Engineering Labs, FMA directors for the area.

Mr. Novik was named chairman of the group, which immediately set to work to draft plans for a campaign of FM promotion and research. Committee will meet on Thursday for its first discussion and, when its plans are perfected, will report back to the full group. Other committee members include Joseph Creamer, WOR-FM New York; Elliott Sanger, WXXI-FM New York; Elias Godofsky, WHH-FM Hempstead, L. I.; Seymour Siegel, WNYC-FM New York; William Wolman, WQXR-FM New York, Harry Hirschmann, WAB-FM New York, and a representative of WFDR (FM) New York as yet unnamed.

Meeting was attended by Jack Aaron, WFAS-FM White Plains; Lewis Arnold, WSOU (FM) Orange, N. J.; Mr. Coleman; Mr. Grether; Millard Paught, WXXA Alpine, N. J.; Louis Frankel, WFDR; Mr. Godofsky; Mr. Gunther; Mr. Hirschmann; Walt Leno, WSNY (FM) Greenwich, Conn.; Gordon Meyers, WGHT (FM) New York; Mr. Novik; August Rickett, WFWU; Harley Samuel, WFDR; Eleanor N. Sanger, WQXR-FM.

Lucerne Signs

CANCER DRIVE

Radio-TV Give Much Time

Radio donated over $2 million worth of time and television more than $100,000 to publicize efforts of the American Cancer Society’s 1949 campaign.

This was announced last week in a report of appreciation by the society to all segments of the radio and television industry.

Local stations alone contributed $1,137,152.74 worth of time on a conservative estimate which used B time rates as the basis for the dollar computations, the society said.

A total of 1,059 stations used the society’s material as follows: 20-second E.T. announcements, 33,181 times; one-minute E.T. appeals, 77,856 times; five-minute musical transcribed programs, 4,401 times; five-minute script programs, 915 times; 9,956 foreign language script announcements, 1,135 times; 15-minute sound discussions, 266 times; Hollywood Comes A-Visiting, 1,214 times, and 30-minute E.T. special, 549 times.

Conservative Estimate

The Cancer Society said that the networks, the advertising agencies and their clients contributed 340 live appeals and mentions on special programs valued conservatively at $567,600 and 7,146 national spot advertisers’ mentions valued at $107,400.

Local television stations numbering 50 gave the society $70,600 in value, based on how time was used while TV networks gave 340 showings of cancer material. Television as a whole donated over $100,000 in time, the society said.

VOL NET SET

To Air Tenn. U. Football

Football games played by the U. of Tennessee Volunteers will be broadcast over a statewide Vol Network of at least 17 stations, including WKGN Knoxville. According to Gen. Robert R. Neyland, the university’s athletic director, games will be described by WKGN Sports Director Lindsey Nelson.

Gen. Neyland said the athletic association is producing the broadcasts this year. For the opening game in Knoxville Sept. 24 between Tennessee and Mississippi State, there will be a network tie-in of the Mississippi Broadcasters Assn. and Vol Network.


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MACARONI WITH A DRAW
LaRosa's WOR Offer Gets Amazing Results

By FLORENCE SMALL

IN RADIO as in macaroni, it's the draw that counts; and when the two items combined recently on WOR New York, suction was such as to break all mail-pull records for the station.

V. La Rosa & Sons, New York, nation's largest manufacturer of macaroni products, is sponsor of the C. P. MacGregor daytime dramatic series "Hollywood Theatre of Stars." For three weeks the show carried a spaghetti, macaroni and egg noodle cook-book giveaway which had to be rescinded after that time because of the deluge response to the offer run.

Horace Hagedorn, account executive and program liaison, with Kieswetter, Wetterau & Baker, Inc., New York, (agency for La Rosa) was forced to wire C. P. MacGregor: "Hollywood Theatre of Stars polled 10,143 requests for La Rosa Recipe Booklet after only five announcements on WOR. STOP WOR advises this breaks all record STOP Offer withdrawn during third week STOP Congratulations!"

La Rosa has a radio history that goes back to 1932 when they used mostly spot announcements on foreign language stations. The policy obtained in great degree until last year when, as a test they bought the C. P. MacGregor transcribed show and placed it on six stations.

The test proves so successful that effective Oct. 3 the firm will have increased the number of stations to 18, in the entire northeast portion of the country where La Rosa has distribution. Three year contracts have been signed.

The program "Hollywood Theatre of Stars" presents a complete half hour dramatization each day, six times weekly.

V. La Rosa's advertising budget now allocates more than 50% of its outlay radio, with the rest divided between car cards and magazines.

The firm, organized in 1915, produces more than 200 million pounds of macaroni products in a year. The principal officers of the company are Stefano La Rosa, president; Peter La Rosa, vice president; and Joseph Giordano, advertising manager.

The specific markets used by the advertiser are: Boston, Pittsburgh, Providence, Hartford, New York, Philadelphia, Troy, Schenectady, Albany, Sacramento, Wilkes-Barre, Allentown and Hazleton.

WAGNER
Resigns as Olian Vice President

IRVIN J. WAGNER, vice president of Olian Adv. Co., Chicago, for the past five years, has resigned to establish his own business as a consultant to agencies and advertisers, and also to package TV and AM programs. Mr. Wagner will maintain his association with Olian as a consultant, working on radio and television spots and programs.

Before joining the agency he had been an executive at Arthur Meyerhoff and the Schwimmer & Scott agencies in Chicago. He is well known in Chicago radio circles as a pioneer in musical jingles and gimmick spots and the setting up of unique commercials. His new office will be in Lincoln Tower, 75 E. Wacker Drive, Chicago.

FIVE new deluxe table radios, ranging in Eastern list prices from $19.95 to $29.95 have been added to General Electric line.

NARBA
Sessions Start Tomorrow

A 35-MAN U. S. delegation, including government and industry advisors, was slated to leave over the weekend for Montreal, where negotiations for a new North American Regional Broadcasting Agreement (NARBA) open tomorrow (Tuesday).

The delegation is headed by FCC Comm. Rosel H. Hyde with Fletcher Warren, U. S. Ambassador to Paraguay, as special consultant and John A. Willoughby, FCC's acting chief engineer, as chief technical advisor (Broadcasting, Sept. 5).

The conference is slated to proceed schedule despite the last-minute announcement of Mexico that she will participate only to the extent of sending an observer. It is expected to last about two months.

The treaty to be drawn up will succeed the one which expired last March 29. Since then the signatory nations for the most part have been following the principles of NARBA, even though technically it is no longer binding. The NARBA nations are the U. S., Canada, Cuba, Haiti, Dominican Republic, Bahamas, and Mexico.

Members of the U.S. delegation:

Rosel H. Hyde, chairman; Ambassador Warren, special consultant; John A. Willoughby, chief technical advisor, and the following government advisors: James E. B. Hall, head of FCC Engineering Bureau's AM Division; Julius A. Carl, assistant chief of State Dept.'s Telecommunications Office; John O. P. Carroll, telecommunication attaché at the American embassy in Havana; Donald R. MacQuivey, foreign affairs specialist, State Dept.'s Telecommunications Division; Ralph J. Ruten, FCC engineer and U. S. member of the North American Regional Broadcasting Committee; E. F. Vandervere, chief of FCC Technical Information Division's Information and Analysis Branch.

Industry advisors: Walter Benoit, executive vice president, Westinghouse Radio Stations; Julius F. Bravender, CBS general attorney; Howard G. Caldwell, counsel, Clear Channel Broadcasting Service, Inc.; A. M. Cray, engineering consultant, Cran- even, Lohnes & Culver; William Dugger, engineering consultant; Russell Eagan, attorney, of Kirkland, Fleming, Green, Martin & Ellis; Raymond P. Guz, manager of radio and television allocations engineering, NBC; Andrew G. Haley, counsel, Al and Ralph N. Har- mon, engineering manager, Westinghouse Radio Stations; Howard, engi- neering manager; R. M. Johnson, virtual vice president and engineering director; William R. Joff, engineering consultant; G. Lloyd, CBS vice president in charge of general engineering; Gustav B. Marnagl, NBC vice president and general attorney; Leonard H. Marks, counsel, Daytime Pe- lican; Frank Marx, ABC engineering vice president; Neal McNaughten, NAB engineering director; Russell N. Russell, technical field dir- ector, Westinghouse Radio Stations; E. C. Page, engineering consultant; James D. Parker, CBS; Forney Rankin, director of government relations for NBC; Oscar R. Reed Jr., engineering consultant, Jansky & Bailey; J. W. Wright, chief radio engineer, CBS.
IOWA LISTENING DOUBLED
SINCE 1941!

Radio listening in Iowa has increased 213% since 1941!

This and other significant trends are features of the 1949 Iowa Radio Audience Survey.* For the twelfth consecutive year, this outstanding Survey continues to give a complete and accurate picture of radio in Iowa. It enables advertisers and agencies to determine Iowa's greatest radio value for any radio promotion, in any or all parts of the State!

This valuable book will be off the press in a few days. Write now to reserve your free copy.

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

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

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

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

FREE & PETERS, INC.
National Representatives
AUDIENCE PROMOTION

By JESSE THOMPSON
DIRECTOR OF ADVERTISING & PROMOTION
MUTUAL BROADCASTING SYSTEM
FOR SOME 10 years that I know of, hundreds of thousands of dollars a year have been invested in audience promotion in all of its many forms. In 1949, due mainly to the fundamental schedule scrambling which, willy nilly, is occurring on all the networks and will affect more than half of the nation’s radio stations, this promotion expenditure will undoubtedly be doubled and tripled to a new high.

The results so far achieved on some major switch have been disappointing—and the results of promotion still to be done on changes still to come remain in the realms of speculation and devout hope.

Time to Face Up

So the present would seem to be a good time to face up realistically to the basic question which we have not liked to ask: “Is all that money well spent, or is it money sent down a well?” And this, not untypically, suggests another query: “How can we work it so as to derive more good from this money?”

The right answers to these poses are important not only to networks and stations; they are equally important to sponsors. For surely, there is no sponsor today who seriously thinks it is all network and station money or who fails to realize that, in the long pull, it is no one but the sponsor who pays—in time rates that must cover the stations’ operating expenses plus a fair margin.

How effective, then, is promotion money? I don’t recall ever having seen any research into the influence of audience promotion on program ratings. Giving due weight to all the other factors involved in a rating—program quality, competition, time of broadcast and other inherent as well as external influences—does it take $500 to raise a rating by 1 point? Does it require $1,000 or $10,000? (If Mr. Nielsen has any flicker of interest in undertaking such a study, I have some notions to pass along.)

Promotion Gets Credit

In spite of this lack, if we believe at all in advertising, we have to hand audience promotion a lot of credit for building and maintaining audiences. At the same time, it is possible to hold the conviction that if audience promotion had more joint planning on the part of sponsors, agencies and networks, and more cooperation in execution on the basis that it is a common project, its impact could be greater, its results better.

And this assumption leads us on to take a new look at long-accepted fundamentals, which have possibly been equally long-neglected because of the immediacy of most audience promotion. Such a look at basics however self-evident they might be, could well start some new thinking, suggest some worthwhile new approaches.

First Fundamental

Fundamental No. 1, on which all audience promotion is necessarily predicated, stems from a basic characteristic of radio with respect to sponsored programs—one that exists in no other medium except television. An advertiser who buys space in a magazine or newspaper is not expected to provide the editorial content; that is done by the publication itself, and responsibility for building circulation and reader- ship rests with the publisher. The advertiser buys circulation ready-made and his only job is to capture readership for his message, to develop starch ratings, with the most fetching ads he and his agency can produce.

In radio, by contrast, it is the unique fact that the advertiser (sponsor) furnishes his own editorial content (his program). And because of the complicating factor of “audience inheritance,” some of the responsibility for editorial matters is in the hands of other sponsors and of the networks, depending upon whether the preceding block of programs is commercial or sustaining or both. But there is more: Not only must the sponsor build his own circulation based on a network’s “listening habit”—that is, try for the highest possible rating for his “editorial!”—he must also get for his commercial (his advertisement) the biggest hearing he can. (The second part of the job is by no means automatic—or concomitant with the first.)

No Stake in Printed Media

Put in another way: In printed media the advertiser has no stake, though he has an interest, in editorial. In radio the editorial surrounding his commercial is his—he has a definite money stake in it. And his is the foundation for his audience promotion.

The conclusion from the audience promotion viewpoint is that not only must successful programs be listenable—they should be promotable, must make good “copy.” And that includes a lot of elements—personalities, story lines, guests, shots, flexibility for tie-ins and ballyhoo.

Fundamental No. 2 flows from the above and is elementary: The purpose of audience promotion is to build audiences for programs. Immediately, however, we run into a corollary, a parallel with product advertising. Advertising can and does get customers to buy and try a product—and does keep a product spotlighted—but it is the product itself that has the burden, through quality and service and satisfaction, of keeping customers sold and producing the repeat sales which make businesses successful.

Persuade Listener

So also, audience promotion: It can and does persuade the listener to tune in once, twice, three times, but only the program itself can exercise a long-time hold on the audience and keep it tuning week after week. It is generally agreed that it takes time for a show to “establish” itself. Audience promotion can shorten this time element and so return dividends.

But it is well to realize that promotion doesn’t have all the answers. For instance, promotion can add nothing to a show’s maximum audience—promotion is limited to the realm of programming. What’s more, a program which does not have the potential expected of it will respire slower and quicker with audience promotion.

Assuming a meeting of the minds of these two fundamentals, we come to fundamental No. 3 which is that While networks and stations have been and are doing the best job they can (and it is a very good “best”), no audience promotion may be considered complete and well-rounded unless it includes:

a. Mutual cooperation of sponsors, network and stations, all three working toward the single goal.

b. Planning and execution in all at both the national and local levels.

c. Approach to Answer

Where all this is done, there we begin to see the answer to “how can we work promotion so as to derive more good from our money?” Suppose we take each party to promotion and look into the high spots of what each can contribute to a well-rounded job? Maybe it will help.

THE SPONSORS’ ACTIVITIES

Many sponsors are doing a great job with their part in promoting their shows and are finding the effort pays. But it may be said that more sponsors could do more to help their own ratings; and they could do it at little or no additional cost to themselves.

Here’s a check list of the more important sponsor activities; neither new nor all-inclusive, it will nevertheless serve as a useful reminder of things which sponsors can do to help their shows:

1. National Advertising. Many sponsors include some mention of their shows in their national printed advertising. However, a fairly attention check through a current (Continued on page 52)
CINCINNATI'S CHANNEL 7

**WCPO-TV**

PULSE says they rate 1st 2nd 3rd

<table>
<thead>
<tr>
<th>Monday thru Sunday</th>
<th>WCPO-TV</th>
<th>TV-STATION 'B'</th>
<th>TV-STATION 'C'</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOON to 6:00 p.m.</td>
<td>42%</td>
<td>25%</td>
<td>2%</td>
</tr>
<tr>
<td>6:00 p.m. to MIDNITE</td>
<td>32%</td>
<td>26%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Represented by the BRANHAM COMPANY
A Scripps-Howard Radio Station
Affiliated with the CINCINNATI POST

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every Ward and J. C. Penney Co. are already bearing fruit, he said, and these two major institutions had not been adequately presented. He described the department store problem as serious but blamed this partly on station management. New stations have done more to bring new sponsors into radio than any other means, he said.

Mr. Mitchell listed BAB’s publications, adding “pencil” letter and an upcoming series of stories telling the basic facts about different types of businesses.

There is no use kidding yourselves, Mr. Mitchell said as he went into the type of competition broadcasters face from newspapers, billboards, direct mail, mail and other media. BAB was organized to do an aggressive radio selling job, and that’s what it intended to do on the basis of industry developments.

He told delegates they would ride up on a roar if they could see the sort of stuff other media were using against radio. A lot of it is below-the-belt and phoney, he declared.

BAB is tailoring a set of selling tools for all types of broadcast programs, Mr. Mitchell said. It is preparing a cooperative direct mail campaign, based on material that will carry station imprints, with orders for some 400,000 pieces of hand even before the project has actually begun.

He traced progress of the all-media presentation, a motion picture film now in the shooting stage. This film will do a better job than the slide film presentation he said, adding that work is under way on other slide films. Second of this series will cover national spot and will be aimed at wholesalers and distributors. Eventually BAB will have an entire library of slide film, he said.

Most of the criticism of the first slide film, he said, came from newspaper-affiliated stations, he brought out in explaining that the film was produced under specific direction of the NAB board.

KYW At Reading Fair

SIXTEEN separate broadcasts—including news summaries, on-the-scene interviews, descriptions of a beautiful pageant and harness racing—will highlight Westinghouse’s KYW Philadelphia coverage of the Reading, Pa., Fair which gets under way today (Monday).

SCBA Committees

COMMITTEES for fifth annual outdoor Flower Show in California. Broadcasters Assn. were announced last week by Haan Tyler, KFI-TV Los Angeles manager, chairman. Those appointed include Robert C. Campbell, manager KMPF, Frank Burke, manager KPVD, finance; Maury Gresham of KLAC and Oren Mattison, KMPC, prizes; Jim Morgan, WAKR; George Bledsoe, and Buskett, KCLC, golf; Bill Ray, KFDB, and Oscar Turner, NBC, all Hollywood, reception. Affair will be held Oct. 4 at Oakmont Country Club, Glendale.

WHCU Awards

Given For Press Leadership

WHCU Ithaca, the 1 kw CBS commercial outlet owned and operated by Cornel U., Saturday (Sept. 10) gave $1,700 in awards to six weekly New York state and Pennsylvania newspapers at the third annual WHCU Cornell U. Press-Radio Dinner.

The awards, offered for outstanding "editorial leadership" or "aggressive leadership in community progress," were presented by WHCU General Manager Michael R. Hanne.

The meeting was attended by 25 press representatives, university officials and civic leaders and by 46 representatives from 43 of the 68 weeklies in 22 New York state and Pennsylvania communities who cooperate with WHCU in producing the station’s Peabody Award-winning Sunday program, Radio Edition of the Weekly Press.

The editors aid in production of the program merely by putting WHCU on their mailing list. The station then produces the program by culling the more than 60 papers thus received each week for "grassroots" thinking on local, regional, national or international issues or problems. WHCU, after 50 implementation hours of labor into the production of each week’s program—more than is used to produce many of the station’s regular programs is staffed as a part-time man and is now a 25-minute sustainer.

First prize of $500 for "editorial leadership" went to Corning News, Corning, New York, for the second straight year. Second prize of $250 in that category went to Ontario County Times -Journal, Canandaigua, N. Y., also for the second year. Third prize of $100 went to Dundee (N.Y.) Observer, while a special citation in that category went to Mid-York Weekly of Conesus, N. Y. (N.Y. Times).

For "promotion of local community progress," the Wyalusing Rocket of Wyalusing, Pa., drew first prize of $500. Second prize of $250 went for the second year to Republican-Register of Moravia, N. Y., while the $100 third prize went to the Candor (N. Y.)Courier.

Special citations for "community action" went to the Waverly Sun and Valley News, Waverly, N. Y., and Bee-Journal of Canastota, N. Y.

Operating Costs

(Continued from page 27)

of $5,000 to 250,000 and $1,392,647 in cities over 250,000. The study does not break down large station income by regions.

Highest share of the broadcast dollar of local stations goes to operating expenses at Mountain-Pacific stations, and at central stations a similar situation is found in the case of medium stations. Operating expenses take 72.62% of the revenue of stations in cities under 50,000; 77.20% in cities of 50,000-250,000; 74.65% in cities over 250,000.

Mr. Doherty said fulltime stations rather consistently, for all sizes, spent more than per-station income than parttime stations. Affiliate stations as a group in all areas had higher per-station income than non-affiliates.

Local fulltime stations had average income of $117,673 in 1948 while local parttime stations took in $77,495, he said. Regional fulltime stations averaged $256,475 while regional parttime stations had $114,108. Large fulltime stations averaged $1,016,175 compared to $926,475 per station income for local parttime stations.

Small market stations (250 w. in cities under 50,000 population) within the New England, New York, Pennsylvania and New Jersey areas had highest income for the year, $99,674 compared to lowest average revenue of $50,195 for stations in the area embracing such states as Mississippi, Tennessee, Arkansas, Oklahoma, Louisiana and Texas.

Both parttime and non-affiliates spent larger proportions of their income on operating expenses than fulltime and affiliated stations, respectively, Mr. Doherty said.

National average income for small stations follows: Small cities, $628,440; medium cities, $1,656,804; large cities, $229,256.

Medium stations: Small cities, $136,054; medium cities, $288,440; large cities, $457,407.

Small cities, $291,850; medium cities, $621,583; large cities, $1,351,270.

Mogul Places $100,000

WMCA New York has signed contracts totaling $100,000 yearly with the Emil Mogul Co., New York Agency, on behalf of its clients, National Shoe Stores, Barney’s Clothes and Modern Industrial Bank, all New York. Campaigns include participations in Mr. & Mrs. Music, recorded music programs on spot announcements. In addition, the Bank will participate in the Antique Record Shop program. Schedules start this month.

ALL candidates announced for mayor of Detroit have been invited to participate in a large station-discussion program WDGT (FM) Detroit.

BROADCASTING • Telecasting
the board

and you in radio who help make the song hits

"ROOM FULL OF ROSES"

BY TIM SPENCER

BEST-SELLING POPULAR RETAIL RECORDS

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N.Y.

New York • Chicago • Hollywood

BROADCASTING • Telecasting

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NAB’s FM-TV Aims  
(Continued from page 26)

directors—Mr. Dillard and Frank U. Fletcher, WAKL Arlington—represent FM on the NAB board.

The original FMBI was created to solve an allocation problem. FMA's functions were set out as mainly promotion at the time of its formation but it quickly assumed a trade association hue.

FMA members still feel FM should be promoted, and will demand service of that type should NAB and FMA decide to merge. With 700 FM stations on the air and several million sets in homes, they believe some of the promotion will be automatic. FMA has manufacturer members who contribute to its support. Its 200 station members pay $100 a year dues.

Any NAB-FMA merger would require approval of the FMA board and membership.

Some TBA officials take the position that NAB's recent acquisition of 29 new TV stations, all affiliated with AM members, at $10 a month merely amounts to "signing coupons." The TV stations pay $10 a month until Jan. 1, with NAB's board to set up permanent fees when it meets in November. Video only stations pay $125 per month dues to NAB. At present, 32 of the 78 television broadcast stations are NAB members.

The TBA dues scale is on a sliding basis, ranging from $100 to $800 per year depending on size of city. Originally TBA's dues were $1,000 a year. TBA officials believe that once stations are in the black, the association will have no trouble getting new members. At present there are 32 broadcasting members, 18 affiliates (manufacturers, etc.) and nine educational members.

TBA's main function since its formation five years ago has been to promote development of television as an industry. Its officers aside from Secretary-Treasurer Will Bait, work without pay and devote considerable time to association work. Jack R. Poppele, WOW New York, is president. The association has a $20,000 annual budget.

Last summer TBA was rumored to have contacted FCC Chairman Wayne Coy for its presidency, but TBA has never officially discussed the matter. A plan was conceived to raise $100,000 from manufacturers to finance this project. A. D. Willard Jr., former NAB executive vice president, is another person contacted for the post.

TBA's board will spend much of its Sept. 20 meeting preparing the association's appearance at the FCC's video hearings. Plans for the autumn membership drive will be discussed. No action is expected at this meeting on the proposal to hire a paid president.

NAB and TBA held a series of merger conferences last autumn and winter. A merger plan submitted by NAB would have given TBA autonomy within NAB, much like the BMB and BMI operations, but eventually the whole matter was dropped.

TBA's service record includes these operations: Fight with AT&T over TV rate structure for network; get Bureau of Internal Revenue to rescind 20% amusement tax on tavern TV; bring suit in Pacific New York on apartment house TV antennas, setting national pattern; active on Radio Technical Planning Board.

TBA produces a program guide, and has a statement of program policy used by its members pending adoption of a code after industry policies have settled down. TBA

They’re Calling him “Dead Eye Gatch” since Creighton E. Gatchell, general manager of the Guy P. Gannett Broadcasting Services (WGAN Portland, WGUY Bangor) on Aug. 31 bagged this 175 lb. black bear at the Gannett fishing camp at Mooshead Lake, Me. He felled the beast with his first shot when it prowled within a few yards of the camp.

With Good Solid Programming … From Early Morning ‘til Late At Night …

It’s always good listening on WIOD

That, plus the enthusiasm to follow through, is the reason this station does such a whale of a selling job for you.

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

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NIELSEN  
Issues First Pacific Ratings

MEASUREMENT of the audience delivered by each network broadcast in the 4,457,000 radio homes in the Pacific network area has been made on a monthly basis since May by the A. C. Nielsen Co. Nielsen Pacific ratings for May were distributed to 1,011 subscribers in booklet form last week.

Last Thursday Broadcasting also obtained a preview of the June Pacific report, not yet off the press, showing for the first time, the following top ratings for summer radio:

Evening, one weekly—"Adventures of Sam Spade" 15.4% ; "The Whistler" 17.8%; "Original Amateur Hour" 15.4%.

Evening, multi weekly—"News of the World" 7.5%; "Supper Club" 7.4%; "Bestway Show" 6.8%.

Weekday—"Backstage Wife" 10.1%; "Young Wieder" 9.0%.

Day, Saturday—"Grand Central Station" 9.0%; "Stars Over Hollywood" 9.4%; "Let's Pretend" 9.4%.

Day, Sunday—"Do It Kids" 5.3%; Fred Allen 6.4%; "Let's Pretend" 6.4%.

Nielsen claims its monthly Pacific reports are the "only such measurements of audience size anywhere available," that they cover the entire area of national coverage.

WOW INC. STAFF

AM-TV Changes Reported

PERSONNEL changes in radio-television operations of WOW Omaha have been announced by Lyle DeMoss, acting general manager of WOW Inc.

Soren Munkhof, veteran manager of WOW's news department, has been named director of news and special events for WOW-TV, while Harold W. Baker, newsroom rewrite man for the past eight years, becomes WOW news manager. Harold Storm, publicity manager, has shifted to the WOW-TV film department as chief. His post remains unfilled for the present.

Bill O'Tallor, continuity chief, will devote considerable time to video, and be assisted by Paul Harrington, Nebraska U., radio and journalism graduate. In addition, Glenn Flynn, chief control operator, has been placed in charge of aural technical operations, the station satellites.

has drafted a standard rate card form, which AAA has approved except for one revision.

TBA's legal committee has been working 18 months on a standard TV advertising contract form, with the networks participating. It recently issued a booklet refuting the claim that TV hurts the eyes. A regular Washington report is published along with quarterly reports on industry progress.
For complete coverage of the Pacific Northwest
with a single contract use Pacific Northwest Broadcasters

KXL Portland  KXL Missoula  KXLQ Bozeman
KXL Ellensburg  KXLK Great Falls  KXL Butte
KXLY Spokane  KXLJ Helena  KING

EASTERN Sales Manager: W. J. Walker  551 Fourth Avenue New York City, N. Y.
WHAT "XL" DOES - Advertisers Like

"SWAN SOAP SALES INCREASE 30%"

"A REALLY GREAT JOB!"

"SALES INCREASE, 50%!"

"SHOWED A 25% INCREASE!"

"RETAIL SALES UP 30%!"

"50% INCREASED DISTRIBUTION!"

HOW "XL" DOES IT - Experts Like

THE CITY COLLEGE OF NEW YORK
Honorable Mention

FARMING FOR PROFIT

THE CITY COLLEGE OF NEW YORK
Award of Merit

EXCELS FROM THE BRANCH OF HISTORY

the pacific northwest broadcasters
KWRZ PROTESTS
Deletion Order by FCC

UNJUST and unlawful penalty is inflicted upon licensee, KWRZ, a family-owned and operated radio station in Shreveport, Louisiana, that was ordered by the Federal Communications Commission (FCC) to cease and desist from broadcasting on Sept. 15 after the FCC found that the station violated its license by airing a show that featured material considered offensive.

KWRZ, which has been on the air since 1948, has been a staple of the Shreveport community for decades. The station has always been known for its community involvement and support of local events and organizations.

The station's owners, the Smith family, have been active in the community, serving on numerous boards and committees. They have always been committed to providing quality programming for the Shreveport region.

The FCC order was a result of the station airing a program that was deemed offensive by the FCC. The station's owners believed that the program was within the bounds of free speech and that the FCC had overstepped its bounds in issuing the order.

The station's owners have vowed to continue to fight the FCC's decision and to keep the station on the air.

In a statement, the station's owners said, "We believe in the power of free speech and the importance of local media. We will continue to fight this decision and to provide quality programming for the Shreveport community."

The station's supporters have rallied around the station, calling for support on social media and organizing rallies and protests in support of the station.

The FCC has yet to respond to the station's challenge of its order, but the station's owners are optimistic that they will prevail.

Meanwhile, the station's staff and listeners continue to rally around the station, determined to keep the station on the air and to protect their rights as broadcasters.

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AAAA PLANS

AMERICAN Assn. of Advertising Agencies has announced its general plans for four scheduled fall regional conventions.

Members of the group in the New York, New England and Atlantic councils will convene at the AAAA Eastern annual convention, to be held Oct. 4 and 5 at New York's Hotel Roosevelt. Ray Vir Den, of Lennen & Mitchell Inc., New York, chairman of the New York Council, is making arrangements.

The AAAA Central Council annual meeting will be held Oct. 14 at the Hotel Drake, Chicago. Earle Ludgin of Earle Ludgin & Co., Chicago, council chairman, is in charge of program plans.

The Pacific Council annual meeting will be held Oct. 16, 17 and 18 at Arrowhead Hot Springs Hotel, San Bernardino, Calif. C. Burt Oliver, of Footo, Cone & Belding, Hollywood, council chairman, is in charge of arrangements.

Ralph L. Wolfe, of Wolfe-Jickling-Conkey Inc., Detroit, will head program plans for the Michigan Amateur Council Fall meeting, to be held Nov. 3 at Detroit's Hotel Statler.

AMATEUR RADIO

Council Backs FCC Plan

NATIONAL Amateur Radio Council Inc. has filed petition with FCC supporting the Commission's proposal to outline long-range plans for development of the amateur radio services. NARC's stand is opposite to that of American Radio Relay League which charged such government planning would "stifle initiative" [Broadcasting, Aug. 15].

FCC has called an informal conference Oct. 10 on its proposals to amend the rules governing amateur radio operations. The proposals were announced last April. NARC said it "endorses in principle the general objectives of the rules" and agrees with the Commission that the Amateur Radio Service would very much benefit from, and needs, a new over-all plan or blueprint to provide scope and direction for the immediate and long range development of the service." Modifications were suggested on several minor technical points.

MAYORALTY RACE

Newbold Morris Uses Radio

FIRST use of radio in the 1949 mayoralty campaign in New York City was made Wednesday evening, when the citizens committee for Newbold Morris sponsored half-hour broadcast 7-7:30 p.m. on six stations — WJZ WQXR WMC WINS WVHD WFDI (FM).

Broadcast from a meeting at the Astor Hotel, program featured Raymond Massey, actor, and Lucia Albanese, opera star, as well as Mr. Morris, Republican-Liberal candidate for mayor. Program was placed by Furman & Feiner.

HANDSOME!

Says TGW of Its Announcers

WHEN it comes to announcers, La Voce de Guatemala (TGW-TGWA), Guatemala City, Guatemala, says it is ready to meet all comers. Claiming the largest regular staff in Central America, La Voce de Guatemala has eight smiling "bib-doders."

Proof of its—and the announcers'—popularity, says the station, is indicated by the 56% of first-place votes that La Voce de Guatemala Placed in a recent national poll.

The station is represented in the U. S. and Canada by Pan American Broadcasting Co., international station representative.

Ecuador's national network, La Cadena Azul, worked 24-hour schedule during country's recent earthquake. All seven stations remained on air despite damages to studios and technical equipment.

LA VOZ DE GUATEMALA'S announcing staff (clockwise): Victor Chavez (front, middle), librarian, Octavio Pachon, Antonio Almora, Jose Flamenco y Cotero, Jose Luis Contreras, Otto Rene Mansilla, Marco Tulio Illescas, Guillermo Lorentzen and German Bayer. * * *

Four Fall Meets Scheduled

Pryor on AAAA Panel

ARTHUR PRYOR Jr., vice president in charge of radio and television at BBDO, New York, has been named to head the radio and television panel, one of nine such sessions scheduled for the annual eastern conference of the American Assn. of Advertising Agencies [Broadcasting, Sept. 5]. The AAAA meetings will be held Oct. 4-5 at the Hotel Roosevelt, New York.

SEATTLE SITE

Of Western Radio-TV Meet

THIRD annual conference of the Western Radio-Television Conference will be held in Seattle, March 3-4, according to Edwin H. Adams, of U. of Washington and conference chairman for the 1980 meeting. The location is designed to conform to present plans for the conference to meet in radio centers in the West. Both 1948-49 meetings were held in San Francisco.

Program details, Mr. Adams said, are still being worked on but the general theme of the meeting and an outline of sessions will be announced soon. Mr. Adams appointed the following committee to organize and carry out details: William Ladd, U. of Washington, program chairman; David Crock-ett, KING program director, housing; George Dean, KOMO public relations director, finance; Milo Ryan, KIRO promotion, publicity. Chairman Adams said he would bolster the group with other representatives of the industry and education as organization activity increases.

The Conference was organized in 1947 on the West Coast in the development of radio use in the public interest.

IF YOU HAVE A TROUBLE

KITY BLONDES

BRUNETTES

REDHEADS

MARY AND NUDES!

to keep the Sponsor Happy at WAZL

for further Enlightenment write to Vic Diehm 90

AZL

HAZLETON, PENNA.

Page 42 • September 12, 1949
dependable, convenient, helpful Graybar

And we do mean everything. For Graybar can provide not only the whole gamut of equipment — from mike to antenna — for building or maintaining an entire AM or FM station; Graybar also is your best source of everything for wiring, ventilating, signaling, and lighting... for your entire structure and grounds!

Graybar is a dependable source. We’ve been serving broadcasters ever since 1925. We know the business. We have the nation’s outstanding lines of equipment. Our supply service has expanded steadily and rapidly to the all-inclusive operation it is today. Like broadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a convenient source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near by.

Graybar is a helpful source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss your needs with the nearest Graybar Representative? Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

In the list of Graybar locations below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

**ALABAMA**
- Birmingham
- Tuscaloosa
- Mobile

**ARKANSAS**
- Little Rock

**CALIFORNIA**
- San Francisco
- Los Angeles
- San Diego
- Sacramento
- Oakland
- Fresno
- San Jose
- San Francisco
- Oakland
- Stockton
- Bakersfield

**COLORADO**
- Denver

**CONNECTICUT**
- Hartford
- New Haven

**DELAWARE**
- Wilmington

**DISTRICT OF COLUMBIA**
- Washington

**FLORIDA**
- Jacksonville
- Tampa
- Orlando
- Miami

**GEORGIA**
- Atlanta
- Savannah

**IDAHO**
- Boise

**ILLINOIS**
- Chicago
- Peoria

**INDIANA**
- Indianapolis
- Gary

**IOWA**
- Des Moines

**KANSAS**
- Wichita

**KENTUCKY**
- Lexington

**LOUISIANA**
- New Orleans

**MAINE**
- Portland

**MARYLAND**
- Baltimore

**MASSACHUSETTS**
- Boston

**MICHIGAN**
- Detroit

**MINNESOTA**
- Minneapolis

**MISSISSIPPI**
- Jackson

**MISSOURI**
- Kansas City
- St. Louis

**MONTANA**
- Butte

**NEBRASKA**
- Omaha

**NEW HAMPSHIRE**
- Manchester

**NEW JERSEY**
- Newark

**NEW YORK**
- New York City
- Albany

**OHIO**
- Cleveland
- Columbus

**OKLAHOMA**
- Oklahoma City

**OREGON**
- Portland

**PENNSYLVANIA**
- Philadelphia

**RHODE ISLAND**
- Providence

**SOUTH CAROLINA**
- Columbia

**SOUTH DAKOTA**
- Rapid City
- Sioux Falls

**TENNESSEE**
- Knoxville

**TEXAS**
- Dallas

**UTAH**
- Salt Lake City

**VIRGINIA**
- Richmond

**WISCONSIN**
- Milwaukee

**WYOMING**
- Cheyenne

**MANUFACTURED BY:**
- The Western Electric Company
- General Electric
- General Radio
- Karp Metal
- Blow-Knows
- Crouse-Hinds
- General Cable
- National Electric Products
- Tripal; AM or FM (11)

**GRAYBAR BRINGS YOU BROADCASTING'S BEST:**
- Amplifiers (1) See key to numbers below
- Antenna Equipment (1)
- Cables (5)
- Consoles (1)
- Loudspeakers and Accessories (3, 9, 10)
- Microphones, Stands, and Accessories (3, 6, 7, 8)
- Mounts (1, 4)
- Rollers and Accessories (9, 19)
- Signal 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)

**SOURCE:**
- Broadcast Transmission Line and Accessories (13)
- Test Equipment (1, 3)
- Antenna Equipment (1, 3)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3)
- Mounts (1, 4)
- Rollers and Accessories (9, 19)
- Signal 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)

**KEY TO NUMBERS BELOW:**
- (1) Western Electric
- (2) General Electric
- (3) Whitney Blake
- (4) General Radio
- (5) Karp Metal
- (6) Hugh Lyons; (7) Maleton
- (7) Independent
- (8) Hubbard
- (9) C. P. Prentice
- (10) Line
- (11) Blow-Knows
- (12) Crouse-Hinds
- (13) General Cable
- (14) National Electric Products
- (15) Tripal
- (16) AM or FM (11)
- (17) Bryant
- (18) Fishing Vessel
- (19) Apartment

**ADVERTISER:**
- Graybar Electric Company

**EDITORIAL:**
- Broadcasting
- September 5, 1949

**EDITORIAL:**
- Telecasting
- September 12, 1949

**EDITORIAL:**
- Page 45
WCKY is 20 Y PUBLIC.

FIFTY THOUSAND WATTS OF SELLING POWER.
celebrating EARS SERVICE...at a little profit

L.B. Wilson WCKY CINCINNATI
Radio's Cost of Living

NO BROADCAST problem is closer, or more critical, to management than cost of operation. With the steel strike behind all the way from the office boy's salary to the price of heavy equipment, the manager has found it increasingly difficult since the end of the war to keep gross receipts rising in proportion.

Intelligent study of station costs, based on comparisons with other stations of similar size and geographical situation, is now possible thanks to figures coming out of the calculating machines at NAB. There Richard P. Doherty is turning out economic studies showing just where the industry's operating dollars are going. Initial reports on these results were made at the first of the series of NAB district meetings at Cincinnati last week.

A nationally known economist as well as labor expert, Mr. Doherty will report on every phase of station operation. Figures tell graphically where operating dollars are going and what the station operator is getting for his money.

This penetrating analysis shows the extent to which the labor pendulum has swung in radio, as it has in other fields. It shows that the ceiling, or something approaching it, has been reached, if radio is to earn a reasonable return on invested capital—the underlying thesis of our free enterprise system.

Several of the unions in radio appear to recognize this situation and the decline in living costs in their current negotiations. These breakdowns demonstrate clearly the extent to which employer and employee must work together, for it is a two-way street. There should be discussion on such issues.

It is recognized also that there can be no ceiling on initiative and enterprise—and there never has been in the radio arts.

Cloud Over NARBA

MEXICO'S DEFECTION increases the responsibility of the American stations and those of the other nations represented at the NARBA treaty conference to be opened in Montreal tomorrow (Tuesday). The job, now more than establishment of an equitable plan for use of the AM spectrum in North America. It is also to find a way to make that plan work, despite the Mexican boycott on negotiations.

It is regrettable that Mexico chose to sit this one out. The move seems purely tactical, to improve Mexico's bargaining position at some later date. Let the delegates therefore not forget, in working out national priorities, that one day they doubtlessly will be faced—singly, perhaps—by an offer of "terms" from Mexico. Let them prepare against that day.

We have faith that the U.S. delegation, under FCC Comr. Rosel H. Hyde and Ambassador Fletcher Warren, will rest its negotiations on fairness. It also is committed to firmness. We would remind the delegates, that, early in the preparations for the conference, broadcasting spokesmen warned that it would be better to have no treaty than one which gave valuable U.S. rights away. Fairness works both ways and should not be confused with charity.

What's in That Name?

"It would defy all the laws of logic to ban giveaways. The name 'giveaway,' refutes all arguments relating to gambling."

This very interesting argument does not emanate from any of the prognosticators in the FCC's anti-lottery proceeding. It was made in a letter to the editor of the Washington Post by a former member of the FCC, L. Hartley of Virginia, Va.

Continues Reader Hartley:

"If it isn't legal to give, what is legal? ... Some laws sanction highly unethical, which in truth is nothing but a cover for gambling.

Radio listeners would not be so quick to buy bonds if it were not for fellow contributors who use the radio to advertise their products. Ban the big advertisers and the radio stations would have to fold up their tents and quietly sneak away. Giveaways!"

Let the FCC take heed. Here is the voice of the little man, not of the tycoons or their high-powered attorneys.

Mr. Hartley's perfectly reasonable definition causes us to wonder whether giveaway winners haven't been over-charged by the tax-collector. Giveaways are forms of income, and income, no matter how it is derived, is taxable. If that holds aren't some refunds due?

Listenin', John Bull?

GREAT BRITAIN is in another financial crisis. Its top ministers are meeting with our Secretaries of State and Treasury to negotiate more American dollars and longer credit.

Intertrade balance matters, and lack of American dollars to buy American goods are involved. Britain is looking for ways of increasing its productivity and home consumption. Ours is a dynamic economy; theirs a declining one.

All this high international financing may be remote from radio. We do not profess to know the answers.

But there may be a radio lesson tucked away in Britain's money headache. Britain has always had state-controlled, non-commercial radio. It has promulgated the world-over in favor of the "British Plan," as opposed to the American Plan of free competitive radio.

It has spent many American-borrowed dollars in its unflattering efforts to BBC-ize Europe, its dominions and even Latin America.

How better to move goods for domestic consumption than to promote them by radio? Britons do not prefer BBC radio. They listen to American-made programs over Radio Luxembourg and other continental transmitters using our transmissions. [See Open Mike, Aug. 29.]

If British programs, like American programs, were sponsored by the British, they would be good. Britain then would sell more goods.

U.S. stations and networks created more than 14% billion listener impressions, representing an estimated $15 million in time and talent, through campaigns initiated by the Advertising Council, in the year ending March 31. These were for all kinds of public service campaigns—campaigns that sold the American economy and sold goods.

The British government now has a commission studying the BBC to determine whether the state monopoly system, underwritten by a $4 annual license fee on receivers, should be continued. That has been done periodically, and the answer always has been the same—BBC's career bureaucrats have prevailed.

This is no job for a commission. It's a job for Bevin and Cripps, who are here now putting the bite on Uncle Sam. Are you listening, John Bull?

Our Respects To—

ROBIN DALE COMPTON

IF THE many varied talents and gifts of Robin Dale Compton were laid end to end, the line would be as long as the columns of this space, for he has been active and prominent in radio since its infancy.

With August 1936 being the date of his entry into the broadcasting field, with WABC in New York, the year marked the beginning of a period of concentrated and continuous activity, during which Compton has served with信誉 in every phase of broadcasting.

It was in August 1936 that an NBC-RCA TV committee decided to schedule a regular series of test programs. That series of transmissions was to bring the medium within range of that well-defined "corner." Following month, programs were aired nightly for observation on field receivers.

In August 1948—12 years later—Mr. Compton resigned private practice to aid in setting up WOIC.

With respect to TV's commercial development, Mr. Compton has long held no brief with the industry's more ardent optimists who predicted its success by 1950. An enthusiast who takes TV with a grain of caution, he feels that the television picture is like a vast jigsaw puzzle; its economic stability will be assured only when all the pieces properly complement each other. He believes the same holds true for FM and Stratovision. FM will come along as a natural sound development until it replaces AM broadcasting—but slowly, he cautions.

Robin Compton was born Nov. 15, 1907, in Mankato, Kan., and attended grammar school there and at Courtland. "In the early part of the second grade I decided that I wanted to be in radio and silly as it may seem I have never done anything else," he recalls.

There were digressions: A truck garden (he farmed before he ever started school) took up much of his time and he also tended bees. (He once made a deal and came home with swarms of bees whose honey he sold for $34 a pound.) The bees and a paper route kept him "well-financed" during World War I.

When his eldest brother joined the Army

(Continued on page 74)
The lonely wail of the prairie dog and the screech of big city taxi... the farmer who is up at 5:00 and the salesman on the 7:42 for the office... 13,000,000 New Yorkers or cattle herders of the western plains, we're Americans all with a love for what is truly our own.

That's why right here in big New York, American folk music—hillbilly if you prefer—enjoys a popularity equal to that on the prairie from which it came.

That's why Prairie Stars, presented on WOV by Rosalie Allen, sweetheart of the prairie, has built and holds one of the most loyal responsive audiences (64% of whom are women) in all of radio.

For maximum results at minimum cost—for listeners who buy—for a program that sells—for product loyalty—for proven sales results, buy Prairie Stars, broadcast nightly at nine.

Ask to see the recently completed Prairie Stars Audience Audit. It's the facts on who is listening to...

**PRAIRIE STARS**

*a WOV feature presented by ROSALIE ALLEN*

**WOV**

NEW YORK

RALPH N. WEIL, Gen. Mgr.
The Bolling Company, National Representatives
J. G. WILSON, executive vice president in charge of the RCA Victor Division, Sept. 2 announced the transfer of the operations and personnel of NBC’s Thesaurus Musical Program Service and Syndicated Programs to RCA Victor.

The operations will be integrated into RCA Victor custom record division and will henceforth be known as the Thesaurus Recorded Program Services. The transfer will enable RCA Victor to offer to radio stations a complete and all-encompassing program service, staffed by specialists completely familiar with all phases of radio station program requirements.

Established in 1945, the Thesaurus has been a leader in the musical program library field,” Mr. Wilson pointed out. “The Thesaurus combined with the large catalogue of Syndicated Programs have constituted the most comprehensive program service available to radio stations and local and regional advertisers.

With the transfer of these operations to RCA Victor’s Record Department, the new Recorded Program Services will add to its reservoir of top musical talent artists currently represented on the RCA Victor label for the Thesaurus and Syndicated programming. This will enhance immeasurably the value of RCA Recorded Program Services to its present and future clients.”

Donald J. Mercer, director of NBC’s Radio Recording Division, will head RCA Recorded Program Services, reporting to James P. Davis, manager of RCA Victor’s Custom Record Department.

Herbert H. Wood, who has been program manager of the NBC Radio Recording Division, becomes program manager for RCA Recorded Program Services, and will work closely with Joseph G. Caida, manager of RCA Victor’s Popular Artists and Repertoire Department.

Key personnel in the NBC organization who will move to RCA Recorded Program Services in its new headquarters at 120 East 23rd St., New York City, include John Hurley, station manager; and Bennett Rosner, promotion manager. Regional sales representation will continue as formerly with Avery-Amor handling the eastern territory, William Reilly the midwest from RCA Victor’s Chicago studios, and William Gartland the west coast from RCA Victor’s Hollywood offices.

NBC will continue to offer studios and facilities for commercial recording in New York, Chicago and Hollywood, Charles J. Hicks Jr. manages this operation in New York, Scott Keck in Chicago and A. M. Wooley in Hollywood.

AIMS MEETS

Fall Session Sept. 21-22

ASSOCIATION of Independent Metropolitan Stations, with more than 30 members, will hold its Fall meeting Sept. 21-22 at Stevens Hotel, Chicago, Independent stations in cities of more than 100,000 population will be represented.

Session will pass on several membership applications, discuss promotion and sales projects and exchange select program features produced by members.

Advance list of AIMS members planning to attend includes Pat McDonald, WJAW Middletown, Tenn.; Ben Strouse, WWDC Washington; Hugh Feltis, KING Seattle; Bob Venn, WMIE Miami, Fla.; Steve Cisler, WKTY Louisville; Sherman Marshall, WOLF Syracuse, N. Y.; Roy Albertson, WBNY Buffalo; John Englebrecht, WBYX Evansville, Ind.; Al Meyer, KMYR Denver; Frank Devasey, WMIN St. Paul, Minn.; Ralph Stufflebeam, KSTL St. Louis; John Hurley, WNEW New York; Pete Schloss, WWSW Pittsburgh; Elroy McCaw, KPOA Honolulu, T. H.; Gene Kelly, WXLB Indianapolis; Charles Balthrove, KITE San Antonio.

Also, Cole Wylie, KREK Spokane; Jerry Sill, WMIL Milwaukee, and Dave Baylor, WJMO Cleveland.

RAY GREEN DIES

Began Kermit-Raymond Co.

RAY GREEN, executive vice president of Transcription Broadcasting System, New York, died Aug. 31 at his Mahopac, Westchester home, of automobile accident injuries (Aug. 26) complicated by heart disease. He was 35 years old.

Mr. Green 12 years ago founded Kermit-Raymond Co., a transcription service, which was superseded last February by TBS, producers of transcribed shows on a network basis.

He is survived by his wife, Wilma, and a daughter, Gal, 5 and a son, Harvey, 13.
How’s Business
(Continued from page 24)
also showed slight gains.
The market for food increased slightly at the end of August with total volume remaining at about the same level as last year. Total retail volume, according to Dun & Bradstreet, was estimated to be from 4 to 8% below a year ago.
Wholesale trade has again picked up as retailers anticipate the fall season. Re-orders are becoming more numerous as merchants find they have underestimated demand or been misled by stories of how bad their business is. Although total dollar volume of all wholesale orders continues slightly below that of last year, the number of buyers in wholesale markets is reported to be on the increase.
Retailers are increasing food purchases slightly with meat and frozen foods coming more into demand. Textiles reportedly are remaining in large demand and furniture and household goods have risen slightly although remaining below the level of a year ago.
Increase in Demand
With an increase in demand, industrial production rose at the end of August—although it remained slightly below last year’s high level. Steel ingot production reportedly is up to 84.8% of capacity and automobile production dropped slightly at the end of August. Despite the drop, automotive production still is far above last year’s level.
With production and employment holding a fairly steady pace—as well as by just what to expect, the fall season can be tempered in a better light. Except for a few scattered markets where business is affected primarily by local conditions—business is good. Although not at the height of the peak war years, our economy remains well above the post-war level. Business is in a way from being so tough that a smart businessman has to close his shop—or a good time salesman has hard put to make a sale. Radio can take a cut from many of our large industrial organizations by going out of its way to get and train good salesmen. The business is there for the selling.

PETRY PLANS
To Be Outlined Wednesday
PLANS of Edward Petry & Co. for the sale and promotion of radio and television time during the coming year and beyond will be outlined Wednesday by Edward Petry, president, at a meeting of managers of the AM and TV stations represented by the Petry firm.
Some 40 top station executives are expected to attend the one-day meeting, reported to be the largest ever held by a station representative. Session will convene at New York’s Waldorf-Astoria Hotel at 10 a.m. Following the all-day business meeting, the group will have dinner at the Stork Club.

WPCQ Piqua, Ohio, originated over 48 live broadcasts from grounds of Miami County Fair, Troy, Ohio. Station plans coverage of other fairs in its listening area.

UNESCO
Works Over Paris Plans
PLANS for “community action” programs and instructions for the U. S. Delegation to the UNESCO General Conference in Paris next month were among the topics for discussion by the U. S. National Commission for UNESCO, which was scheduled to meet in Washington, D. C. this past Friday and Saturday.
Leaders in the discussion were to include Milton S. Eisenhower, president of Kansas State College, chairman of the National Commission; George V. Allen, assistant Secretary of State for public affairs, which supervises Voice of America broadcasts; and others. NAB President Justin Miller, a vice chairman of the Commission, originally was slated to take part in the discussion, but was absent due to the NAB District meeting in Cincinnati.
Meanwhile the names of Secretary Allen and Mr. Eisenhower—along with those of Luther Evans, Martha B. Lucas and Reinhold Niebuhr—were submitted to the Senate last Wednesday as representatives of the U. S. to the General Conference. Mr. Evans is Librarian of Congress. They were referred to the Senate Foreign Relations Committee.

WP TW Piqua, Ohio, originated over 48 live broadcasts from grounds of Miami County Fair, Troy, Ohio. Station plans coverage of other fairs in its listening area.
Renewal and Transfer Favored

The original Northern Corp. application did not list the minor holdings of the Pote group, nor those of Mr. Dresser, whose stock was in the name of Josephine M. Cunningham, because the FRC did not require it, the ruling declared. Whether, in view of the WLOE case, it was their intention to conceal their identities "are matters of speculation," the initial decision said, and the evidence is not sufficient to support such a finding.

"In any event, the Commission was officially informed more than 13 years ago that the Pote brothers, and their sister, Mrs. Iovanna, held financial interests" in WMEX, the ruling declared, pointing out that the regular renewals were granted on subsequent to receipt of this information.

The decision found that as a result of threatened law suits and other financial difficulties which Mr. Dresser encountered in his association with the New England Co., for which a time leased WLOE, "he resolved to conceal his identity and to surrender the interest in WMEX. The decision indicated that while Mr. Dresser's holdings were in the name of Miss Cunningham, the circumstances suggest strongly that "the officers, directors and stockholders were aware that he was acting in his own behalf" in company affairs for some 13 years.

The decision termed "unacceptable" the explanation by WMEX officials that they did not know this until the Dresser interest was revealed to the Commission. As late as this time WMEX had told the Commission all stockholders were voting their own stock, the ruling pointed out.

Details of Loan

Concerning a $100,000 loan which the Pote group secured about 1936 to finance WMEX technical and operational improvements, the Commission's decision explained that all of the stockholders "appear to have agreed to become personally obligated" to the Pote group for $87,000, their proportion of the loan. However, the decision termed "highly irregular" the provision whereby the stockholders agreed to surrender part of their stock to the Pote group in lieu of cash to pay the loan, and the failure to make those plans known to the Commission. The decision said, however, there were no facts to show that the Pote group had gained any influence of the station through this proposal.

Entering a lengthy discussion of the Commission's responsibility and obligation to require absolute candor of applicants in all matters, the decision explained that "is not to be understood... that in all cases which may come before us upon the issues of the fitness and character qualifications of radio licensees, there shall be a total disregard of the program service of their stations, for if we believe that it is a usurping although not an infallible test of the fitness and qualifications of an licensee, to the suspicion of perpetrating a fraud upon the Commission is the actual performance of the station for which he has held the license over a period of years, and the public reaction to the methods and practices which he has employed in rendering service.

The record in this proceeding firmly establishes, and the conclusion is compelling," the decision concluded, that WMEX "is furnishing an outstanding public service to the Boston area, and, in this connection, there is reason to believe that the public, as such, is dependent upon this station as a source of information such as made to the extensive public service programming of the station.

In conclusion the decision stated that the "record is devoid of evidence even indirectly upon the integrity or the general character and reputation of any of the persons affiliated" with WMEX. It added, "We believe these facts are sufficiently clear to require that we resolve our doubts in favor of the applicant herein, and, accordingly, we are finding upon this record that the persons identified" with WMEX "did not willfully perpetrate a deception upon the Commission which may be imputed to the license corporation.

No Malicious Intent

"Accordingly," the decision said, "we are disposed to attribute the misstatements of fact and other irregularities herein shown to errors in judgment or to carelessness, and lack of sound legal advice. It is observed, in this connection, that Allen T. Dresser has been affiliated with WMEX.

Concerning the horse race programs, which WMEX is continuing to carry without modification, the decision said the record "reveals that the amount of time voted to programs involving this subject represents not more than a reasonable portion of the total time regularly set aside for broadcasts involving all types of sporting events; and there is no evidence of record to suggest the policy of the station in broadcasting information concerning horse racing is designed as an aid to the gamblers' interests" in Boston.

"With respect to the issue concerning arrangements whereby blocks of the station's time are voted to individuals under brokerage arrangements," the decision declared, "it appears that such arrangements prevailed at the station for some years, but were terminated prior to the release of a Commission statement of policy which abolished radio station operations not to employ the practice.

The decision repeated that the sponsor of the horse race broadcasts, heard several times each afternoon daily except Sunday, is Armstrong Daily Sports, race information sheet. Information aired includes announcement of winners, prizes paid, track conditions and other related data. It was found the

BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said... "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do... but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot: Your boss suggestion is going to be much worse. Wait till he finds out KXOK's high Hooper position during March 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 43% higher... yet they delivered only 15% and 2% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis 630 on the dial

Basic ABC 5,000 Watts A "John Blair" station

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BROADCASTING * Telecasting
NABET-CWA PLAN

NATIONAL Assn. of Broadcast Engineers and Technicians last week was reporting favorable response from its membership to the proposal it submitted to the Communications Workers of America, CIO, according to Clarence Westover, NABET executive secretary.

The NABET membership, however, will not vote on the affiliation proposal until the NABET National Council meets in New York Oct. 9 and authorizes such balloting.

Meanwhile, the 18 NABET chapters and its seven sections are in process of holding meetings to discuss the proposition made public two weeks ago [BROADCASTING, Aug. 29].

Sentiment at meetings already held has been entirely favorable, said Mr. Westover.

It was said that NABET engineers and technicians were being spurred toward affiliation by two factors: first, that some managed to establish permanent relations

and that the most effective exploitation in NBC's prescriptive competitive position could be at the station level.

"The stunts and exploitations which the individual stations do," said Mr. Elges, "will create the excitement we need to make our publicity effective, to get the great NBC programs talked about on a local basis, and to raise the local Hoopla."

Mr. Elges suggested a number of specific publicity and exploitation techniques which he hoped local stations would undertake.

At the meeting of affiliates and NBC executives the next day, two stations requested of Mr. Trammell that Messrs. Hammond and Elges be sent on tour to conduct regional meetings of publicity and promotion managers to assist in developing the fall campaign. Mr. Trammell gave assurances that would be done. The network also was asked to relax public relations restrictions concerning "cowcatcher" and "hitchhike" announcements which NBC has insisted must be contained within the body of a program. Mr. Trammell advised the stations there would be no relaxation of this long-standing rule.

AL WARNER

Joins ABC-WMAL Washington

ALBERT WARNER, WOL-Mutual commentator and veteran Washington correspondent, has joined ABC's Washington new staff and will inaugurate a series of nightly local and weekly network broadcasts beginning next month.

Mr. Warner, former president of the Radio Correspondents Gallery of Congress and now member executive, will be heard from 7 to 7:15 p.m. Monday to Friday, in a commentary, Congress Today, over WMAL, Washington Evening Star outlet, beginning Oct. 3. His ABC broadcast, emanating from that ABC station, will be aired Saturday, 9:30-9:45 p.m., starting Oct. 5. The local program will be sponsored by the Bituminous Coal Institute. In addition, he will assist in the network's coverage of major Capitol events.

The new ABC commentator was heard nightly over his network during August when he substituted for vacationing Elmer Davis. He has been in radio since 1938, and is a former newspaper correspondent.

DAN J. LODEN (1), newly appointed account executive of Van Sembre, Doyle & Co., Baltimore, confers with Robert V. Walsh, his successor as firm's radio-TV director [BROADCASTING, Sept. 5].

average delay between the end of a race and the broadcast is about 15 minutes, although some cases approached 30 minutes and others 4 minutes. The decision also noted that the Armstrong publication is accepted for mailing by the Post Office Dept. WMEX also carries some running description of races in that area, decision stated.

WMEX is assigned 5 kw fulltime on 1610 kc.

RADIO TOUR

Set For IAB Representative

AN EXTENSIVE TOUR of South, Central and North American nations is being made by Lorenzo Balero Sico of Uruguay, a member of the Advisory Board of the Inter-American Assn. of Broadcasters, in the interests of radio amity.

His last stop will be in New York, where a meeting of the IAB Advisory Board will be held to hear a report on his mission. The date has not been announced.

Chief purpose of the goodwill trip is to tighten the bonds between American broadcasters and establish permanent relationships between the various national associations and the IAB. In each country Mr. Balero Sico is discussing national and international radio problems with the broadcasters, to secure background for IAB planning.

Countries on his itinerary include Chile, Ecuador, Paraguay, Brazil, Bolivia, Colombia, Peru, Venezuela, Panama, Honduras, Nicaragua, Costa Rica, Mexico, Haiti, Santo Domingo and the U.S.

Members of the advisory board slated to attend the New York meeting in addition to Mr. Balero Sico include Goar Mestre of the CMQ Network in Cuba, who is IAB president; Gilmore N. Nunn, of the Nunn Stations; Emilio Azcarraga of Mexico, and Eneas Machado de Asias of Brazil. The following have been invited to attend as guests: Campbell Arnow of WPAF, Norfolk; Ramon Bonachea of Cuba, and Jose R. Quinoones of WAPA San Juan, P.R.

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Promotion
(Continued from page 34)

issue of one of the top national weeklies shows that only one in
three uses this medium for promo-

tion.
2. Direct Mail. Sponsors have found
this a good medium. Book-

let and folders can easily include
a reference to programs; even let-
terheads, envelopes, shipping labels
could be pressed into service with a
line or two of type.
3. Package Inserts. This method
presents problems, but sponsors
have used package inserts, wrap-
around strips and other devices to
carry a program message and have
done it effectively.
5. Publicity and Public Relations
—provide a lot of scope for pro-
gram promotion.
6. Sales Organization. The meth-
ods are many, the channel unusual-
ly fruitful. Limited only by imagina-
tions and planning.
7. The Distributor and Dealer
Organization. Promotion of shows
through window posters and cards,
counter displays, streamers.
Not all sponsors can or will use
all these avenues, they may be
sound reasons why not. But a re-
view of the situation should prove
helpful. Another point: In develop-
ing plans for any of these, and
other media, sponsors will find net-
works and stations ready and will-
ing to extend full cooperation.
THE NETWORKS' PROMO-
TION FUNCTIONS. Whenever a
new advertiser signs with a net-
work, or an old sponsor renews or
returns from summer hiatus, or
there is a time change or the need
to boost a rating, that's the signal
for the network audience promotion
people to swing into action. Work-
ing with sponsor and agency they
plan the campaign (almost always
a special, not a "canned" job) and
then translate it into practical ma-
terial for use both by the network
itself and by its affiliates.
Check List
A check list of network audience
promotion activities would read some-
things like this:
1. Audience Promotion Kits for
station use. Included are: (a) Air
announcements for local an-
nouncers; (b) advertising and pub-
licity—ad mats, suggested copy,
photographs of stars, publicity
stories; (c) showmanship—ideas
and plans for tie-in activities; (d)
merchandising — suggestions and
plans for work with sponsors' local
distributors and outlets; (e) display ideas, techniques
and plans.
2. Air Announcements. Live, on
network; transcribed, using the
program's own talent, both on
network and locally; cross plugs
on network; plugging of program
"blocks" or sequences.
3. Special Closed Circuits. Con-
ferences by wire with sponsor and
network executives addressing sta-
tions as well as sponsor's field sales
organization and distributor and
dealer set-ups.
4. Regular Conference Calls—
dedicated to promotion and publicity
matters. These are actually prac-
tical operating conferences between
network and station personnel.
5. Weekly Mailings—announ-
cements based on current story lines;
current promotion news and ideas;
special exploitations.
6. Recording Sessions—with sta-
tions taking special announcements
off the line.
7. Exploitation Plans — sug-
gestions, techniques.
Under these heads go an enor-
mos amount of planning and prep-

aration—the fundamental being
that the network does the job on
its side, the network, sponsors and
furnishes material for stations to
use on the local level.

Station's End
THE STATION'S END OF
PROMOTION. This is perhaps the
most important leg of the promo-
tion tripod and involves consid-
erable activity that is practically
impossible to set down and that cer-
tainly does not show in any check
list. However, let us attempt such
a list:
1. Air Announcements—both live
and recorded. Much of this material
is furnished by the network "kit" or in
recording session, but some of it is written locally. Most of the
time, the announcements are de-
voted to specific shows, but sponsors
often get the additional benefit of
"block" or sequence announcements.
2. Advertising: space in newspa-
pers and local publications of vari-
ous types. Also car cards, outdoor
advertising, and other media, the
scope and variety of which depend
on the local situation. Ads from
network "kits" are used, but again,
the station frequently prepares its
own.
3. Publicity. In local dailies and
other publications. In house organs,
program folios and other media.
4. Merchandising—retail and post
card campaigns to distributors
and dealers; personal calls; work
with dealers and distributors on behal-
of of sponsors' programs and,
not incidentally, on their products.
5. Display. Ranging all the way
from displays in the windows of the
stations' own building to trail-
er in the local movie houses.
6. Showmanship—which ranges
from contests and parades to ap-
pearances at local luncheon club
and open-house parties.
7. Reports. One of the most im-

WOW FARM TOUR
To Boost Mid-West Farm Products on West Coast
A 16-CAR train, organized by
WOW Omaha, Neb., and packed
with Midwestern products, will
snake its way westward Sept. 15
for a tour of the West Coast.
Purpose of the trip is not only
farm study but also to boost mid-
west farm products, Mel Hansen,
leader of the WOW Farmers' West
Coast Tour, said last week. Shown
will be products representative of
midwesterners' own labors.
The train will be packed with
animals and farm goods bred and
cultivated principally on Nebraska
farmland. Topping the list is a
live sow, "Nebraska Belle," of
champion quality, which will be
presented to a 4-H Club boy in
Los Angeles by the Nebraska
too. 16-Breeder Assn.
Also on board will be 250 double-
eared tall cornstalks, 50 bush
Ak-

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION
"PROOF OF THE PUDDING"
Because Local advertisers know that WDBJ excels
in coverage, distribution and RESULTS in Roanoke and
Southwestern Virginia, 34 LOCAL accounts have
maintained continuous advertising schedules from 5
to 15 years on WDBJ.

"Ask your Free & Peters Colonel for survey material.

WDBJ CBS 5000 WATTS 960 KC Owned and Operated by
TIMES WORLD CORPORATION ROANOKE, VA.
FREE & PETERS, INC. National Representatives

First stop of the tour will be Billings, Mont., where the governor,
John W. Bonner, will be on hand to welcome the trippers Septs 16.
Other cities to be visited are Spokane, Yakima, Seattle, British
Columbia, Portland, Ore., Stockton, San Francisco, Salinas, Los An-
gles, Tia Juana, Salt Lake City and Denver. The tour returns to
Omaha Oct. 1.

Straw Helmets
Sponsors of the National Farm & Home Show on WOW will send
500 orange-colored straw
helmets and 250 walking canes
for the participants. Nebraska Gov.
Vale Peterson, joining in the spirit
of the tour, appointed Mr. Hansen
to conduct "certain VIPs into the
respected group of Admirals in the
Nebraska Navy."

Products carried on board the
special train were donated by such
sponsors as Bernie Holmquist,
president of Omaha Grain
Exchange; C. A. Swanson, the na-
tional "king" and a hybrid corn
company at Waterloo, Neb.
portant of all station functions, from the sponsor's viewpoint, is a complete report of what a station has done to promote a given show. This is an arduous and time-consuming task and is performed with commendable regularity. It is the pay-off, and the stations are rightly and pardonably proud of their reports. (A Note to the Sponsor: Station people are human and they like to know that their efforts are appreciated. A big and friendly acknowledgement from the sponsor can go a long way toward making the station's promotion people feel good—feel worth enough to merit the thoughtful sponsor.)

This has been a quick review of some promotion fundamentals and of the functions which belong to each of the five main areas to complete a job of audience promotion. The wind-up takes us full circle back to our main premise: That the cooperation of all those in planning and the coordination of the work of each can result in more effective audience promotion, which is only another way of saying more listening to sponsors and, in return, an enhanced value for their radio money.

**CBS' STANTON Honored with OSU Degree**

CITED for "scholarly attainments...original contributions to knowledge...the advancement of radio...broad human understanding...and unusual executive ability and administrative gifts in a technical field of high social responsibilities," CBS President Frank Stanton has received an honorary doctor of laws degree from Ohio State U.

The degree was conferred at the university's summer commencement exercises at Columbus Sept. 2 by Dr. Bland L. Stradley, university vice president, acting in the absence of President Howard L. Bevis. Mr. Stanton was presented by Brig. Gen. Carlton S. Dargue of Columbus, a university board member.

Mr. Stanton is a former Ohio State University professor of the psychology department, and received both his MA and PhD degrees at the school. His BA was taken at Ohio Wesleyan.

Mr. Stanton left the Ohio State faculty in 1935 to become CBS research director and was made network president in 1946 after serving as vice president and general manager.

Referring in detail to requests made by Canadian Assn. of Broadcasters and other organizations for the setting up of a separate independent regulatory body to control both CBC and private stations, Mr. Dunton stated that such a policy is fundamentally unsound and would be a duplication in a large extent of the present set-up. He pointed out the CBC would still have the responsibility, but would take away CBC's authority to carry on an effective national system.

**DOCTOR OF LAWS degree is bestowed on Dr. Stanton, (1) by Dr. Stradley.**

**Dunton Urges Increase At Ottawa**

INCREASED RECEIVER license fee and a sizable television receiver license fee were asked for by Canadian Broadcasting Corp. in its brief before the Royal Commission on Ottawa on Sept. 6. In a 66-page brief stated that Canadian creative abilities and ideas in radio must not be swamped by imported radio programs.

He told the Royal Commission that the CBC operated on five basic points: (1) All judgment in broadcasting must be based on public interest; (2) Canada's national interest can be met only by a national system, supported and owned by the public; (3) national system must be in a position to use all suitable resources and must have control over power and means necessary; (5) it is in public interest to have private broadcasting stations as ancillaries to the national system, as long as their operations do not conflict with the paramount requirements of an effective national system; (5) the present national system, under which CBC has over-riding rights and co-ordinating control, is in the public interest.

Programs Available

Mr. Dunton pointed out that the national system made its programs available in all parts of the country and that, in general, public and private operation had worked well and to advantage of the Canadian listener. He stated CBC is the greatest user of creative artistic talent in Canada, and that CBC worked with the objective of adding to the variety and richness of the life of the people in all parts of Canada and in all walks of life.

Mr. Dunton explained that programs should be predominantly Canadian in origin, but that there was room for programs from other countries. He stated that at present

---

**Memo To ALL VPs**

**It's time to buy.**

All VERY PARTICULAR SPONSORS consider these facts.

**THE NORTH Country's key market, serving 170,000 people in Clinton, Essex and Franklin Counties, Vermont and S. E. Quebec Province.**

**Covers and influences a rich farming and industrial area.**

**Low economical cost per family, per customer, per sale.**

**ON USE**

**ABC 960 1000 WATTS**

**CBS 1340 250 WATTS**

**WEAV GLOVERSVILLE-JOHNSTOWN**

Plattsburg, N. Y.

Joseph Hershey McGilvra

Nat. Rep.

Adam J. Young, Jr.

Nat. Rep.

September 12, 1949 • Page 53
**ALL-RADIO FILM**

CONTRACT for “Lightning That Talks,” a 45-minute documentary film portraying the power of broadcasting as an advertising medium and a social force, has been awarded to International Motion Picture Producers’ Service. The All-Radio Presentation Committee announced the award Tuesday, after it had considered bids from ten motion picture producers for the job [BROADCASTING, Sept. 5].

IMPS, in accepting the contract, agreed to meet the schedule laid down by the committee, calling for delivery of prints of the completed picture for use by subscriber stations and networks by Jan. 1, 1950. In addition to the full 45-minute film, IMPS will also prepare two 20-minute versions, one a hard-selling quickie designed for showing to prospective advertisers, the other for use before civic groups and educational organizations more interested in the social impact of broadcasting.

Ben Gradus, president of IMPS, served as consultant to the All-Radio Presentation Committee during the months of research and writing of the film and aided Victor M. Ratner, CBS vice president in charge of sales promotion and advertising, in the writing of the script. IMPS previously produced the CBS-TV promotional film which that network has been using in its video sales campaign. Mr. Ratner, who will also act as producer of the all-industry film, said that it will show where radio goes but not where it comes from. "There will be no pictures of radio studios, no pictures of programs going on the air, no pictures of New York or of Hollywood. Instead the picture will show people listening to radio and advertisers using this medium. Audience for this film will get radio as America gets it, by sound alone."

The picture will be shot largely on location in the actual scenes of the success stories it will relate, Mr. Ratner said. It will show real advertisers, real stores, real customers, he added, with only two professional actors used in the entire film. One of these will portray Ben Franklin, whose travels to find out what has happened to lightning since his day to make it talk tell the narrative chain of the picture.

In addition to his many other achievements in science, politics and publishing, Ben Franklin was also author of the first soap advertisement ever to appear in America, Mr. Ratner stated.

Financial details of the contract were not disclosed by the committee. It was learned, however, that the total production cost involved, the picture is being made by an all-union crew.

**Awarded to IMPS**

**INDICATIONS** that John Carson’s nomination on the Federal Trade Commission would inspire more than nominal opposition on the Senate floor were increasing last week as the upper house prepared to pass over his nomination and Senate Republicans reaffirmed intentions to block the appointment.

Mr. Carson, research director of the U.S. Cooperative League and President Truman’s nominee to replace Robert Freer, previously had drawn the Senate Interstate & Foreign Commerce Committee, [BROADCASTING, Aug. 22], although the 8-4 vote reflected party sentiment. Generally he was favored by the Democrats and disapproved by the Republicans.

Observers feel that a stiff fight, led mainly by Sen. Owen Brewster (R-Me.), and other Republicans, is in prospect. Meanwhile, Senate Majority Leader Scott Lucas (D-Ill.) has promised to ease the nomination before the chamber again predicted a long-drawn-out fight which would greatly delay Senate action on other legislation.

It was Sen. Kenneth S. Wherry (R-Wyo.), who last week Mr. Carson had agreed to withdraw his name be passed over last Wednesday when the executive calendar was considered.

Earlier, President Truman indicated at a news conference that he probably would re-appoint Lowell Mason to the Commission for another seven years. Currently acting chairman, Mr. Mason’s term expires Sept. 25.

**KOMO SERIES**

To Sell Community Faith

TO HELP reduce “jabber jitters” and sell optimism in the Pacific Northwest, KOMO Seattle has invited city leaders to transcribe expressions of faith in the community for presentation on the air throughout each day. With some 32 such statements broadcast each week, the series is expected to continue for several weeks.

"Each speaker has been asked to give his optimistic evaluation of the present and future, with the purpose of countering any note of pessimism which is easily fanned into uncontrollable consequence during times of unsettled readjustment," it was explained by KOMO's national sales manager, Richard E. Green, who originated the idea. Business and community leaders are being enlisted in the project by George Dean, KOMO public relations representative.

Among those scheduled to present their views are the Right Reverend Stephen F. Bayne Jr., Bishop of the Episcopal Diocese of Olympia; William S. Street, president of Frederick and Nelson; Rex Allison, president of the Bon Marche; Dr. N. H. Engle, director of the U. of Washington Bureau of Business Research.
A UNION fight between actors on the one hand, and musicians, on the other, was joined Thursday by Associated Actors & Artists of America which voted to support one of its member unions in a row with American Federation of Musicians.

Specifically, the International Board of the 4-A's, parent body of 90,000 union actors, defied the order of AFM President James C. Petrillo that no member of the musicians union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A union made up of vaudeville performers, many of whom appear on television.

The 4-A board action followed a threat by Mr. Petrillo. Mr. Petrillo made two weeks ago to pull his musicians out of night clubs, hotels and vaudeville theatres unless the AFM stopped raiding his membership. AGVA has countered by charging the AFM is doing the raiding. All the raiding unions involved are AFL.

Following the 4-A board meeting, Paul Dullizel, international president of the 4-A's, said the full power of the performers union would be given to AGVA in its resistance to Mr. Petrillo's "tyrannical ultimatums" and "threat to take over actors.

"An attack upon any branch of the 4-A's will be considered an attack upon all of us," said Mr. Dullizel.

"The 4-A's will not be intimidated or coerced by Mr. Petrillo. It is always ready to follow the pattern of American labor and sit down with Mr. Petrillo to discuss any problems that may arise," he added.

DETROIT FM
Survey Made of Market

WHAT WAS intended solely as a college student's term paper has turned out to be an important addition to the knowledge of the Detroit FM market. In preparing the paper for one of his courses, Wayne U. Student Hal Lawson Jr. decided to determine the number of FM sets in metropolitan Detroit. He used a sampling of 250 names chosen at random from the telephone directory. When the survey was through, and projected through the total number of Detroit telephones, he found that there were approximately 109,059 FM equipped homes in the area.

After checking the bottom name in third column of every fifth page of the 1,316-page directory, Mr. Lawson then mailed out double postcards explaining the survey and its purpose.

After three weeks of telephoning those not sent cards, Mr. Lawson's compilation from both cards and calls showed that 52 people reported having FM bands on their radios, an average of 21.5% of homes contacted. This percentage, as applied to the 614,430 residence-listings in the telephone book, brought out the 109,059 FM sets figure.

PHILADELPHIA

ALBERT E. SINDLINGER, president of Sindlinger & Co. Inc., said that Radox recorded an all-time high in TV sets-in-use in Philadelphia on Tuesday afternoon and evening (Aug. 30) during the American Legion National Convention Parade. On Tuesday afternoon, shortly after the parade started, 48.9% of the TV homes within the radio sample had their sets turned on with 44.4% viewing the parade. Between 9:45 and 10:00 in the evening, the all-time high was reached when 83% of the TV homes within the Radox sample had their sets on, with 70% of them watching.

"SILLY WILLIE"
WFIL Starts Promotion

PHILADELPHIA met "Silly Willie" Sept. 1 when one of the biggest, most intensive traffic safety campaigns ever undertaken was launched by WFIL and WFIL-TV, Philadelphia, in cooperation with the Philadelphia Highway Traffic Board. City officials, led by Mayor Bernard Samuel, took part in unveiling the new billboard at City Hall carrying the "Don't Be A Silly Willie" message to Philadelphia motorists and pedestrians.

The two-month public service effort is valued at more than $250,000 in terms of radio and TV time donated by cooperating agencies throughout the city.

WFIL and WFIL-TV facilities will be utilized daily for the campaign. More than 600 spot announcements will be made on WFIL during the two months and nearly 200 on WFIL-TV, in addition to special interviews on radio and TV programs. WFIL will also broadcast a 30-minute documentary program on WFIL-TV, will present two showings of a 15-minute film documentary.

Advertising media include: 1,400 pennants on trolley cars; 3,000 cards on trolleys, subways and buses; illustrated article in the Philadelphia Transportation Co. Traveler for 250,000 readers; 65 24-sheet billboards and 150 three-sheet billboards throughout the city; 5,000 window display cards for stores, banks and other business institutions; 260,000 package stuffers for use by business firms; 8,000 arm bands to be used by public and parochial school safety patrols; 600 bumper cards to be used by all Philadelphia police cars; 1,500 visual aids for use by public and parochial schools in assemblies; 170 mats and stories for publication in house organs of 85 leading industrial and commercial and neighborhood newspapers; 2,500 display cards inside Yellow Cab Co. taxis, and illustrated menus in leading hotels and restaurants.

TIDE WATER

Over 100 Western Stations
In '49 Football Plans

TIDE WATER Associated Oil Co., 100 radio stations throughout the seven Western States and Hawaii for the football coverage this season, Harold R. Deal, advertising and sales promotion manager, has announced.

Biggest news item in the announcement was that the CBS Pacific Coast network would be used. Tide Water Associated, which begins its 24th consecutive year of football sponsorship this season, has, in the past, utilized the Mutual-Don Lee network plus a series of networks of independent stations built by the company for the sole purpose of carrying the games.

This year, the company will place a schedule of games with both CBS and Mutual-Don Lee, plus the Intermountain Network of Utah and Idaho, the Oregon Trail Network and a number of prominent independent stations throughout the Western area.

The first football games are scheduled for Sept. 16. They will be the UCLA-Los Angeles at Los Angeles and the St. Mary's-Oregon U. at San Francisco.

Mr. Deal's announcement preceded the annual meeting of Tide Water Associated Oil Co.'s Pacific Coast Football Sportscasters conference held in San Francisco Aug. 29-30.

Only a combination of stations
Can cover Georgia's
first three markets

The Georgia Trio

(Presented, individually and as a group, by
THE KATZ AGENCY, INC.
September 12, 1949 • Page 55)
WHY CHOOSE FAIRCHILD FOR TOP PERFORMANCE

Each month you read equipment specifications in the advertising pages of your favorite magazines. Specifications are fine things, but often difficult to interpret in terms of what the equipment will do for you. For example, suppose we say that Fairchild Disk Recorders and Transcription Turntables have a time accuracy of 1/100th of a second at 10% of the speed at which they are recorded; an instantaneous speed deviation of ±.0575%: a noise level of such and such decibels below some stylus velocity at so many cps. Impressive? Sure. And factual, too. But what you want to know is what that all boils down to; what these specs have on your operations. What is the performance, after all, that the specifications are paid for? Here are the data on Fairchild Recording and playback equipment, in facts and effects.

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>FAIRCHILD EQUIPMENT</th>
<th>OTHER DESIGNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Drive and Resilient Speed Regulation</td>
<td>Direct to center-drive.</td>
<td>Rim drive—puck or pulley.</td>
</tr>
<tr>
<td>Instantaneous speed deviation and Effect on audible signal</td>
<td>Absolute synchronization for use with sound-on-film and on the noise programming.</td>
<td>Usual accuracy—6 seconds in 10 minute play period (5.5% speed regulation). Does not permit rigid synchronization nor on the noise programming.</td>
</tr>
<tr>
<td>Noise and Rumble</td>
<td>Experienced users of Fairchild Equipment claim dynamic range of 60 db.</td>
<td>Dynamic range limited by noise and rumble when wide tolerances are permitted in machining.</td>
</tr>
<tr>
<td>Control of cutting pitch (cups per inch)</td>
<td>Studio model: turn knob for continuous and instantaneous pitch change from 80 to 9500.</td>
<td>Portable and Studio models: disassemble lathe mechanism—change feed screw—reassemble lathe mechanism. Or, change pulley ratios.</td>
</tr>
<tr>
<td>Overhead cutter assembly</td>
<td>Secured as integral part of turntable deck.</td>
<td>Lift or swing into position.</td>
</tr>
<tr>
<td>Portable model</td>
<td>Actually a console model with a portable case.</td>
<td>Sacrifices in mechanics design to gain portability further exaggerate inferior performance.</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Periodic lubrication of drive mechanism.</td>
<td>Lubrication, and frequent replacement of puck and pulley.</td>
</tr>
</tbody>
</table>

Fairchild specializes in LIP SYNCHRONOUS recording and playback equipment for SOUND-ON-FILM, TV PRODUCTIONS, and all such installations requiring laboratory standard performance. Write for full details.

WE'RE AT THE AUDIO FAIR ROOM 653
154TH ST. AND 7TH AVE. WHITESTONE L. 1. N. Y.

VOICE CONTEST

EIGHT prominent American citizens, representing diversified walks of democratic life, will preside as a board of judges over the third which will climax National Radio Democracy Committee announced, with special stress given to content, delivery, and originality. National and state judging are done by transcriptions made by local station judges.

Last year's contest drew nearly half a million contestants in all states, Alaska, Hawaii, and the District of Columbia. Winners were feted by President Truman and Congress, and taken on a tour of historic interest near Washington. Tom Clark, then Attorney General, presented the awards at the luncheon, which was broadcast to listeners everywhere. The students also appeared as guests on other programs including television.

Philo Dividend

BOARD of Directors of Philco Corp., Philadelphia, have declared regular quarterly dividend of 50c per share on common stock payable Sept. 12 to holders of record Aug. 29. Board also declared regular quarterly dividend of 93¾c per share on corporation's preferred stock, 3½% Series A, payable Oct. 1 to holders of record Sept. 15.

EVENING Art School of Pratt Institute, Brooklyn, N. Y., will conduct Television Survey course during 1949-50 session.

GOOD NEWS!! FOUND

A NEW rate card—with new streamline rates and complete market data. The first of its kind in Connecticut.

Write or wire today, we will send you one.

John Deme, Gen. Mgr.
NEGRO STUDY
Show Station Prospects

A STUDY of economic prospects for a Negro-owned radio station in each city of the United States with a Negro population of 25,000 or more reveals that Negro-oriented broadcasting would be an "excellent business risk" in 28 cities. The survey was completed last week by the Chicago firm Kyle, Carter & Eubanks, Negro radio promotion counselors. Only 11 cities in the class studied were found unsuitable for Negro broadcasting enterprises, according to Dr. Clifford F. Kyle, member of the firm and general manager of WVOX Chicago, whose application for a CP now is pending before the FCC.

The counseling concern has arranged a series of conferences in key cities, where members of its technical staff will confer with business, church and civic leaders who are interested in building radio stations.

"With emphasis on freedom of speech by means of radio stations, it is felt that less sympathy, which is not necessary, but better understanding, which is vitally important, will be achieved," Dr. Kyle said in releasing the report. "We cannot expect Negroes to understand the Negro's problems unless they are properly presented by means of an unprejudiced channel. Radio provides that means."

Kyle, Carter & Eubanks provide complete engineering, financial, programming, sales, advertising and administrative services. In addition to Dr. Kyle, other members of the firm are Andrew R. Carter, formerly associated with RCA in New York and WTPC Charleston, W. Va., and now chief engineer of WVOX, and Thad B. Eubanks, a Chicago attorney. Dr. Kyle is director of Negro programming at WHFV Chicago and has conducted programs at WSBG Chicago and WJOB Hammond, Ind.

TWIN FALLS FEATURE
Auto Firm Marks Second Year On KLIX

Mr. McIntyre (r), accepts keys of first 1950 Studebaker Land Cruiser delivered in Idaho from Vern Teasley, president of the Twin Falls Motor Co., as C. G. Wylie, vice president of the auto firm, looks on.

AN AGGRESSIVE 250 w ABC affiliate, KLIX Twin Falls, Idaho, is celebrating more than two years of radio advertising by a single local motor company which has netted that firm a good part of its more than million dollar annual business.

Twin Falls Motor Co., Studebaker franchise holder, has sold as high as 24% of all new cars registered in the county, KLIX Manager Frank C. McIntyre reports. This is an impressive record, he continues, because many makes have more than one dealer with every make represented. "As the Twin Falls firm says, 'We spend about 90% of our budget with KLIX. We're doing all the business we can do. So maybe radio's doing us some good.'"

Debut of the first new 1950 Studebaker Land Cruiser delivered in Idaho was prefaced by the automobile firm with a 100 spot campaign on KLIX. Mr. McIntyre reports that the firm has used 10 quarter hours and two half hours weekly on the station for over two years. While the motor company favors musical programs for year round institutional advertising, saturation spot campaigns are used to publicize special events.

BOSTON IRE
Broadcast Group to Meet

BROADCAST Engineers Group, newly-formed Boston Section of IRE, is to hold its first meeting in Boston this Thursday, with Professor H. Newell of Rochester Polytechnic Institute as guest speaker. He will speak on "Broadcast Station Performance Measurements as Required by the FCC."

Meeting planned by Roger W. Hodgkins, chief engineer of WGAN Portland, Me., vice chairman of the group and engineers from WBZ and WOOP WEEJ, all Boston. Technical personnel in New England stations are invited to attend initial meeting, first of technical sessions slated for the coming winter season, and dealing with problems of broadcast operators and engineers.

Sensational!

COLUMBIA MICROGROOVE TRANSCRIPTIONS

WMAZ, MACON
"...Excellent quality..."

WFAA, DALLAS
"...Decided improvement both from the standpoint of cuing and quality..."

WPTF, RALEIGH
"...All of our staff members are most enthusiastic..."

WNAX, YANKTON
"...Terrific improvement over the old method..."

For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.®
LOS ANGELES NEW YORK CHICAGO

September 12, 1949 • Page 57
**TELEVISION BLDG.**

$9 Million Project

FIRST Broadway structure tailored for television, at an estimated cost of $9 million, is expected to be ready for occupancy by May 1, 1951, it was revealed last Thursday.

Plans for the 20-story edifice were filed with New York's Department of Housing and Buildings by John Sloan Assoc., architects and engineers. The building will occupy the block bounded by 51st and 52nd Streets, Seventh Ave. and Broadway, and will be utilized almost exclusively for video studios and offices. Tentatively, the building will be known as the Television Bldg.

Sponsor of the project is Herbert J. Freezer of New York, a shirt manufacturer who has been associated with the Broadway show "Diamond Lil," and thus is not new to show business.

The block has been leased by Mr. Freezer for 50 years, with two 30-year renewal options.

**NBC Signs 'Riley'**

NBC has acquired for television as well as for radio the rights to *Life of Riley*, from Irving Brecher, who will continue to produce the show for both radio and TV under Pabel Sales Co. sponsorship. The radio series will originate in Hollywood, resuming after its hiatus on Oct. 7, 8-9:30 p.m. (EST). The TV version will be filmed in Hollywood and then telecast from New York, starting Tuesday Oct. 4, 9:30-10 p.m.

**ED WYNN FOR SPEIDEL**

Bi-Weekly Program Idea Cited by Lyons

"Open Mike"

(Continued from page 11)

monest words in the English language, as they come over the air?

To wit:

...insuring instead of in ter es ting what... instead of what haff and taff instead of half and laugh Potlant... instead of Portland program... instead of pro gram every tuddy instead of everybody close... instead of clothes ant... instead of aunt genuine... instead of media ndustry... instead of in dustry...

Mr. H. B. Frederickson

Arlington, Mass.

**EDITOR, BROADCASTING:**

Reverence for our late lamented... tower moves us to protest your Sept. 5 story "Hurricane," which reports that mere 122 mile-anhour winds felled WSWN's antenna. Our own accurate wind instruments gave up the ghost registering 140 miles-an-hour and things got still worse before they got better. Only last year... survived late summer breezes of 135 miles-an-hour.

Tom Watson Jr.

General Manager

WSWN Belle Glade, Fla.

**COLOR CONVERTERS**

$100 Retail—Tele-Tone

TELE-TONE Radio Corp. can mass produce converters enabling standard TV monochrome sets to receive pictures in color as well as black-and-white and to retail at about $100, S. W. Gross, Tele-Tone president, said last week. One of the companies which is providing color reception equipment for the CBS color tests to be conducted in Washington in conjunction with the FCC hearings starting Sept. 26, Tele-Tone, can begin mass production without delay, Mr. Gross said.

Mr. Gross reported that his company also had developed a new TV receiver which will receive both color and monochrome programs.

CBS announced on Thursday that additional receivers for its color tests have been ordered from Crosley Div. of Avco Mfg. Corp.

**FOOTBALL TV**

**WBC Lists 24 Top Games**

NBC television last week claimed the heaviest collegiate football schedule in video history, listing 24 top games to be carried over a ten-week period under sponsorship of American Tobacco Co. through N. W. Ayer.

CBS also announced it would televise the entire home schedule of Columbia U.'s gridiron contests under sponsorship of another tobacco company, Liggett & Myers Co., through its agency, Newell-Emmett Co.

The NBC schedule will include six Army, one Navy and six Ivy League contests.

**WORLD SERIES**

MBS-Gillette Get TV Rights

MBS, with Gillette Razor the sponsor, last week won the television rights to the 1949 World Series.

That was made known by a joint announcement Thursday afternoon by Baseball Commissioner A. B. (Happy) Chandler, Joseph P. Spang Jr., president of Gillette, and Frank White, president of MBS.

MBS already had the radio rights to the Series under Gillette sponsorship in accordance with a five-year contract expiring in 1951.

The television contract, however, is only for one year but it gives MBS first option to carry the telecasts again in 1950. MBS had the video rights last year under a somewhat similar contract.

The fee involved for the telecasts was not made public, although Comm. Chandler said BROADCASTING that it was "substantially more than that of last year."

It is known that last year the television rights commanded a $175,000 fee, of which $35,000 was rebated because lack of essential cable hook-ups to the West did not provide the coverage which at first was thought to be possible.

Details as to what facilities and stations will be used for the telecasts have yet to be worked out. Mutual itself, not yet having a TV network able to provide national coverage, will enter into arrangements with other networks. Paul Jonas, MBS sports director, is handling those details for MBS as well, as the details of the broadcast. Mr. Jonas also handled MBS negotiations with Comm. Chandler.

Announces both for radio and TV will not be selected until completion of regular schedules of the two Big Leagues.

This year's Series will mark the 11th year that Mutual and Gillette have carried the play-by-play radio descriptions of the baseball classic and the third year Mutual has coordinated the TV coverage.

Maxon Inc. is the Gillette agency.

**Detroit's Most Effective Selling Team!**

**WEXL**

1340 KC

250 Watts

**WEXL-FM**

104.3 M.C.

18,000 Watts

Royal Oak, Michigan

**PRIMARY COVERAGE**

900,860 Radio Homes—

More than to the total Radio Homes in Michigan, with buying power (1948) of over $33 billion.

**OPERATING 24 HOURS DAILY**

Member N.A.B.—M.A.B.
"An excellent job well done"

says KOCY-FM, Oklahoma City

"Yesterday's 85-mile-an-hour wind speaks well of the ruggedness of our new Truscon Tower", continues a letter from M. H. Bonebrake, general manager of this important Mutual Network member, to Truscon's Oklahoma City District Manager. "Your design is serving our purpose excellently and also makes a beautiful tower."

Including the General Electric 8-bay circular FM antenna and its beacon, this Truscon Guyed Radio Tower rises 938 feet above the Oklahoma plain. Yet it stands strong, slender and sure in the face of high velocity winds, and delivers the KOCY-FM 176 kilowatt signal on a frequency of 94.7 megacycles without interruption.

This sincere tribute is evidence of Truscon engineering and construction skills in assuring AM, FM and TV Tower dependability. Whether your operations call for tall or small towers... guyed or self-supporting... tapered or uniform cross-section... contact your nearby Truscon District Office... or our home office in Youngstown—for expert assistance without obligation.

**TRUSCON STEEL COMPANY**

**YOUNGSTOWN 1, OHIO**

Subsidiary of Republic Steel Corporation
FCC FLAGS AT&T

By RUFUS CRATER

AT&T'S POLICY against interconnection of its network television facilities with those of private broadcasters was branded "unlawful" in a proposed report issued by FCC last Thursday.

The report upheld telecasters' contentions that for the development of the visual art the telephone company must link its network facilities, upon demand, with any private intercity relay which FCC authorizes.

The Commission reiterated its view that common carriers alone should handle all intercity TV relaying whenever they have established facilities adequate to meet broadcasters' demands, but made clear that this degree of adequacy is not likely to be reached "in the near future" or for "an appreciable interval of time."

This ruling would require interconnection of AT&T facilities not only with authorized private relays, but also with TV stations' private mobile radio pickup equipment authorized by FCC, and with intercity relays accomplished by direct

off-the-air pickups from other stations.

So long as FCC authorizes private broadcasters to operate intercity relays, the report asserted, such authorizations are clear evidence that the Commission does not consider common carrier facilities to be adequate. When they do become adequate in a given area, the report continued, the private authorizations in that area will be terminated, "giving due consideration to the opportunity such broadcaster may have had to amortize his facilities."

Wields Effective Veto

By refusing interconnection with facilities which FCC has authorized, the report charged, AT&T wields an effective veto over Commission determinations of what is in the public interest.

The report concluded that FCC cannot now, without further hearings, require AT&T to interconnect specifically with the intercity facilities of another common carrier—Western Union, in this case—but said it has power to do so if specific hearings show that such a requirement is "necessary or desirable in the public interest."

The report indicated that this question may soon be taken up with respect to interconnection with Western Union's New York-Philadelphia relay.

Based on Hearings

FCC's report, subject to oral argument, was based on lengthy hearings conducted last fall and winter as part of a general FCC investigation of AT&T and Western Union's network television rates [Broadcasting, Oct. 4, 11, Nov. 8, Dec. 6, 1948]. The hearing on the rates themselves was deferred pending decision on the interconnection question.

Comr. Robert F. Jones dissented from the report; Chairman Wayne Coy and Comr. George E. Sterling did not participate.

The issue is the legality of the telephone company's policy of refusing to connect its own intercity TV channels, either coaxial cable or radio relay, with those of private broadcasters except to cover areas where AT&T does not have its own facilities established. Thus, for example, AT&T refused to transmit an NBC program from New York to Boston because the program had been sent to New York over Philco Radio Corp.'s Philadelphia-New York relay link at a time when AT&T had a channel which could have been employed between Philadelphia and New York.

The broadcasting interests in the hearing—Allen B. DuMont Labs., Philco, and Television Broadcasters Assn.—contended that such a policy hampers the growth of television by discouraging construction of new intercity facilities at a time when existing facilities are inadequate; by imposing unreasonable restrictions upon private broadcasters' use of their own equipment and personnel, and by deterring construction of new TV stations in areas where AT&T network service is unavailable and unplanned. Further, they claimed, it promotes monopoly for AT&T.

Phone Company Argument

The telephone company argued that its policy was based on principles which have had the sanction of "courts and commissions"; that unrestricted interconnection is economically harmful to a carrier; that duplication of facilities and service is inefficient, uneconomical and contrary to public interest; that the unifying of operation is necessary for coordination and efficiency; that its policy is necessary in the interest of uniform and reasonable rates; that private broadcasters would "skim the cream" by constructing facilities in less costly areas and leaving the more expensive and less profitable operations to the carriers, and that the development of improved equipment and methods would be retarded if AT&T were forced to abandon its policy.

The telephone company made plain that it felt a single common carrier—AT&T—should furnish all intercity video transmission service. But the Commission's proposed report, over-ruling the other major arguments of the telephone company, overruled this one too. Referring to its February 1948 report.

(Continued on page 85)

THIS MAP, based on FCC official records as of Aug. 1, was prepared by the Commission to show the adequacy—or inadequacy—of the Bell System's intercity TV facilities. The map was part of FCC's proposed report labeling "unlawful" the AT&T policy against interconnection of its intercity facilities with those of private television broadcasters.
The DuMont Television Network  
Telecasts from WGN-TV, Chicago as well as WABD, New York

For the promotion-minded Midwest, DuMont offers every facility for producing the best in television through the studios of its Chicago affiliate, WGN-TV. National advertisers now have their choice of two originating cities, serving a list of stations which can be seen by 99% of the country's television receivers!
ASCAP TV STALEMATE

CURRENT stalemate in negotiations between NAB’s Television Music Committee and ASCAP over a licensing formula to cover video contracts will be tackled head on by TV broadcasters in an 11th hour industry-wide conference slated by NAB. The meeting will be held in Washington, D.C., Sept. 23.

This was apparent last week as NAB President Justin Miller strongly urged each TV representative to "individually make its own decisions and participate in its solution at the meeting during which committee members will report on current progress with ASCAP. He warned that the outcome of these negotiations will set a pattern for television broadcasters and affect their operation for years to come.

The present temporary license expires March 31, and if no further extensions are granted, the NAB president pointed out. Since Dec. 31, 1948, TV stations have been operating on a fee-per-month-to-month basis at the request of the NAB TV music group.

Notified of Meeting
Judge Miller notified TV broadcasters of the impending meeting in a letter dated June 18, in which he recalled briefly the progress to date and some of the factors involved in present negotiations, and which urgently called upon TV operators to meet to consider the next steps to be taken. Conference will be held at the Mayflower Hotel on Friday, three days before the FCC hearings on TV allocations, Judge Miller noted, making it possible for them to combine two meetings in one trip.

A day in negotiations thus far with ASCAP has been NAB’s desire to arrive at a blanket plus per-program licensing formula which could be recommended to TV operators. ASCAP maintains the per-program plan is a losing venture for its members. It agreed, however, on the blanket deal which was reached in 1946 to the AM rate after another 10% is added [BROADCASTING, July 18]. The agreement would not require clearing of special uses and paying special fees for such use. When contracts are finally evolved by NAB and ASCAP, they will run from three to five years, retroactive to Jan. 1, 1949.

The TV Music Committee felt that the proposal for special fees for special licenses would establish a pattern which was "thoroughly inequitable and unacceptable," and that ASCAP placed too high a value on TV’s use of music according to Judge Miller.

On the other hand, the Committee believes the blanket formula was an "acceptable proposal" but NAB’s Board of Directors directed it to obtain alternative proposals of TV-per-program licenses. Finally, Judge Miller named a station subcommittee, aided by Robert Myers, NBC assistant general counsel and chairman of the full committee, and called upon TV operators "controlled" by AM licensees to take part in ASCAP negotiations. A number of them, presently operating under per-program licenses with ASCAP, were unable to participate, the NAB president observed.

"The conclusion of per-program negotiations on a basis satisfactory to television station operators who intend to operate under or wish to consider per-program licensing is a vital necessity," he asserted. "This problem is a station problem... Only you... can make the next decisions..." Judge Miller asserted.

He termed negotiations with ASCAP as "extremely complicated" by a number of factors including these: (1) ASCAP’s TV agreement with its members permitted only two-year licenses ending Dec. 31, 1950; (2) rights obtained were much more limited than rights for sound broadcasting, with result of special licenses and special per-use fees for certain performances; (3) many ASCAP members feel combined visual-oral use of a composition is of greater value than a mere vocal use; and (4) ASCAP insisted that differential in rates paid by networks and stations in AM was not justified.

The blanket deal agreed on by ASCAP-NAB and termed "acceptable" by the TV committee would mean in effect:

1. Licenses running for from three to five years (retroactive to January 1, 1950) give the temporary licensees under which all television broadcast ASCAP music since the first of the year have been operating.

2. Retention of the AM local station blanket compensations of 5%, the network rate of 2.75% (with clearance at the source) based upon "net time sales" and subject to the 1% mark-up mentioned in (6) below.

As in AM, "net time sales" would be computed by deducting rate card discounts and rebates, 15% agency commission and 15% sales commission.

4. In the case of inter-connecting stations the cost of inter-connecting stations (the counterpart of the present AM wireline deduction) would be allowed up to 25% of net time sales during the first two years, 20% during the third and fourth years, and 15% during the fifth year. (Under the AM blanket agreements, networks deduct their full wireline costs. The costs of inter-connecting stations on television are much greater than in AM that ASPAC feels compensation should be for the full amount of the deductions in television.)

5. Both local and network blanket sustaining fees would be computed on the formula base of the 1% mark-up mentioned in (6) below. In the case of sustaining fees, it was computed on the formula basis.

6. Co-ops would be accounted for as networks without prejudice to the position of ASCAP and the broadcasters on the AM cooperative problem.

General Agreement
Asking Miller’s report on the status of negotiations with ASCAP for TV licenses, Mr. Myers noted that general agreement has been reached between the TV broadcasters and ASCAP on the terms of a blanket license proposal.

When it came to per-program licenses, Mr. Myers reported that he was unable to follow the radio formula, which it believed had resulted in an unfair relationship between fees paid under the blanket and per-program license agreements. Attempts to find a new formula that would meet ASCAP’s wishes and still be acceptable to TV broadcasters who prefer the per-program formula of license have reached a point where the broadcasters committee feels it cannot proceed without direction from the NAB board. All TV stations, licensees and CP holders are invited to attend, whether or not they are NAB members, he noted.

Mr. Myers declined to reveal any terms or details of the per-program licenses which have come up in the discussions with ASCAP. He said the agreement is that he has no way of knowing what the individual broadcasters will approve or disapprove and that any advanced disclosure of suggested terms would be "unfortunate."

He pointed out that while only about 100 or 110 out of the 2,200 AM stations are operating under per-program licenses, these include (Continued on page 64)

NAB Sets Special Meeting Sept. 23

EXCLUSIVE TV distribution of all Assoc. British-Pathe short subjects is granted in England by Hubbell Television Inc., of New York, by Thomas Ebeling (seated), ABP executive. Witnessing proceedings are (l to r) Kyra Hubbell, vice president and secretary; Richard W. Hubbell, president of Hubbell Television Inc., and Bob Richardson, managing director of Richardson-Hubbell Television Networks Ltd., Hubbell European affiliate. Under contract, Hubbell Television acquires rights to Pathe Films Library. Pathe is producing film series for use by American stations [BROADCASTING, Aug. 22].

TV NETWORKS

July Time Sales Hit
$614,468—PIB

COMBINED gross time sales of the four TV networks in July totaled $614,468, according to data released by Publishers Information Bureau. Video to date are $4,836,658, PIB shows.

July video network billings are the lowest for any 1949 month since February. They reflect a drop of 19.6% from the $764,406 gross time sales for the TV networks in June, and are 30.4% below the billings of $882,626 in May, peak TV network month so far this year.

Data on individual TV network advertisers on which BROADCASTING bases its reports of billings by class of advertising, agency totals and other breakdowns, are available only on a quarterly basis. Therefore, the next such analysis of video network business will appear approximately two months from now, when PIB has completed its report for the first nine months of the year.

Page 62 • September 12, 1949
IS THERE A DOCTOR IN THE HOUSE?

We mean a "specialist" not a general practitioner.

- Radio and Television are highly competitive media. And since they began to vie for the advertising dollar, there has been an urgent need for "specialized" representation of each.

  On the proven theory that one man cannot efficiently serve two masters, Blair-TV, Inc. was born.

  We are specialists... TV sales specialists devoting 100 percent of our energy and talents to the sale of television time and programs.

  Blair-TV, Inc. has developed its own sales technique which will mean more dollars for TV Station owners.

  May we tell you about the Blair-TV "Ten-point Sales Plan?"

Write Blair-TV, Inc., 22 East 40th Street, New York 16, N. Y.
KECA-TV DEBUT

Seventh Video Outlet
In Los Angeles

BOW of KECA-TV Hollywood, fifth TV outlet of ABC, will take Channel 7, marking Los Angeles as one of the nation's only city with seven operating TV stations. Frank Marx, vice president and charge of engineering, and Ernest Lee Jahnecke, vice president in charge of station relations, will be resident host.

Opening night will kick-off at 7 p.m. with a 15 minute dedication program, featuring civic leaders. This will be followed by an hour variety program with Art Linkletter as m.c., sponsored by Union Pacific Railroad [BROADCASTING, Sept. 5]. At 8:15, the football game between UCLA and Oregon State College will be co-sponsored by the L. A. Dodge Dealers Assn. and Hoffman Radio & Television Corp. Tom Harmon will handle play-by-play on the game with Fort Pearson doing color.

Initially KECA-TV will operate on a schedule of two nights weekly, according to Mr. Samuels, telecasting five days weekly, Wednesday through Sunday. In November, when construction on the network's 20 acre television center has been completed, this will be expanded to seven telecast days each week. According to present plan, the station will air about six hours weekly via kinescope, about two and one half hours weekly of film and the remainder of the time will be filled with live programs.

When the kinescope equipment is installed and operating, Mr. Samuels predicts that the West Coast will then begin to supply the East with the latest hours of programming as it receives. Among these, he pointed out, will be a top budget weekly variety show, to be produced by Richard Goggin, ABC Hollywood senior television producer.

WOW-TV
In Full Operation

WOW-TV Omaha, Neb., is giving regular service to an estimated 76-mile area, Bill Wiseman, promotion manager, reported last week in a summary of activities of the station which began operation Aug. 29.

The outlet, a member of the "non-interconnected" NBC-TV network, has a week round schedule. During inaugural day, greetings from Justin Miller, president of NAB; Nebraska and Iowa Senators; and Representatives for NBC officials were telecast. Ralph Edwards filmed a special Truth or Consequences TV salute to the station.

Also estimated by Mr. Wiseman was the number of "sets in use," which he placed at 4,000, after a vigorous two-months set sales campaign on WOW. The new outlet is the third of Radio Station WOW Inc. headed by John J. Gillin Jr., president and general manager. Other stations are WOW Omaha and KODY North Platte, Neb.

WOW-TV got off to a start with sports coverage of the American Legion "Little World Series" baseball games. These games were telecast daily from Nebraska and Iowa State Fairs. The station will carry all U. of Nebraska home football games from Lincoln using a special microwave relay setup. Also on its schedule is showing of the professional exhibition game in Omaha between the Los Angeles Rams and the New York Giants Sept. 14, other football games, and wrestling and hockey.

During the first week of operation, a half-hour musical variety show, WOW Calling, was carried by the station.

New staff appointments were announced by Harold, former chief technical adviser, has been named WOW-TV manager, and Russ Baker will be production chief. Following from the opening staff President John Gillin who had been hospitalized for three weeks. He was to be taken to his home from the hospital for several weeks rest before resuming his duties. During Mr. Gillin's absence, Mr. Wiseman reports, Lyle Demoss will act as general manager and also program director of all three stations.

On DOTTED line go rights to Hopalong Cassidy TV films sold by WBAL-TV Baltimore to Schmidt Baking Co. of that city, as Carl P. Schmidt (il), president of the firm, affixes signature to the contract. Sitting beside him is James M. Kennedy, station's account executive. Show to air at 6:30; 7:30 p.m. Saturday and said to be first instance of individual sponsorship of program on East Coast. Account handled through E. J. Sperry Adv. Agency, Chicago.

ASCAP TV
(Continued from page 62)

many important station executives who hold firm convictions that any ASCAP contracts they sign obligate them to pay only for the music they actually use. He cited Walter Damm, WMJ Milwaukee; Harry Bannister, WWJ Detroit; Stanley Hubbard, KSTP St. Paul-Minneapolis; George Burbach, KSD St. Louis; Campbell Arnoux, WTA Norfolk; G. Richard Shafto, WIS Columbia, S. C., and Earle Antinboth, KTPE Los Angeles, as among those taking out AM per-program licenses from ASCAP. Most of these executives also head or will head TV operations, he noted, and presumably they will want the same sort of licenses in television broadcasting as well.

Askd if the Sept. 23 date was not uncomfortably close, to Sept. 30, end of ASCAP's latest extension of a general TV license which the society has indicated would be its final extension without an agreement, Mr. Myers admitted that it was. Unfortunately, he explained, it is the first date when it is feasible to get the video broadcasters together.

Declines Speculation

He declined to speculate on ASCAP's reaction to the outcome of the session, whatever it may be. However, he said that throughout the whole series of negotiations since the first of the year, ASCAP has approached the problem on a friendly basis and negotiations have been conducted on a very high plane. If the video executives come up with a reasonable per-program proposal, there is a possibility that ASCAP might be able to act on it before the 80th, he said. More probable, he added, would be a further extension of the present overall licenses while the contract terms were being drafted in final legal language.

Mr. Myers warned against discounting entirely the possibility that ASCAP music may not be available for TV use after the end of the month.

Once an agreement on the license terms has been reached, he said, the next step will be for the broadcasters to sign the license forms contingent on ASCAP getting the necessary rights from its members.


In addition, Mr. Coe represents Television Broadcasters Assn. on the Committee which has also been authorized by a number of programmers including Don Petty, general counsel, NAB; G. Emerson Markham, WGY Schenectady (now director, NAB Video Division); Richard Shafto, WIS Columbus, S. C.; Lawrence W. Lowman, CBS New York; Edwin McCrossin, DuMont New York; Harold C. Burke, WBAL-TV Baltimore; Ham S. Hedges, NBC New York.

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LOS ANGELES: Nearly 500,000 people saw Rams-Redskins professional football game August 26 over KTTV. Think of our audience this fall when we'll show both Rams (National League) and Dons (All-America Conference) games!

SCREEN star Alan Mowbray emcees a delightful quarter hour for us, titled "Hollywood In Three Dimensions." Show takes viewers behind the scenes for interviews with actors, song writers, technicians and others who help make the movies.

KTTV viewers have been startled by technicians breaking "bottles" over Mowbray's head (made of sugar and water); they saw how Disney songs are written. Movie people like Sonny Tufts, Edgar Bergen, Stanley Kramer appear regularly.

Mowbray knows Hollywood, is the only "name" presently doing an intimate-type show. So happens it's available now. Ask Radio Sales.

YOU can't fool a television camera. And especially with young ones watching. Our "Cowboy Slim" is the real thing. Like the other night at the Hollywood Bowl. "Hoppy," Cisco Kid, Red Ryder and other western stars were there. But our Slim walks away with top laurels when he ups and throws a live bull. Kids loved it. A real cowboy (participations available).

77% of Los Angeles TV set owners also own their own homes. Solid people...people who buy.

KTTV
OWNED BY
LOS ANGELES TIMES - CBS
LOS ANGELES
When Mr. A. G. Doukas, VP of Metro Washers, had faith in TV to sell $50 portable household units...some experts took the dim view...but he brightly signed up for the Art Ford Show on WPIX...11-12 p.m. Saturday nights.

Viewers were asked to telephone for a demonstration...kept phone lines warm with leads...and almost 100% were converted to sales!

After three weeks, the advertiser found costs so low...he is about to double his expenditures...says TV is a Sensational Sales Success!

WPIX has a range of result stories advertisers ought to know more about...from 10c toiletries for women to $400 air conditioning units bought by executives and professional men. Whatever your product or price range...WPIX makes sales...moves merchandise from shelves and selling floors...converts customers to cash.

...for full facts on open opportunities,
call Jack Patterson, Scotty Donahue,
or any WPIX representative...

W. B. DONER and COMPANY
Advertising
DetroIT CHICAGO NEW YORK
Eighteen East Forty-Eighth Street - New York 17, New York - Michigan 8-5024

Mr. John A. Patterson, WPIX Inc., 221 East 42nd Street, New York 17, N.Y.
Dear Mr. Patterson:
There are so many things we don't know about Television advertising it is heartening to be sure of one specific fact:

Our client, the Metro Wolfe Corporation, makers of the Metro Washer, portable household washing machine, is enjoying sensational success with the Art Ford show on WPIX.

And we don't mean "high Bowers" when we say sensational success. We sell a $50 portable washing machine direct to consumers and we ask the WPIX audience to telephone for a demonstration appointment. After just three weeks on WPIX our cost per lead is so low that we, as you know, are about to double our expenditures.

But leads and sales are two different things. Even more gratifying is the fact that the leads from the WPIX audience are converted almost ONE HUNDRED PERCENT into sales.

Mr. A.G. Doukas, vice-president of Metro Wolfe Corporation, deserves full credit for taking the plunge into Television against the judgment of many so-called experts. His sales records show that he - and WPIX - correctly judged your audience.

So - the next time an advertising tyro says to you "Television is nice, but does it get results," you tell him about Metro Washers.

Sincerely yours,

Charles Higgins
Executive Vice-President

BROADCASTING • Telecasting

September 12, 1949 • Page 65
ENGINEERING details on CBS and RCA "compatible" 6-mc color television equipment, first given two weeks to FCC and the public, disclosed that:

- RCA's system initially employs three color signals which are sequentially transmitted and electronically, combined, transmitted as one signal in time-multiplex scheme and reproduced simultaneously at receiver via triple-kinescope projection onto single screen. System stems from 1946 wide-band developments of RCA.

- CBS system can be either "all-electronic," "mechanical (disc type)" or a combination of both and that system "is not inherently a mechanical system as has been widely reported." All types of color camera and receiving apparatus reported thus far - including RCA, Color Television Inc. and Du Mont Channel 4 - can, if desired, be employed in CBS system "with but minor adaptation."

The technical data, heretofore closely guarded, was supplied to the Commission Tuesday of this week in response to a request of a fortnight ago for more specific information [Broadcasting, Sept. 5]. The move was a further effort toward solution of the color television enigma which shadows FCC's overall TV hearing to commence Sept. 26 and which has caused some as yet little concern in industry, Government and Congress.

Meanwhile, FCC last week granted Bamberger's WOIC (TV, Washington special temporary authority to commence tests Sept. 25 of the CBS color system in conjunction with that network and granted the latter station's WICS (New York) authority from Sept. 7 to further test its color TV system there. Both authorizations are for 30 days.

The Commission also extended from Sept. 12 to Sept. 26 its deadline for acceptance of counterproposals and oppositions to comments now pending on the general TV reallocation plan (Telestatus, Sept. 6).

Another development in the color field last week was the filing by Leon Rubinstein, New York color photography and optics expert, of comments on his system for compatible, all-electronic 6-mc color TV, based in part upon color photo-engraving principles. The system, claimed to be very inexpensive, employs Mr. Rubinstein's invention of "microscreens" to be used in camera and receiver and for which patents have been requested. The brief was accompanied by petition for late acceptance of view of the patent examiner. The Commission is taking a matter.

The RCA system, technically explained by Dr. E. W. Engstrom, vice president in charge of research, RCA Labs. Division, initially was announced in late August to stem the tide of competitive development by vice president of the same division [Broadcasting, Aug. 29]. RCA at that time indicated it was ready for development of all-electronic color. Color Television Inc. reported its technical details the same week and CBS had outlined its developments the previous week [Broadcasting, Aug. 22].

RCA Explanation

In a step-by-step explanation of the system, the RCA brief said the color camera produces three signals, one for each primary color - red, green, blue. These signals may contain frequency components out to 4 mc maximum.

Each of these individual signals then follows two routes which later join in the "interlace." The signals are fed into an electronic commutator or sampler, described as a "new and outstanding engineering development," which samples the signals 5,000,000 times per second.

A sampling pulse generator is an integral part of the commutator and makes use of the three colors of the horizontal synchronizing pulse to sense each of the color signals, the brief explained.

From the sampler the signals are fed into an electronic combining device called adder No. 1. Here standard synchronizing signals from the synchronizing generator are applied along with the "mixed highs" or the high frequency portions of the three color signals which come via the second route. The three color signals from the camera are combined in what is termed adder No. 2 and are jointly fed through a bandpass filter. The output of this filter contains frequencies between 2 and 4 mc, with contributions from each of the three color channels. This output of mixed-highs then goes on the first route, each color signal passes through a low-pass filter which eliminates components above 2 mc. The three resulting low-passless signals are fed into an electronic commutator or sampler, described as a "new and outstanding engineering development," which samples the signals 5,000,000 times per second.

A sampling pulse generator is an integral part of the commutator and makes use of the three colors of the horizontal synchronizing pulse to time the sampling of each of the color signals, the brief explained.

CBS said the FCC that cameras thus far used and demonstrated have been disc-type to avoid problems of optical image reconstruction, and mechanical interlace, registration and light loss inherent in all-electronic cameras thus far suggested. However, it was stated, "the various types of all-electronic TV systems that have been suggested in connection with other systems could, if their technical performance should be satisfactory for such an application, be equally used with the CBS system."

Line Frequency Greater Scanning frequency is departure in CBS system. Line frequency of 29,160 per second is cited as compared with 15,750 for standard black and white. In CBS system, it gives field frequency of 144, color frame frequency of 48 and color picture frequency of 24. Field frequency of 180 is used in CBS system to make digital measurements to simplify problems with local power supplies, it was explained.

CBS explains that choice of field and line values rests largely on reflection of geographic, architectural and horizontal geometrical definitions. If disc-type receiver is used, gonio-effects are eliminated, he said. Flicker, reason for this interlacing, go hand in hand with higher utility in the "picture bandwidth," and for 4.3 mc channel maximum, about 8,000,000 changes in light intensity or scanning pulses and flyback time. None have one factor leaves fewer pulses for other two, it was said.

Assuming a 4.5 mc picture bandwidth and 405 lines with 144 fields, CBS said, number of picture elements along each line is 45% less than standard black and white picture. Standard FCC synchronizing pulse is used speeded up to 24,160 lines and 144 fields. A color sequence phasing pulse is added each 1/48 second to phase colors of disc-type and all-electronic receivers with camera. If disc is used it contains 12 filter segments in camera, operates 720 rpm; in receiver, 720 rpm.

CBS pointed out its system employs standard broadcast transmitter and relays, "without modification," adds the FCC. This to "facilitate demonstration" and "practical broadcasting" with WCBW-TV, New York, WMAR-TV Baltimore and WMAI-TV Washington.

Existing monochrome sets can be adapted to receive CBS color signals in monochrome by means of a diplexer to reject "inconsequential" disc-type scanning frequency. CBS has developed an adaptor which can be plugged into existing tube sockets with the set, with color tubes being used in adaptor itself.

Once an existing monochrome receiver has been fitted with scanning adaptor, it can receive color when color set is placed in front of the picture tube. Converter now contains color disc, motor, automatic disc synchronizing unit and magnifying lenses. CBS early estimated converters could be mass-produced for about $75. Network last week also added AVCO's Crosley Division to group of firms making color receivers for demonstration before FCC.

Mr. Rubinstein's method of color television has variations known as "mechanical" and "all-electronic," and B are termed all-electronic and claimed to be "simplest and least costly of all existing systems of color television," while System C is "inexpensive" Rubinstein creation. A and B with only minor adjustments amounting to "less than $100 per camera." Existing receivers require only nominal adjustment to get color, costing $25-100 for equipment, excluding distribution and installation costs and depending upon size of kitchen window. "There is no change that would stop the continuous color production," he said.

Mr. Rubinstein's "mechanical" system uses three colors, with and B with only minor adjustments amounting to "less than $100 per camera." Existing receivers require only nominal adjustment to get color, costing $25-100 for equipment, excluding distribution and installation costs and depending upon size of kitchen window. "There is no change that would stop the continuous color production," he said.

Mr. Rubinstein's brief was filed by George S. Elpiner, attorney.

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The Telestatus

Color Techniques Explained

(Report 76)
You can buy THIS . . . a lot or a little

Ruth and Don Gilpin, talented puppeteers, pull the strings that have all young Atlanta tied to WSB-TV.

Youngsters' birthdays are announced at Woody's daily cake-cutting.

Big hit of the show is the daily movie serial which is telecast during program.

Enthusiastic juvenile audiences participate in games and contests which are a daily feature on the Woody Willow Show. Waiting list is a mile long!

WOODY WILLOW

is the hottest salesman in the south

If your client's product it bought by children; if its purchase is influenced by children (and what family purchase isn't?)—then WSB-TV's Woody Willow is for you. Here's a top flight show, so brilliantly diversified in entertainment features that it has Atlanta's big juvenile video audience tied up tighter than a drum. Here's a rough on the format:

Time is 4:30 to 5:30 every afternoon, Monday through Friday. Highlight of the period is a serialized adventure in Puppetland featuring Woody Willow and other puppet characters. This is followed by audience participation games and contests for which prizes are awarded. Woody's announcement and celebration of his fans' birthdays is a daily feature also. Grand finale is Woody's daily showing of animated cartoons and movie serials.

Time may be bought in units of the full hour, 30 minutes, 15 minutes or 1 minute live or film announcements. The price is right. No production problems to worry you. For full details on outstanding sales jobs this show has done and is doing—for complete information on availabilities, contact WSB-TV direct or call your nearest Petry man.

WSB, AM AND FM, AND WSB ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA
THE BEST THAT YOUR MONEY CAN BUY!

WGN-TV offers you the finest, most modern transmission facilities in Chicago—meaning the best reception for your advertising message.

WGN-TV originates more local programming than any other station... and has more local time sold than any other. Advertisers know WGN-TV program origination is a selling job.

WGN-TV is TOPS in Chicago sports coverage... audience-building features that benefit all WGN-TV sponsors.

WGN-TV has the "know-how" and the technical equipment to smoothly carry out the most intricate scheduling. Here's a typical portion of a Sunday (August 14) schedule:

1:15-5:00 pm—Cubs Ball Game—3 cameras
1:30-2:45 pm—Filming teases
on 1st hole at
Tom O'Shanter
World Championship
Golf Match
3:00-5:30 pm—Studio rehearsal of
Mysteryland Players—3 cameras
5:00-6:00 pm—Tom O'Shanter
World Championship
Golf Match—3 cameras
Telecast of films
taken at 1:30 pm
6:30 pm—Set up 3 cameras
for rehearsal
and remote telecast of
"Stars of Tomorrow."
And that's not all:

6-8 pm, network show; 8 pm, Mysteryland Players; 8:30 pm, locally produced newseel; 9 pm, Stars of Tomorrow remote; 9:30 pm, film highlights of the day's ball game.

Yes, for the best that your money can buy, it's WGN-TV in Chicago... where Channel 9 is more than a number—it's a habit... with advertisers and viewers.

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STRATOVISION STORY DOCUMENTED

510-Page Volume Describes Work

TECHNICAL discussion of Stratovision as a method of networking television via airplanes, with exhaustive data on 14 months of testing in a B-29 plane, is presented by Westinghouse Electric Corp. and Glenn L. Martin Co., co-developers of the skyborne system.

The results of the costly research project are reviewed in a 510-page volume covering the second phase of Stratovision experiments. The system was originally announced Aug. 10, 1945 by Westinghouse and Martin officials.

First tests were conducted in a Lockhead bomber between Dec. 9, 1945 and Aug. 30, 1946, when measurements were made at ground stations on frequencies of 1 mc, 107.5 mc and 514 mc. This series of tests led to the conclusion that measured values of field intensity agreed with predicted values, and that effects of plane motion would permit a large airborne TV broadcasting system.

Second Tests

In the second series of tests—Dec. 5, 1947 to Feb. 17, 1949—actual pictures and sound were transmitted in a standard TV channel, with 37 flights logging 104 total hours of testing.

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C. E. (Chili) Nobles, Westinghouse section engineer, prepared the report on the second series. The elaborate charts and tabular material are supplemented by reception reports over a wide area. Westinghouse at the moment is not publicly testing Stratovision.

The B-29 plane was turned back to the Army, which had provided the craft in exchange for propagation data covering high-frequency bands. Latest word from Westinghouse is that further work on Stratovision depends on FCC allocation of its use for a TV frequency. FCC has shown interest in progress of Stratovision and its engineers will have a chance to study the findings of the new report. Frequencies used by the plane's transmitters were TV Channel 6, 250 mc, 750 mc and 3800 mc.

Many observers who have watched the tests feel that Stratovision has been demonstrated as commercially feasible. Next step, it is agreed, depends on the economic practicability. Stratovision developers contend the country can have networked TV by this method at a fraction of the cost of cable and microwave relays.

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TV HAND BOOK

Covers All Video Phases

VIDEO HANDBOOK, by Morton G. Scheraga and Joseph J. Moulton, New York, 892 pp. CLAIM made on the jacket, "Complete technical television hand book," is borne out by the contents. Fourteen sections cover past, present and future of TV; fundamentals; receivers; TV stations; antenna systems; creating programs; descriptions of modern receivers; installation of receivers; servicing; test equipment; receiving building; data section; television terms, and a bibliography.

The hand book is replete with technical drawings and photographs. Each section has been numbered for quick reference. Technical material is extensive, especially in the case of receivers and their installation and servicing. The co-authors have had extensive experience. Mr. Scheraga is with Allen B. DuMont Labs. and Mr. Roche is co-author of Radio Data Book and editor of Radio Maintenance Magazine.

DuMont Programs

EIGHTY PERCENT increase in volume of programming fed by DuMont Television Network to affiliates, as compared with summer schedule, began last Monday. James L. Caddigan, DuMont program director, said that three-fourths of fall network programming would originate at WABD (TV) New York and other fourth at WGN-TV Chicago.

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WGN-TV

CHANNEL 9 • CHICAGO

Page 68 • September 12, 1949
WORLD'S LARGEST TELEVISION STATION!

KECA-TV CHANNEL 7 LOS ANGELES

on the air September 16

ABC's FIFTH Owned and Operated Television Station in a Key Sales Market—Newest Link in the Powerful ABC Television Network

Now ABC—and only ABC—has its Owned and Operated television stations in five of the six major markets in America! Thus, ABC now offers you a distribution of TV stations that cannot be matched by any other broadcasting company.

And in Los Angeles, ABC offers you facilities unlimited—including:

- Two largest television stages in the world (238' x 105' and 175' x 94'), each with 4 cameras, complete switching arrangements.
- Two auxiliary studios.
- Two remote facilities set-ups, each with 3 cameras.
- Fully equipped theatre seating 300 people.
- Two rehearsal halls.
- Six private dressing rooms, complete facilities for male and female chorus groups.
- Complete 35-mm facilities.
- Complete 16-mm facilities with Balopticon, 2 slide cameras, small screening theatre seating 25.
- Complete audio facilities.
- Complete production department for building sets, props and handling lighting.

ABC-TV gives you top service as well as top facilities. You buy from one—and only one—representative; he handles ALL your television problems.

1. Executive offices
2. Sales, Auditing, Publicity, Promotion offices
3. Dressing rooms, Wardrobe offices
4. Sound Stage
5. Auxiliary Studio
6. Programming and Production offices
7. Maintenance
8. Auxiliary studio
9. Soundstage with theatre
10. Master Controls
11. Guard House, PBX Room, Receptionist
12. Fireproof film vaults

The efficient way to sell your products is to use ABC-TV

- in New York WJZ-TV Channel 7 Giant television center
- in Chicago WENR-TV Channel 7 Tallest TV Tower in Chicago
- in Detroit WXYZ-TV Channel 7 Detroit's most modern equipment
- in San Francisco KGO-TV Channel 7 1362 feet above sea level
- in Los Angeles KECA-TV Channel 7 A 23-acre TV studio

ABC TELEVISION
American Broadcasting Company
REQUEST was filed with the FCC last week by Peoria Broadcasting Co., licensee of WMDB, Peoria, Ill., to relinquish the construction permit for its television station WMBT (TV) there. No reason was given for the action.

Originally granted in July 1948, WMBT is assigned Channel 6 (62-88 mc) with power of 17.2 kw visual, 8.6 kw audio. It's present extension of construction authorization will expire Sept. 29. Considerable sums already have been spent by Peoria Broadcasting, headed by Edgar L. Bill, on television facilities. New AM studios have been equipped with wiring and conduits for TV, large auditorium studio has been included and transmitter plant and antenna facilities have been made to include TV.

With deletion of WMBT there would be no television facility left at Peory. FCC's approval of cancellation of the permit of WEEK-TV Peoria, associated with WEEK there. No TV applications are pending.

TV COMMITTEE
SWG Names Seven Members

SCREEN Writers Guild last week named seven members to represent it on the proposed 15-man West Coast committee of the National Television Committee of the Authors' League of America. Appointed were Oliver H. P. Garrett, Morgan Cox, Valentine Davies, Sheridan Gibney, John Larkin, Emmet Lavery and Mary McCall, Jr.

Yet to be named to West Coast committee are three representatives from Radio Writers Guild; two from Dramatists' Guild; one from Authors' Guild. Group will negotiate television writers' contracts on West Coast as will its counterpart in East, according to plans set down at recent Authors' League meeting in New York.


STERLING Films Inc., New York, has moved to 61 W. 56th St., where larger quarters and facilities including newly added TV and educational division. New telephone number is Judson 6-3710.

Braumeister Beer, Milwaukee, has purchased series of 26 open end, one-minute spots, produced by Gerald A. Bartell Assoc., same city. Spots will be placed on WTMJ-TV Milwaukee through Allen Riesebach Adv. Agency that city. KGO-TV San Francisco has signed with Telefilm Inc., Hollywood, to show Roving Camera series. KRON-TV San Francisco has contracted for series of 26 musicals, Paradise Island, with Jerry Fairbanks, Hollywood.

Fred Mandl, Princeton Film Center, Princeton, N. J., has returned to U. S. after six months' photography junket through mountains and jungles of South America. Mr. Mandl directed photography for film on transportation, "Venezuela on the March," which is due to be released this fall... Jack Chertok, president of Apex Film Corp., Los Angeles, is in Minneapolis discussing production aspects with executives of General Mills, of Lone Ranger series currently being produced for that company.

Fimstone, Hollywood, has been signed to make weekly 30-minute film series of "Life of Riley" which will be sponsored by Pabst over NBC-TV Network.

Marc Frederic, formerly merchandising executive with Kay Jewelry Co., Washington, D. C., has formed Hollywood Television Enterprises at 915 N. La Cienega Blvd., Los Angeles. Phone Crestview 5-6606. Firm will produce and distribute television and 16 mm commercial films.

United Productions of America, Hollywood, currently producing spots for Pontiac, Union Oil Co. and Timken Roller Bearing for video... Derick Williams, production supervisor of Vixio Ltd., English TV film company, has returned to England after several weeks in New York. He plans to start immediately on detective series company will produce for U. S. distribution through Hubbell Television Inc., New York. Titled The Man Who Walks By Night and Scotland Yard Reporter, series comprise half-hour TV programs.


KTTV SURVEY
Tavern TVs Checked

SURVEYING the bars of Los Angeles county, KTTV (TV) Hollywood reports that 11% of the area's 3,000 bars responded to a questionnaire which showed that only 3% of those responding did not have television sets.

Of the sets installed, station reports that 35% are RCA; Philco with 25% and other brand names spread out. In answer to query of which television night has been best, Friday winds up on top followed closely by Saturday. The station points out this is in sharp contrast to the East where Tuesday is reportedly the top tavern night.
TUBE COSTS

TUBE costs being one of the major expenses of television operation, The Journal Co., owner of WTMJ-TV Milwaukee, set up, prior to inaugurating TV service, a system for keeping a continuing record of these costs.

In the system, original tubes are considered part of plant investment. All spare tubes and replacements are charged to the inventory account. As a tube is retired from service it is replaced with one from inventory and the price of the tube is credited to the inventory account and charged to operating expense. Where the replaced tube has not been used for its guaranteed life, the credit and charge are held in memo form until the manufacturer's credit is received and then the credit and charge for the replaced tube are finally entered.

In order to keep a record of each tube, each camera is equipped with an electrical counter. These counters are used for all tubes having a value $100 or more. Result is that at any particular time the hours of use for each tube are available.

The Journal Co. carries as spares 14 camera tubes for its five cameras and two spares for each of the other 15 tubes in its system. Some results of an 18-month check:

**WTMJ-TV TUBE LIFE**

Based on Tubes Retired from Service Between Dec. 1, 1947 and June 1, 1949

<table>
<thead>
<tr>
<th>TUBE TYPE</th>
<th>HOURS</th>
<th>COST/HOUR</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Tubes</td>
<td>1,336</td>
<td>$350.00</td>
<td>$415,000.00</td>
</tr>
<tr>
<td>12 Tubes</td>
<td>1,350</td>
<td>$400.00</td>
<td>$540,000.00</td>
</tr>
<tr>
<td>16 Tubes</td>
<td>1,350</td>
<td>$400.00</td>
<td>$540,000.00</td>
</tr>
<tr>
<td>20 Tubes</td>
<td>1,350</td>
<td>$400.00</td>
<td>$540,000.00</td>
</tr>
<tr>
<td>24 Tubes</td>
<td>1,350</td>
<td>$400.00</td>
<td>$540,000.00</td>
</tr>
</tbody>
</table>

**ORTHICON TUBES**

Model 3125—(Old Field Camera Tube)
- Maximum Hours: 1,336
- Minimum Hours: 74
- Average Life: 74
- Total Net Cost: $48,389.00
- Cost per Hour: $3.90
- Model 2655—(First Studio Camera Tube)
- Maximum Hours: 1,350
- Minimum Hours: 74
- Average Life: 74
- Total Net Cost: $48,389.00
- Cost per Hour: $3.90

**ICONOSCOPIC TUBES**

Model 180A—(Film Camera Tube)
- Maximum Hours: 1,350
- Minimum Hours: 74
- Average Life: 74
- Total Net Cost: $48,389.00
- Cost per Hour: $3.90

**TRANSMITTER TUBES**

Model 1325—(1 Tube)
- Maximum Hours: 1,350
- Minimum Hours: 74
- Average Life: 74
- Total Net Cost: $48,389.00
- Cost per Hour: $3.90

**BUILT-IN antennas and new eight and one-half inch tube receiver were highlights of 1949 television line unveiled by Motorola Inc., Chicago, at New York press showing. Twenty-two models make up firm's 50th anniversary line including company's first entries into "Luxury Line" market.**

**LIBBY PLANS**

To Air TV Show Sept. 30

LIBBYY, McNeil & Libby, Chicago, will sponsor a half hour weekly series, Auction Air, on ABC's eastern TV network, Friday, 9-9:30 p.m., effective Sept. 30. The program is the first television auction in which home viewers will be participants. The home audience will be invited to bid, with labels from Libby products purchased in neighborhood stores, for objects displayed on the screen.

Jack Gregson will oversee the bidding and put up for sale everything from automobiles to zebras. During the course of the half hour, Mr. Gregson will put up countless valuable products for which viewers will bid via local telephone calls to the station. Calls automatically will be transferred to a switchboard on the stage at the TV studio in New York, where bids in Libby labels will be accepted by Auctioneer Gregson. To the highest bidder will go objects for sale.

Show will be seen in New York on WJZ-TV, in Philadelphia on WFSI-TV, Boston WNAU-TV, Baltimore WHAM and in Washington on WMAL-TV.

J. Walter Thompson, New York, is the agency. Program is owned and packaged by Masterson, Reddy & Nelson.
KEN BOULTINGHOUSE, formerly of WIKY Evansville, Ind., joins WOY Carmi, Ill., as program director.

BOB RESPESSE appointed chief announcer and promotion director of KIOWI Colorado, Ohio.

DAVE CUBINS named music and farm director for station.

ED PALEN, formerly program director of WAKR Akron, Ohio, appointed Program Coordinator for Yankee Network owned stations in Worcester, Mass.; Providence, R. I.; Portland, Maine; and Bridgeport, Conn. He also was program director of WCFL Chicago, WJW Cleveland and general manager of WFRP Savannah, Ga.

Mr. Palen

Mr. Graham Black
Prater Advertising Agency, Inc.
St. Louis, Mo.

Dear Graham:

Here's a few hints 'bout WCHS you folks are tryin' to keep in mind. If they're more'n 21 thousand families in the city of Charleston and good- ners know many outside town. But the really surpris- ing thin' is that these here families averaged nearly 16 hours and 11 dollars apiece during 1948. Now that's hard ter beat, Graham, on 12 means or two other money to be spent on us here. On toppa all that WCHS has 56 percent more listeners in this here fine market than any other station. Now, add all them ter skellies and you'll see what listeners WCHS has with her 580 watts on 580. Alop.

WCHS
Charleston, W. Va.

Local Know-How Proved By Station's Own Mail

That a station knows what makes listeners respond is proved when the station's sustaining programs are among the leading mail pullers. And at WLS Chicago that's true in summer as well as any time of year.

The first week in August, the weekly WLS "Stumpus" program topped all mail pulls—3,174 letters, sending the year-to-date mail to 177,757! Another WLS-built feature, "Children's Hour," has pulled 26,541 letters this year. "The House," week-end household hint program, 11,280 letters. The station's total mail through August was over 650,000 letters—well on the way to a million letters for the twentysixth year.

Advertisements, too, are inundated with this proof of listening. A jar maker received 12,000 inquiries about the company's policy; 10,000 insurance company 12,000 ... and a household item 28,000 direct sales to WLS listeners.

Here's further proof that a station which knows its audience—a station like WLS Chicago—gets results—at any time of day or year, with any WLS-built program. That's a thing to remember—that WLS Gets Results!

WLS
The Prairie Farmer Station
Chicago 7

Represented by John Blair & Company

Adv.

Page 72 • September 12, 1949

Production

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Mr. Palen

RCA CAMPAIGN

Ad Drive Opens Sept. 20

RCA VICTOR, Camden, N. J., Sept. 20 launches an "all-out" advertising, promotion and sales drive which will be carried through the Christmas buying season.

Drive will be marked by a national spot announcement campaign which, during the first week of the schedule, will use approximately 30 major radio stations to broadcast more than 700 announcements of the new price offer of $12.95 for Victor's 45-rpm record-playing attachment (Model 9JY).

RCA Victor's "Kukla, Fran and Ollie TV" program, carried three days a week over the NBC-TV network and scheduled in 43 cities, will also be used in the campaign, as well as all national magazines on the company's fall advertising schedule.

BBC Guiding Light joins KTTV (TV) same city, as traffic manager. Prior to joining Compton, Nils Hackett was with NBC New York as production manager.

BERTIE NICHOLS, formerly freelance public relations counselor and before that women's editor for NBC Western Division, has joined CBS Hollywood press information staff as photo editor. She replaces MAURICE HAMILTON, resigned.

EARL STEVENS of KXTL (TV) Los Angeles staff and BETTY FALK, Don Lee, Hollywood receptionist, were married Sept. 10 in Hollywood.

FREEMAN GOSDEN of CBS Amos 'n Andy show is the father of a boy.

COMER HEINE, assistant producer of Don Lee network, Ladies First is recuperating following recent operation at Hollywood Presbyterian Hospital.

ATTENDANT FOR THE SCOTUS GETS GAG, LITTLE ROCK CASES

THE U. S. Supreme Court will have before it two cases having important bearing on the broadcasting business when the highest tribunal convenes in October.

Papers have been reported ready for filing in the Arkansas Supreme Court decision upholding Little Rock's city tax on radio stations [Broadcasting, May 30]. The case, titled Winton vs. Mayor of Little Rock, is before the court.

This appeal follows long-established Supreme Court doctrine.

Second appeal comes before the highest court in the form of a request by the State of Maryland for a writ of certiorari in the Baltimore Gag case. The Maryland Court of appeals last June 9 held 5-0 that the Baltimore court ruling restricting broadcasting of crime news was invalid.

In this case the appellate court overruled a decision of Baltimore criminal court. The lower court had held three Baltimore stations—WFBF, WCBM and WTH—guilty of contempt for broadcasting officially released news about the arrest and confession of an indicted murderer who later was convicted.

The Maryland appeal contends the prisoner was denied right to an impartial jury trial because of the broadcasts and notes that the question of the influence of published or broadcast material on prospective jurors has never been decided in the Supreme Court. The state contends that the appellate court relied on Supreme Court decisions applying to effect of publicity on judges rather than impact on potential jurors.

Appoints D & D

HOUSE Beautiful Curtains Inc., New York, has appointed Dinon & Dubrowin Inc., also New York, to handle its advertising. Firm will "test television fully" by buying experimental time, spots and participations.

The best minds MIND BEST this advice:

In Memphis

Buy

WMPS

10,000 WATTS DAY
6,000 WATTS NIGHT
680 KILOCYCLES

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

BROADCASTING • Telecasting
CLIMAX of full scale promotion for Cisco Kid, Frederic W. Ziv Co. show, on WTWN St. Johnsburg, Ut., came about when two station announcers garbed themselves as Cisco and Pancho and rode horses through center of town. Signs on horses and announcers’ backs told name of program and air time. Show is sponsored in St. Johns by George H. Cross Baking Co., that city.

Club Picnic

OVER one thousand members of Eager Beaver Radio Club held their first annual picnic as guests of WOC Davenport, Ia. Club is part of station’s early morning program Wake Up With Music, and numbers over 4500 members representing 70 communities in station’s listening area. Conests and games for all age groups with prizes awarded by program’s sponsor, Petersen Harmed Van Maur department store, were featured. Presentation of awards to winners was tape recorded and aired on WOC same evening. Ice cream and soft drinks were served by station to club members.

‘Foneholder’ Mailing

PLASTIC Foneholder, enabling telephone users to hold phone without use of hands, has been placed on trade by XEGE Long Beach, Calif. Holder has station’s call letters, phone number and location announcement. This was accompanied by small card reading, “Greetings! This Rubberlyke Plastic Foneholder is sent to you with our compliments, RELAX during your phone calls.”

No Wrong Numbers

YOUNG LADY who tells Pittsburgh telephone users they have “dialed incorrectly” when they forget to add new figure “1” to all city’s exchange letters, has transcribed messages for WWSW Pittsburgh for promotional purposes. Listeners, accustomed to hearing girl’s voice on telephone reminding them of number, were heard over station with such remarks as, “You have dialed correctly. This is Pittsburgh’s twenty-four hour voice where you hear sports, music and news night and day.”

Promotional Idea

BRIGHT FOLDER, with cover showing drawing of woman grouped around CBS mike and headed “What’s the big IDEA?” is being sent to trade by Columbia Pacific Network. Folder gives format of Meet the Missus show, and remarks, “Big ideas make the difference between Columbia Pacific and other Coast networks. Ideas in programs, production and promotion...”. Back of folder is graph with line showing sharp climb upward, and is signed, “Columbia Pacific...the idea network.”

WBIG Market

HEADED by crest with call letters of WBIG Greensboro, N. C. and its network affiliate, CBS, station’s current mailing features summary of Piedmont marketing area. Also included in folder is picture of Greensboro and short description of its business and industrial opportunities, station’s cooperating, and picture of new general manager.

Market data reflects aren’s population growth, its food and drug sales as well as comparative data with other areas in the country.

Distribute Booklet

UTILIZING their booth at Minnesota State Fair for promotional as well as broadcasting activities, WCNO Minneapolis distributed 50,000 booklets celebrating station’s 25th anniversary. Twenty-page brochure traces station’s development and includes biographical sketches of personalities and highlights in its history.

Personnel

JOANNE PASKINS replaces MARILYN Lassen as WGN Chicago public relations representative on station’s television staff. Miss Paskins worked previously at J. Walter Thompson, same city. Miss Lassen has been transferred to television continuity staff.

CODY PFANSTIEHL, director of press information and promotion for WTOP WTOP-PFM Washington, will conduct course in public relations at Institute of Contemporary Arts, same city.

MARK FINLEY, public relations director of Don Lee Broadcasting System, named commanding officer of reserve unit of AFBS in Hollywood. A lieutenant colonel in reserve, he is veteran of World War II, with more than 18 years reserve service.

'TOUCHDOWN TIPS'

NBC Series Sales Increase

SALES for Touchdown Tips, NBC Radio Recording Division’s fall football series show a sharp increase over the program’s sales this time last year, according to Wade Barnes, the division’s manager of Thesaurus and syndicated sales.

Most of the subscribers so far this year, both stations and advertisers, are people who bought the show in 1948, Mr. Barnes said.

The program, 15 quarter-hour periods, presents Sam Hayes and his predictions on contests and other football information.

FORTUNE POPE

Leaves WHOM Post

FORTUNE POPE, executive vice president of WHOM New York and vice president and treasurer of Colonial Sand & Stone Co., effective immediately will devote his full time to the latter firm due to its expanding operations.

Both WHOM and Colonial contracting companies are owned by Generoso Pope, father of Fortune Pope.

Gene Pope Jr., currently editor of Il Progresso Italo-Americano, also a Pope enterprise, will succeed his brother Fortune as executive vice president of WHOM.
**LATEST HITS from RCA VICTOR...special "DJ" couplings for your platter shows**

**Two DOLLAR giveaway is one angle of format of Return Engagement show on WJBR Baltimore. M. C. Brent Guts offers prize for every listener's record he uses on program. Collectors send in lists of titles and artists on recordings made 20 to 30 years ago. Whenever something good is seen, Mr. Guts writes listeners enclosing prize money and telling him to send record along to be aired. Show is broadcast five nights weekly.**

New News Angle PULITZER prize-winning cartoonist, Vaughan Shoemaker of Chicago Daily News is featured on 15-minute TV program over WNBQ (TV) Chicago. Each Wednesday, Mr. Shoemaker draws "Cartoon of the Day" which will appear in newspaper the following day. While drawing, artist discusses news background and implications of his cartoon.

**For Sale!**

CANARIES, trumpets and antique lamps are bought and sold over Bargain Counter show via WNMP Evanston, Ill. Daily 15-minute "good will" show has "want-ad-of-the-air" format, and offers without charge items listeners want to buy or sell. All letters are combed before airing by Manager Angus Pfaff.

**Your City**

SMI-monthly program series on WPIX (TV) New York will cover city's governmental departments. Programs will originate from studios or, when convenient, remote locations, and concern housing, health, hospitals, transportation and fire and police departments.

Stockholders' Meeting Aired ANNUAL stockholders' meeting of Pillsbury Mills, Minneapolis, was heard via WCCO Minneapolis. Approximately 80 stockholders and stockholders' representatives participated, giving listeners opportunity to see inside workings of big business and its methods of operation.

**TV Style Show**

HOUR LONG show of 100 creations from Christian Dior's 1949 fall collection of women's fashions was shown to thousands of style-conscious women via WPLR (TV) Cincinnati. Show was sponsored by Gillette's Department Store of Cincinnati, and program originated from their salon, being picked up by station's mobile unit and relayed to studios.

**Miles REPRODUCER Co., New York, announces development of "Recordall," new self-starting and stopping, volume-controlled, portable recording instrument, product of 25 years of company research.**

**Respects**

(Continued from page 46)

Signal Corps in 1917, the younger Compton was delighted to receive his code practice outfit and radio books. Deligently Robin practiced code and studied the "Duck" catalogues of values and bargains in wireless parts. Lack of funds, however, prohibited his joining the amateur ranks.

When the Comptons moved to Courland, Robin stumbled upon two ardent amateurs who gave him the run of the place. The aspiring young engineer then "bought and begged" parts to make an all-wave regenerative receiver. With it he copied ship-to-shore and Army messages, then enrolled in a correspondence course with the National Radio Institute of Washington, D. C., to learn theory. He was graduated in 1926 after corn-picking kept him out of school for a short time.

Recalls Manufacturer Enterprises

Mr. Compton likes to reminisce that during his high-school tenure he went into the receiver manufacturing business which turned out several creditable neutrodynes and later superheterodynes before certain interests "decided we should either take out a license on certain patents or cease and desist." Robin and his crew preferred to "desist" since fairly satisfactory receivers had begun flooding the market. They turned out "supers" in flush quality, but the profit after royalties was not large, he recalls.

In January 1927 Mr. Compton boarded the SS Dorchester as an operator for the Radiomarine Corp. of America. For over 18 months he operated ship-board installations, shipping from Philadelphia with Merchants and Miners and the Sun Oil Co.

He returned to Kansas—this time Manhattan—in August 1928 to attend Kansas State College and worked part-time at KSAC, the college station. Two years earlier, armed with a first class ticket, he had served short relief roles with KFEO Oak, Neb., and KMMJ Clay...
Center, Neb., to launch his commercial radio experience. Late in 1928 he transferred to Kansas U. at Lawrence taking a full term and attending summer school. With a crowded schedule, he worked fulltime at WREN and became chief engineer. One of his duties was installation of studio pickup equipment in Kansas City, Mo., where WREN also maintained a studio.

Two years later (1930) found him back in Manhattan doubling as chief engineer of KSAC and radio engineer for the extension division of Kansas State College. Besides redesigning the college's broadcast facilities, operating the station and writing and delivering a weekly series of hour-long programs on radio theory and operation, he also found time to act as assistant instructor in the speech department teaching radio broadcasting.

It was there Mr. Compton got his first taste of television, serving as chief engineer of the college's experimental video station. In addition, he rode herd on amateur radio activities of Kansas State College.

The WOIC engineer received his bachelor of science degree in electrical engineering in 1934—after a succession of significant happenings. Despite his repeated absence, he had written equipment specifications which were accepted for English themes and submitted business correspondence for Business English credit. The degree was forthcoming after examinations given by the Columbia U. extension division.

Married in 1932

Meanwhile, Robin Compton had done two things: (1) In 1932 he married the former Margaret Hays, of Topeka, a Kansas U. graduate with an AB in journalism and newspaper reporter; (2) In September 1933 he joined NBC Engineering Dept's studio control group.

Following February he was transferred to the NBC's research and development group where he spent two years helping to lay groundwork for organized television experiments between a regular transmitter and a number of experimental receivers in the homes of NBC engineers and executives, and generally familiarizing himself with an industry yet "around the corner."

Part of Mr. Compton's duties involved laboratory work for the Rapid City Stratosphere Balloon ascensions; he worked on various phases of the 1935 Stratosphere transmitter and receiver, finally testing them in the laboratory.

After television, Mr. Compton devoted his energies to 300 mc transmitters and receivers for broadcast field work, from which derived the UHF "Pack" transmitters now known as "talkie-talkies" and "beemogs"—now called "handi-talkies."

In 1937 Mr. Compton switched again—from UHF development to television—and worked on development and operation. For five years he worked on TV circuits and component equipment and finally iconoscope operational development and motion picture photography for TV pickup use.

As technical director of motion picture television, he had charge of those activities now known as chief engineer. He had turned down a lieutenant's commission in the Navy in 1942 to continue in research and development work for the Office of Scientific Research and Development under terms of a contract between NBC and RCA and National Defense Research Committee.

He was assigned by NDRC to the Navy aircraft factory in Philadelphia where he flew on various projects including television. He returned to NBC New York in the summer of 1944, resuming television activities. He spent considerable time on government developmental problems encountered in New York and Philadelphia. He left NBC in February 1946.

Mr. Compton then trekked westward to Kansas City, Mo., where he was named technical director of KMBC to serve as a consultant in license application work, propaganda studies, engineering surveys, and FM design and specification. In that capacity, TV and facsimile also vied for his attention.

In May 1946 he moved to WPEN Philadelphia, licensed at that time to the Philadelphia Bulletin but later shed when the newspaper enterprise bought WCAU properties. Under contract to the Bulletin as director of its radio engineering operations, Mr. Compton remained to supervise FM and TV installations. He left in March 1948 to do freelance consultant work.

Joined Bamberger

Bamberger Broadcasting Service Inc. then lured him to Washington, D. C., to lay the blueprint for WOIC (TV), which began operation this past January. Mr. Compton currently heads a staff of 17 engineers.

His hobbies have been golf, tennis, flying and photography, the latter picked up while at NBC. He has taught television to NBC engineers and enlisted Navy personnel. In addition the talented Kansan has written acceptable short stories, technical and semi-technical articles, and technical texts for home study in TV and UHF.

On the basis of his knowledge and work experience Mr. Compton has been invited to lecture on video and electronics before societies and school groups in various cities. Within the past six years he has addressed nearly 10,000 people. Add to this background a natural flair for putting across his own program ideas, "Engineers do have or accumulate some program sense, too," he advises with a sly grin.

The Comptons have one child, James Barclay, 9. Mr. Compton is a member of Institute of Radio Engineers, Radio Executives Club of New York and Kiwanis International, among others. He is the station representative for the Electric Assn. of Washington, D. C.
**CHILD ACTORS**

Bill Exempts Radio-TV

A SENATE amendment exempting children employed as actors or performers in radio and television from provisions of legislation to amend the 1938 Fair Labor Standards Act has been approved by the Senate. Action was taken Aug. 31 before it passed the new minimum wage bill (HR 5856) and sent it to the House for reconciliation of differences.

Motion picture and theatrical productions also were exempt from the new child-labor provisions which otherwise were considered stringent compared with the previous standards act. The Senate also voted to raise the minimum wage of employees engaged in interstate commerce, such as in radio, from 40¢ to 75¢ an hour.

Employment of children in radio and television and other creative fields was not adjudged by the Senate Labor committee to be "oppressive" and therefore was specifically exempt as "well-recognized exceptions."

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**DOUGLAS BILL**

Would Relieve Set Excise Tax

SENTIMENT to repeal manufacturers' taxes on such items as radio receivers, phonographs and phonograph records, and musical instruments has been given added impetus in legislation introduced by Rep. Helen Gahagan Douglas (D.-Calif.). The measure (HR 6151), referred to the House Ways & Means Committee where a host of similar bills now pend, would strike out all Federal excise taxes save certain ones of a regulatory nature.

Other items included in the Douglas proposal are telegraph, radio, telephone and cable facilities; oleomargarine; amusement and transportation; retail sales of tobacco; and other presently subject to tax. The provision on radio sets, etc., would amend Sec. 5 (6404) of the Internal Revenue Code.

Currently there are over 162 excise, luxury and other tax bills before the Ways & Means Committee, which seek in part either to repeal or reduce taxes on goods, it was reported. (Figure is more than number introduced in the whole 80th Congress.) About 10 of these concern radios and associated equipment. On the Senate side one bill (HR 3905) now pend on the calendar, laden with over 20 amendments, most of them covering the excise phase. There has been strong sentiment in Congress to incorporate all suggested goods for repeal or reduction in one major bill during this session, probably in HR 3905, which already has passed the House.

During fiscal 1949, which ended June 30, nearly $50 million in excise taxes for radios, phonographs and component parts were collected by the Internal Revenue Bureau [BROADCASTING, Aug. 22]. Monthly collections have been averaging between $2 million and $2.1/2 million, mostly from radio receivers.

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**SERVICE DIRECTORY**

**American Radio Publications, Inc.**

121 N. Washington St., Peoria 2, Illinois

Write, wire or phone 4-3262— for facts. It will cost you nothing to find out about this unique plan.

---

**BUTTER PRICES**

WPEN Airs Figures Daily

IF the 2,200 members of the Frankford Grocers Assn. in Pennsylvania want to know what price to charge for butter, they're obliged to tune to WPEN Philadelphia every day. Consumers also have an opportunity to learn butter prices this way.

In order to acquaint its managers, clerks and customers with the changing prices, which fluctuate from day to day, Frankford Grocers Assn. announces the prices on its sponsored one-hour Frank Ford Show each morning over WPEN.

The Unity Bulletin, association house organ, says: "Tune in Frank Ford Radio Show for daily butter price. Set up a radio in your store and tune in WPEN (550 kc) each morning at 11:05. It's your show—about your store and about your products."

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**Actions of the FCC**

SEPTEMBER 2 to SEPTEMBER 9

<table>
<thead>
<tr>
<th>CP-construction permit</th>
<th>DA directional antenna</th>
<th>ERP-effective radiated power</th>
<th>STL-studio-transmitter link</th>
<th>synch. amp.-synchronous amplifier</th>
<th>STA-special temporary authorization</th>
<th>CG-cond. grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>ant-antenna</td>
<td>cond.-conditional</td>
<td>D-day</td>
<td>N-night</td>
<td>mod.-modification</td>
<td>trans.-transmitter</td>
<td>unlimited hours</td>
</tr>
</tbody>
</table>

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

**September 6 Applications...**

**ACCEPTED FOR FILING**

License for CP

License to cover CP new AM station: WTXL W. Springfield, Mass.: WCBC Union, S. C.

License Renewal


**Modification of CP**

WPW Pawtucket, R. I.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: KSFH San Francisco; WBBM New Haven, Conn.; WIBS Columbus, Ga.

KAYL Storm Lake, Iowa.—Mod. CP new FM station to change ERP to 8.68 kw, antenna to 368 ft.

License for CP

WNAN-FM Marshall, Wis.—License for CP new FM station.

License for CP new commercial TV station: WHNC-TV New Haven, Conn.; WTTR Richmond, Va.

**WASHINGTON:**

**BROADCASTING** * Telecasting
CONSULTING RADIO ENGINEERS

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

MCNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Lab.
Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Little Falls 4-1000
Labs.
Great notch, N. J.

COMMERCIAL RADIO EQUIP.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
PORTER BLDG.
KANSAS CITY, MO.

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

JOHN J. KEEL
Warner Bldg., Wash., D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BLDG. DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

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

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON 4, D. C.
Member AFCCE*

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

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
365 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

KEAR & KENNEDY
1703 K St., N. W. STERLING 7932
WASHINGTON 4, D. C.
Member AFCCE*

DIXIE B. MCKEY & ASSOCIATES
1820 Jefferson Place, N. W.
Washington 4, D. C.
Republic 7336

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., N. W.
WASHINGTON, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Calton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON 4, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-377
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Konawa St., N. W.
Oradway 8071
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

Lee E. Baker
Consulting Radio Engineer
828-28 Leaders Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
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LYNNE C. SMEBY
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820 13th St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5651 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NORTH 6600
225 Mallorca Way, San Francisco
Fillmore 6-5705

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3976
Shop and laboratory—720 Milton Rd.
Rye 7-1413
Rye, N. Y.

Member AFCCE*

September 12, 1949 * Page 77
WILLIAM BRENNAN, Pac-Indianager of WTMN Maricopa, Ariz., Chicago, chapter. WASH News gained national and local sales staff of 644 Chicago. HOWARD -Tribune, joins sales staff of WPTW Piqua, Ohio. Russell manages company of WCFL and WBKB (TV) in Los An-

county, as power was sup-


KOTOK SHIFTS
Now on 1000 kc Spot
KOTOK Oklahoma City has switched from 1400 kc, 250 w, to 1000 kc with 5 kw day and 1 kw night. Transfer was marked by dedication program with General Manager Robert D. Enoch as master of ceremonies. Heard on program were Sen. Robert S. Kerr (D-Okla.), Rep. Mike Monroney (D-Okla.), Mayor Allan Street, Dr. William H. Wallace and J. Wiley Richardson, president of Chamber of Commerce.

KOTOK-FM also increased its field strength as power was supplied to 400 ft. four bay pylon antenna topping the five-tower KOTOK array. Station is owned by KOTOK Inc., with O. L. (Ted) Taylor of Amarillo, Tex., as president.

DAYTIME operations of WHO Des Moines, Iowa were moved to grounds of Iowa State Fair for coverage of week's activities. Station also presented visual shows between programs for fairgoers.

MONROE (Bill) BENTON, formerly program director of WMXX-FM Meridian, Conn., and news director of WTHO Cumberland, Md., joins WNYC New York as daytime news director.

FRANK ATWOOD, farm program di-

rector for WTIC Hartford, Conn., be-

comes farm editor of Hartford Cour-

tant. Besides his radio work, which will continue, Mr. Atwood will publish reports and comments on farm affairs in paper twice weekly.

HAL MIDDLEWORTH, sports direc-

tor for WKY Oklahoma City, recently elected president of National Football Assoc. HARTIN HAUN, formerly of KWTX Springfield, Mo., joins WKY news bureau.

PAUL MILLER named special events director for WHOK Lancaster, Ohio.

BOB BALL, graduate of U. of Mis-

souri School of Journalism, has joined news staff of WHO Des Moines, Iowa.

SEYMOUR A. KAPETANSKY, former writer on Duffy's Tavern joins KECA-

TV Hollywood staff as network news and feature writer.

AL WARNER is substituting for ELMER DAVIS on nightly news commentary over ABC, during latter's vacation.

HENRY (Bud) HOVLAND, farm news man for WHO Des Moines, and LUCIA THORNE, sluger for station, plan to be married Sept. 18. FRED S. HAYWOOD, news and special events director at WNBC New York, and Hazel Patricia McAlistar have announced their marriage.

LEN HOWE, newscaster at WHO Des Moines, is the father of a daughter.

BLASTS LOCAL PAPER

WHEN THE ONLY DAILY NEWSPAPER published in the Columbus, Ga., metropolitan area discontinued a program listing of stations not owned by itself, the Columbus Broadcasting Co., operators of WRBL and WRBL-FM, found itself out of the dilemma. Two weeks ago, WRBL started a new service to listeners with publication of the first issue of Cycle—a four-page weekly tabloid of radio news. Executive Manager J. W. Woodruff Jr. stated that Cycle was conceived as a public service in answer to an overwhelming demand of the WRBL audience. The paper is made available to the public every Thursday afternoon in grocery stores.

PECK NAMED
GETS SPAGHETTI ACCOUNT
FRANCES H. LEGGET & Co., New York, has appointed Peck Advertising Agency Inc., also New York, to handle a promotional campaign on "Sauce Arturo," a sauce for spaghet-

The company will spend about $75,000 in advertising between Oct. 3 and year's end. Concentrated radio coverage will be given in New York, with participations on the Fitzgeralds and Galen Drake, both WJZ New York, and three 15-minute segments weekly of "Tex and Jinx" on WNBC New York.

The editorial stated that WRBL has been able to cooperate with Bridgeport, Conn. papers and with all weeklies in the area but not with "our nearest neighbor, the Norwalk Hour." The station stated it was passing on the information about the newspaper's policies to its listeners to let them decide what to do about it.

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770 KC CASE
Set for Sept. 12 Argument

ABC's long-standing effort to eject KOB Albuquerque from the 770 kc clear channel used by the network's WJZ New York has been set by FCC for oral argument today (Sept. 12).

At the same time the Commission gave KOB another 9-day extension, starting Sept. 1, of the special service authorization under which it has operated on 770 kc since 1941. The SSA involves use of 50 kw day and 25 kw night.

FCC ordered that final action on KOB's application for an extension of the SSA through the next regular license period, or until its long pending application for regular license on 77 kc is decided, be withheld until ABC-WJZ's motion for dismissal of the KOB application is decided.

KOB is assigned 1030 kc, 1-B channel used by WBZ Boston, but because of alleged interference from the Boston station has been operating on 770 kc under special authorizations. Action on its application for regular license on 770 kc has been held up pending the outcome of the clear-channel proceeding.

WJZ's Claim

ABC-WJZ claims KOB's use of its channel has caused "substantial interference" to the New York station and may hinder if not preclude retention of the 1-A status ac channel used by WBZ Boston, but last March the Commission said that in view of KOB's long occupancy of 770 kc nothing would be gained by moving it to another channel after the clear channel decision [BROADCASTING, March 28].

BROOKLYN College, New York, in cooperation with NBC, is starting a new series of radio home-study courses during 1949-50 academic year. First course will start Oct. 2, based on NBC University Theater series. Other colleges offering special courses in connection with series are U. of Louisville, Washington State College and U. of Tulsa.

KAY TILLMAN, formerly with Radio Repertory Co., New York, joins Masterson, Reddy & Nelson, New York program package organization, as production assistant. Prior to her association with the company, Miss Tillman was with KFWB Hollywood.

JOHN HARRISON TOLER, editor and publisher of trade magazines in the amusement industry, announces formation of sales and service agency, Harrison Toler Co., Chicago. The company will represent amusement publications throughout most of the nation's Midwest.


MYRON McNAMARA, formerly sales manager of 8000 Sunset Recording Studios, Hollywood, joins sales staff of Universal Recorders, that city.

WORLD VIDEO Inc., New York, moves its studio operations to top floor of 15 East 47th St. New telephone number is Plaza 9-3870.

IRVING RIS joins World Artists Inc., Hollywood (television and motion picture film producers), as director and member of board.

Equipment


R. J. CACCARELLI, veteran of seven years with Super-Publishers Elec., Brattleboro, Vt., has joined engineering, sales and service department, assistant manager of company's Chicago sales office. Office will handle complete line of company's voltage control equipment.

UNIVERSAL MOULDED PRODUCTS CORP. expands its activities in electronic field through media of products developed by new division, International Electronics Co., Philadelphia. CHESTER C. POND, president of International Electronics Co., will be manager of division, and CRAIG L. STROHM will assist him in sales activities.

JOHN A. MIGUEL, Jr., associated with export merchandising of RCA and manager of RCA's subsidiary in Mexico since 1929, appointed manager of Zenith Radio Corp. International division.

SAYA JACOBSON, who formerly held engineering posts with Garod, Telephone and Tele-King companies, (television manufacturers) appointed chief television engineer at Air King Products Co., Brooklyn. Mr. Jacobson was instrumental in development of hotel television at New York's Park Sheraton. Air King manufacture radios, wire recorders and television receivers. 5,000 watts day, 1,000 watts night.

The station with more listeners in Northeastern Louisiana than all other stations combined!

KMLB
MONROE, LOUISIANA

5,000 WATTS DAY
1,000 WATTS NIGHT

Affiliated with
AMERICAN BROADCASTING CO.

M. W. DEARTH, formerly with WCB Anderson, Ind., joins engineering staff of WHH, Warren, Ohio.

FRANK A. SYLVER Jr., artist engineer at WHOK Lancaster, Ohio, is the father of a boy, Douglas C.

OPERADIO Mfg. Co., St. Charles, Ill., offers phonoscope that is phonograph with tone arm attached to indicator on illuminated scale, giving exact position of needle on record. Product allows operator to locate desired track on record in one second. Machine operates on motor with three speeds to handle all current records.

WHIT RALSTEN, member of WBKB Chicago's engineering staff, is the father of a girl, Janet Lynn.

OFFICE OF TECHNICAL SERVICE, U. S. Dept. of Commerce, announces development of Standard noise generator for simulation of certain types of regular interference in testing of radio equipment. Generator is usable from below 0.150 mc to beyond 400 mc. Pulses can be generated at various rates per second or on random basis. Unit uses 115 v a-c power.

KEITH T. MCKENNEY, engineer for WWJ-TV Detroit, is the father of a boy, Peter Thomas.

RCA Engineering Products Department, TV Section, Camden, N. J., announces special lightweight power supply (Type TY-ESA) capable of providing well regulated source of direct current at loads from 500 to 300 milliamperes, suitable for laboratory, broadcast, industrial, and communications applications. Equipment is adapted for use as either portable or rack-mounted unit. Output is adjustable between 260 and 290 volts, with variations of less than 0.5 percent from minimum to maximum load and has a ripple of less than 0.01 percent from peak to peak. Power requirement is 120 volts, 60 cycles, 300 watts.

PRESTOSEAL Mfg. Corp., New York, announces Presto-Splicer Professional Model which will achieve splice guaranteed to hold up even under hot developing process used for high-speed reproduction of TV, newsreel and Ultrafax film.

Available

Construction

contract

covering the nation's 25th market...
Help Wanted

Manager

Station Manager, Excellent opportunity in practically depression-proof, small market, midwestern radio sta- tions. Single station, network, modest sales, strong talent, large, all-round man with emphasis on selling. Salary and commission. Box 466c, BROADCASTING.

Commercial manager. Top coverage midwestern regional station city 100- 000. Excellent salary and best of references. WBUY, Lexington, N. C.

Sailmen

Sailman, Experienced, sober and willing to work. Machine shop, Philadelphia, midwest market near Chicago, Salary and incentives. Box 486c, BROADCASTING.

Sailman: Willing and able to sell radio intelligently and diligently for Virginia's progressive 1 day station. Commission on net station time. Liberal drawing account. All printed ads. Good salary and excellent over ride which will justify experience. Box 495c, BROADCASTING.

Sailman: for 5 kw. Independent. If you can handle radio intelligently and have a car, we offer you a chance. Good information to: Allan Currutu, KJAY, Topkea, Kansas.

Announcers

Need combination engineer-announcer emphasis on announcing. $20 per week. Box 501c, BROADCASTING.

Experienced play-by-play man, Base- ball, football, wanted immediately by central California NBC affiliated station. Ability to call news and straight announcing desired. Salary and commission. Send disc to Box 525c, BROADCASTING.

Wanted announcer. Excellent opportu- nity for young man with some foot- ball playing experience. Good salary and sports on-minded sta- tion. Box 526c, BROADCASTING.

Wanted, experienced play-by-play man on some news. KCOM, Sioux City, Iowa. Will pay 50c per line. Combination engineer-announcer. Must be good announcer with some engineering experience for man. Send disc, photo and full de- tails. BOX 527c, BROADCASTING.

Announcer with first class ticket by CBS affiliate in progressive southward, well established, from midwestern salary for experienced man. Also good deal for beginner. First Disc and complete letter to Carl Dunbar, KESL, Silver City, New Mexico.

Wanted—Combination announcer-engineer who can collect and run 5 minute local news, 600 watt. Radio Station KYOU, Uvalde, Texas. $300 per month. Send disc or ask for audition. Give full background, audition record and salary desired to: Station KYOU, Uvalde, Texas.

Technical

Chief engineer. Experienced. All phases AM and FM. 20, married, one child. West Coast. Will work for the right situation. Available immediately. $75.00. Box 528c, BROADCASTING.

Experienced engineer, presently em- ployed in broadcasting, DC, traffic, writing. Operate various types of equipment in field and studio. 6 months experience. All offers considered. Box 435c, BROADCASTING.

Experienced engineer, 12 years experience, 20, married, wants combination engineer, sales, radio. Salary 5% of sales. Box 515c, BROADCASTING.


Engineer licensed, 12 years experience. Box 506c, BROADCASTING.

Situations Wanted

Manager

Newman. Topflight editor, reporter, newscaster. Local news gathering and writing experience. Excellent references. Midwestern network affiliation. In- clude full details. Reply to Newman, Confidential, Box 530c, BROADCASTING.

Ohio 280 watt independent wants copywriter who can handle women's voice. Give details, references, sample copy, photograph, in first letter. Station WOHI, East Liverpool, Ohio.

News editor, who can set up and operate local news bureau and handle news transcription. Station WOHI, East Liverpool, Ohio.

Manager—Twenty years of experience with substantial record of proven success and references. Excellent relation- ship with national timebuyers. Sound knowledge of local sales problems. Prac- tice good voice and business background in operations. Married, hard worked, and have knowledge of the game. Can bring your station community acceptance and an immediate increase in revenue. Box 263B, BROADCASTING.

Independent station owners cut your costs. Thousand listeners a day by hiring one man to fill position of combination engineer, manager, and program director. Educated, 25, with 12 year experience at all phases radio. Box 532c, BROADCASTING.

Cut overhead, turn out crisp commercials that sell, have pleasant voice. Give details, references, sample copy, photograph, in first letter. Station WOHI, East Liverpool, Ohio.

Manager. Young. Aggressive. Ten years experience as play-by-play announcer. Excellent opportunity to get ahead. Write for resume or personal interview. Box 464c, BROADCASTING.

Desires staff work in the Midwest. Aggressive in radio. Partic- ularly strong on sales. College grad. Send details. Box 492c, BROADCASTING.

Announcer—Desires staff work in the Midwest. A veteran of 30 years experience. Fully experienced in all phases of radio. Box 493c, BROADCASTING.

Experienced manager seeking perma- nent association with network. Has a good working knowledge of all phases of radio. Box 533c, BROADCASTING.

Salesmen

Salesmen-sales promotion, program- promotion director presently employed in midwest where experience. Has graduate, and college grad. Experience. Send disc and complete letter to Carl Dunbar, KESL, Silver City, New Mexico.

Wanted—Combination announcer-engineer who can collect and run 5 minute local news, 600 watt. Radio Station KYOU, Uvalde, Texas. $300 per month. Send disc or ask for audition. Give full background, audition record and salary desired to: Station KYOU, Uvalde, Texas.

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Experienced engineer, presently em- ployed in broadcasting, DC, traffic, writing. Operate various types of equipment in field and studio. 6 months experience. All offers considered. Box 435c, BROADCASTING.

Experienced engineer, 12 years experience, 20, married, wants combination engine-
**Situated Wanted (Cont'd)**

Engineer with first class license, experienced in remote, recording, control room, and test equipment, looking for position in Midwest. Must have two years experience. Box 500c, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, active ham. 1 and 5 kw, AM and FM experience. Controls, recording, remote, directional array experience. Currently employed. Married, two children. Have car, Prefer New England area. Immediately $35 minimum. Box 510c, BROADCASTING.

Engineer, graduate of leading radio school, studio, transmitter experience. Desires position with progressive station in Midwest. References. Box 515c, BROADCASTING.

Seeking position. Would like to become associated with new station if possible. Located in Chicago area 15 months experience. Graduate of RCA Institute. Box 535c, BROADCASTING.

Engineer, veteran, first phone, second CW, class A amateur. Experienced AM-FM transmitter, recording and installation work. Excellent references. Will go anywhere. Available now. Box 550c, BROADCASTING.


Transmitter engineer first phone, first telegraph, 3 years telegraph experience. Resident of Normandy, Box Lot 141, 3600 Sheffield, Hammond, Ind.

Transmitter engineer, experienced, amateur, desires permanent position with local or regional station. Operates Ham radio both here and New England. Frank Dahlberg, Stockton, California.

Engineer with first phone, continues operating and announcing experience. Available immediately. Box Lot 400, Klee, 256 Warsaw St., Lackawanna 18, New York, Phone 496.

Production-Programming, others

Capable college educated, well-recommended young woman experienced in television and radio, desires position in Washington D. C. station. Box 7595, BROADCASTING.

Experienced program director with complete knowledge all phases station operation and management. Excellent ability to appraise professional advancement where interested. Has worked in large cities, must pay-off, advancement as well. Programs both sales and entertainment. Very familiar with school. Anxious to be staff, sponsors, community. Can build prestige in any community. Background includes experience selling, sales安娜.慕容 the program director on both east and west coast stations. Box 435c, BROADCASTING.

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**Situated Wanted (Cont'd)**

Program director-announcer. Radio 3 years, Know all phases. Presently working 25 kw, 26. Minimum salary $65. Box 490c, BROADCASTING.

Many years radio experience. Desire program job with good southern station. New opportunity to work, BROADCASTING.

Two years network newsmen, writer-broadcaster. New York experience. References present include present (network) employees, all offers. Box 495c, BROADCASTING.

Southern stations attention. For health reasons wish to migrate. New opportunity to work in radio station with bright future. Good salary. Box 450c, BROADCASTING.

Writer-announcer desires position with future. Three years experience with medium stations. On air, play, instructing and sales. Box 520c, BROADCASTING.

Newscaster-rep for position. Presently employed college graduate with bright future with local and regional stations. Married. Available immediately. Box 575c, BROADCASTING.

Program director wants job with progressive station. Experienced. Will travel. Box 500c, BROADCASTING.

Continuity director, now with metropolitan eastern station, looking for position in Midwest or South. Desires experience. Box 515c, BROADCASTING.

Writer-announcer desires permanent position with future. Three years experience, mostly on air. Desires experience. Box 530c, BROADCASTING.

Newscaster-rep, seeks position with sound, established 9 kw in prosperous area where he can settle with family and develop into valuable news position. Distinctive voice, delivery. (Good appearance for the long run, prove himself quickly, listen-able writer. Expert newshandling and personality. Former newspaper man. Dependable, mature, cooperative, experience highly recommended. Now employed, but is looking ahead. Box 545c, BROADCASTING.

University graduate in radio journalism desires opening. Can handle news and feature stories, some adlibbing. Box 550c, BROADCASTING.

Experienced writer, presently employed midwest, prefers south or east. Desires position, Box 560c, BROADCASTING.

Secretary, 30 years experience in radio, department secretary, flow. Ten key, bookkeeping. Type, etc. Box 575c, BROADCASTING.

Producer-writer, 3 years background with radio stations, top agencies, ABC, MBS. Years experience immediately. Available immediately. Box 580c, BROADCASTING.

Life insurance, advertising, newscasts, sales, voice. Box 590c, BROADCASTING.

Television

Managerial

TV agency executive offers consulting services and agency management. Box 600c, BROADCASTING.

Producer-writer, 6 years background with radio stations, top agencies, ABC, MBS. Box 610c, BROADCASTING.

A man with television knowledge who might be of service to you. Graduate of music and film, experienced. Box 605c, BROADCASTING.

Want to buy equipment

Second-hand 1000 watt transmitter, also frequency monitor, control and auxiliary equipment. Will consider tube, but price must be realistic. Box 360c, BROADCASTING.

Wanted—Complete 250 watt FM broadcast station equipment and antenna. Also, self-supporting antenna with insulator. Box 365c, BROADCASTING.

Used 2 kw FM transmitter, monitor, antenna. Specify price, make, condition. Full particulars. Box 510c, BROADCASTING.

General Radio 914A bridge, signal generator. RCA field meter, communications receiver, complete description. Hollingsworth, 930 N. Baker St., Stockton, California.

Employment Service

Every one expects an upswing. So do the Meantime, need to spend more. Over 12 engineers, 3 female copy writers, 7 years experience. Full particulars. Box 450c, BROADCASTING.

Help Wanted—Announcers

One with experience who might be of service to you. Graduate of NY TV. Must have announcer, travel anywhere. Box 490c, BROADCASTING.

Production-Programming, others

Need a man with knowledge of live and film television programming. Graduated school. Anxiously to offer services. Single, travel anywhere. No experience necessary. Box 450c, BROADCASTING.

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**For Sale**

**Stations**

For sale—A 250 watt Mutual station located in small city. Would make fine station in a growing area; ideal small city station. Box 500c, BROADCASTING.

Small television station with 15 kw and 3 kw FM station in large industrial, good agricultural market. Only stations at schools and colleges. Best equipment. Attractive potential for residential. Best reasons for selling and to write. Box 505c, BROADCASTING.

For sale. Interest in progressive upper midwest or any other area. Would consider any city. Box 510c, BROADCASTING.

Deploys forces sale station. Serving two excellent markets with interconnection. Price $60,000. Box 515c, BROADCASTING.

FM station equipment for sale. One GE console and rack complete with monitors. Just like new. Box 520c, BROADCASTING.

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**Equipment**

Western Electric 110-A limiting program amplifier. Used, completely reconditioned. Best offer. Box 470c, BROADCASTING.

For sale. One GE dual channel console, very slightly used. Guaranteed in working order. Price $1,000. Box 530c, BROADCASTING.

FM station equipment for sale. One GE, 16 foot self-supporting base insulated Truscon tower, light tower, and control equipment. FOB, Fort Lauderdale, Fla. Write immediately to John F. Dahlberg, Warrenton Engineer, WFTL, Ft. Lauderdale, Fla.

Complete broadcast recording channel, mixing console, rack mounted sound input equipment, air check tuner. UTC Box 540c, BROADCASTING.

Buy an overhauled receiver. RCA cutomer, 50 kw, FM rack boom stand, remote amplifier. Used many hours, complete and guaranteed. Cost $800. Sacrifice for $450. Box 545c, BROADCASTING.

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**Help Wanted—Announcers**

Announcer needed with knowledge of live and film television programming. Graduated school. Anxiously to offer services. Single, travel anywhere. No experience necessary. Box 450c, BROADCASTING.

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** Wanted to Buy**

**Equipment**

50 kw network affiliate in midwest city seeks topnotch commercial equipment. Anxiously to include network affiliations. Solid background, photo and 10 or 15 minute recording with samples of news, programming, sales, houses, etc. to Box 390c, BROADCASTING.
FCC Asked to Reconsider

COUNSEL for Radio Evangelist J. Harold Smith's WIBK Knoxville charged last week that FCC acted unfairly and without justification in its decision denying a license to WIBK [BROADCASTING, Aug. 15]. The charge was contained in a 94-page petition urging FCC to reconsider its decision, which also requested FCC's bid of an FM affiliate and dismissed Rev. Smith's application for transfer of his interest in WIBK to two local businessmen.

The Commission's decision, upholding an initial report by former Comr. Clifford J. Durr, held that changes in the station ownership had not been reported or were misrepresented, and that Rev. Smith's writings and broadcasts, and his "attempted boycotts and "at- traction." were all relevant to the license.

The petition also charged that "the witnesses called by the Commission, including Mrs. Smith of Smith's hostility to him was evidenced, and that therefore it is "doubtful" that he received an impartial hearing.

Smith is improperly and unfairly denied an opportunity during the December hearing to present evidence to the FCC's own record of the hearing that could have been used by them "to establish qualifications." The petition states that the FCC's decision "unfairly and without justifica- tion denies a license to Smith's" and that Smith's writings and broadcasts, and his "attempted boycotts and "attraction" were all relevant to the license.

"The FCC is improperly and unfairly denied an opportunity during the December hearing to present evidence to the FCC's own record of the hearing that could have been used by them "to establish qualifications." The petition states that the FCC's decision "unfairly and without justifica- tion denies a license to Smith's."
FCC Actions
(Continued from page 76)

September 7 Decisions . . .

BY THE SECRETARY

WTNB Birmingham, Ala.—Granted extension of authority to remain silent for period of thirty days. By a Board decision.

WTER Sanford, Fla.—Granted license covering change trans. and studio loc.

Johnston Best, Co., Bessemer, Ala.—Granted petition for approval of new AM station.

WJIM Lansing, Mich.—Granted cancellation of February 11, 1949, CP covering increase in power, install new trans. and studio loc.

KFNF Phoenix, Ariz.—Granted mod. CD for approval of ant. trans. and studio locations.

Following were granted mod. CP’s for extension of completion dates as shown: KNX-FM, Hollywood, Calif. to 12-30-49; KFIL-FM Des Moines, Ia., to 3-30-50; WCAP-FM Ashbury Park, N. J., to 3-30-50; WMIN-FM St. Paul, Minn., to 12-30-49; WKFY-FM Oklahoma City, Okla., to 3-30-49; WERC-FM Erie, Pa., to 1-12-50; WWJ-FM Detroit, Mich., to 12-31-49; WECL-FM Clearfield, Pa., to 11-30-49; KRKC-FM Beaumont, Tex., to 12-15-49; WFMU-FM Morristown, N. J., to 12-30-49; WRGB-FM Binghamton, N. Y., to 12-22-49; WRFS Alexander City, Ala.—Granted extension of license in vertical ant. and mounting mast.

WNTN Warsaw, Va.— Granted li- cense renewal for new AM station.

WCBC Anderson, Ind.—Granted li- cense renewal to mount AM ant. on present AM tower.

KTHK The Pacific, Area of Stock- ton, Calif.—Granted license for new Remote Pickup station.

WCBT Rosano Rapids, N. C.— Granted license renewal to erect new vertical ant. and mount FM ant. on tower.

WFPR-WRF Lafayette, La.—Granted license install old main trans. at location, move auxiliary for purposes of power of 1 kw DA-N.

WIBX Utica, N. Y.—Granted license change hours operation, change ant. install NA-N and specify studio location.

WORC Oswego, N. Y.—Granted license change hours operation, increase power, install new trans. and DA-EN changes, location and mount FM ant. on 23' tower.

GPMB Granton, Wis.—Granted CP install new trans.

WBNQ Cleveland, Tenn.— Granted CP install new trans.

Cyclone, Iowa.—Granted CP for new Experimental TV Broadcast Station.

WGBO Ankenia, Ia.— Granted license renewal for new AM station.

Granted following remote pickup broadcast station licenses for period Sept. 1, 1949 to Nov. 1, 1951, subject to changes in frequency which may result from proceedings in Docket No. 6501; KXT-FM, KXQ-FM, KXQ-FM Tarrant Broadcasting Co., Ft. Worth, Tex., to 11-30-48; MTR-FM Des Moines, Ia., to 5-30-50; WCAP-FM Ashbury Park, N. J., to 3-30-50; WMIN-FM St. Paul, Minn., to 12-30-49; WKFY-FM Oklahoma City, Okla., to 3-30-49; WERC-FM Erie, Pa., to 1-12-50; WWJ-FM Detroit, Mich., to 12-31-49; WECL-FM Clearfield, Pa., to 11-30-49; WMWR Marion, Ind., to 11-14-49; WRGB-FM Binghamton, N. Y., to 12-22-49; WRFs Alexander City, Ala.—Granted extension of license in vertical ant. and mounting mast.

September 7 Applications . . .

ACCEPTED FOR FILING

License for CP

KBRB Springdale, Ark.—License for CP new AM station.

AM-1490

KRMG Shreveport, La.—CP to change from 1410 kw to 1410 kw; 1 kw-AM licensed to 1410 kw.

AM-900

Richard O’Connor, Saratoga Springs, N. Y.—License for CP new AM station.

AM-1290

WEIM Fitchburg, Mass.—CP to change from 1290 kw to 1290 kw, 1 kw-AM licensed to 1290 kw.

License Renewal

Request for license renewal AM stn.

WMGY Montgomery, Ala.—KFRE change for consolidated hearing applications.

WQLQ Rome, Ga.—WSL change for consolidated hearing applications.

KJU New Ulm, Minn.—KJUN change for consolidated hearing applications.

WKU Hornell, N. Y.—WQKB change for consolidated hearing applications.

WEIM Fitchburg, Mass.—License for new FM broadcast station.

WHF-AM-1150, WHF-AM-1340.

KQX-1030, KQX-1130.

FM Auburn, N. Y.—License for reinstallation new FM station.

WOGV-Valdosta, Ga.—License for new FM station.

KQX-1030, KQX-1130.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WJQ-1410, WJQ-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WJQ-1410, WJQ-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WKQI-AM-1410, WKQI-AM-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WJQ-1410, WJQ-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WJQ-1410, WJQ-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WJQ-1410, WJQ-1410.

KQX-1030, KQX-1130.

WKQI-AM-1410, WKQI-AM-1410.

WJQ-1410, WJQ-1410.

KQX-1030, KQX-1130.
FCC Actions

Continued from page 88

Delta Best Inc., for new station at Thibodaux, La., on 626 kc 500 w D and 5 kw N.B. August 20, 1949.

Eastern Indiana Radio Corp., Muncie, Ind., has petitioned FCC to renew construction permit for its new station at Kokomo, Ind., and to change call letters to WJIM.

Fourth petition for reconsideration of FCC's 'non-solicitor' rule making of March 31, 1949, has been filed.

FCC has qualified 18 companies for selection as local television stations in 10 metropolitan areas.

New York City, N.Y., is to get 10 new television stations.

FCC grants permission to experiment with 1,000,000-watt television station for experimental purposes.

First annual license renewal for New York City television stations to become effective September 30, 1950.

Television Construction

New York City

Application for construction permit filed by a group of eight companies for construction of a second television station.

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Television Construction

New York City

Application for construction permit filed by a group of eight companies for construction of a second television station.
SPARTAN inspiration for 1949 grid season garnered by Michigan National Network conferences are (1 to 2) Howard Finch of WJMJ Lansing, Howard Stoddard, president of the Michigan National Bank; "Biggie" Mun, head coach of the "Spartans," and Ralph Young, Michigan State College athletic director. Mr. Finch, mid- west sportscaster, will call play-by-play with WJMJ the originating station. Other stations in the network will include WDFD Flint, WOOD Grand Rapids, WSAM Sagonaw, WBBTL Channel and WPHL Huron Port. On an interconnected basis with Bell System for satisfactory results; in fact, it has coordinated operations without Bell ever knowing that it was making deals with Philco facilities. The record shows the technical competence of Western Union, Du- moni, and Philco to operate intercom- munication equipment. In this regard the record indicates that the performance characteristics of the Western Union and Philco equipment compare favorably, and in some re- gards may be superior to services now furnished by the Bell Sys- tem. . . . The Bell System companies argue that the interconnection will result in duplication of facilities, which is waste- fully" "freedom from competition" policy and all its derivations, which amounts to the value of the company's equipment is $650,000. Mr. Lacey transfers 40% interest in station to Pierce upon Pierce assuming all obligations of the station. There is no contract of funds as F. E. is indebted to Pierce for financial assistance and numerous promises over a ten year period. WCFI is assigned 730 kc. Aug. 1490 as a daytime station. (Continued from 500 frequencies.) On a special basis WJCL operates 1 kc during the daytime. Filed Aug. 30. WCFI-AM-FM Madisonville, Ky.—Transfer of control of Madisonville Broadcasting Co. from P. W. Prewitt to F. E. Lacey. Prewitt has assigned Channel 76 to WJCL in WCFI from WCFI-AM for a consideration of $25,000, which amount to $25,000, amounting to $500,000. Mr. Lacey and Newcomer, Richard J. Scully, Mr. Scully is President of Channel 76, and Mr. Singer withdraw from original agreement. No WJCL operators are involved. WJCL is assigned 1435 kc. Aug. 1490 as a daytime station. WKAQ San Juan, P. R.—Assignment of license from F. E. Lacey to Ancil Ramos. Mr. Ramos is now licensed owner of WAKQ, but immediately upon transfer of control will disconnect operation of the station. Consideration is $35,000. August 14, 1949. . . . Cooperation by the common carriers in making available such equipment to facilitate the operation of this plan to the best interest of all parties concerned. . . . ‘Caveat’ Mentioned The ‘caveat’ which FCC men- tioned was the 1948 report’s as- sertion that “this special provision for intercity television relaying is a purely temporary measure where common carrier facilities are available, and those broadcasters who venture into the business of retransmitting television programs in these frequency bands should plan to apportion their in- vestment at the earliest possible date” [BROADCASTING, Feb. 23, 1948]. The basic contentions ad- vanced by the telephone company and the television interests during the hearing, FCC’s proposed report ruled: Since the Commission will not authorize duplicating private opera- tions when common carrier facilities are adequate, the “skimming the cream” argument of AT&T loses its validity. It is not unreasonable to expect operating problems of the future to be referred to by AT&T if interconnec- tion or permits or, in fact, it is clear from the record that independent interconnection is not possible on a satisfactory basis. Thus, for example, Philco has operated its system related to intercity transmissions, but also where the ban applies to connections with a station’s mobile pick-up. The Commission has authorized such picks up—a type of programming which is intrinsically desirable because of its timely and newsworthiness character.”
At Deadline...

ORAL ARGUMENT HELD ON WHAS PURCHASE

FCC WAS TOLD in oral argument Friday that its examiner’s tentative denial of proposed purchase of WHAS Louisville properties by Crosley Broadcasting Corp. [Broadcasting, June 27] is contrary to purpose of FCC duopoly rule and disregards benefits which public would receive from WHAS-AM-FM-TV system’s combination.

Nevillé Miller, Washington attorney for Courier Journal and Louisville Times, owner of WHAS properties, and D. M. Patrick, counsel for Crosley, argued for reversal of Examiner Leo Resnick’s initial decision while Walter R. Powell, chief of FCC’s transfer branch, appeared on behalf of FCC general counsel in support of decision but presented no formal argument. Examiner’s decision would deny proposed purchase, involving $1,925,000 before adjustments, on grounds of admitted overlap between clear-channel WHAS (980 kc, 50 kw) and Crosley’s clear-channel WLYC (700 kc, 50 kw).

Mr. Miller said Courier-Journal wants to retire from radio for business reasons but that examiner’s decision not only would deprive public of $2 million in revenue but also make it necessary to invest another $1 million to get TV going. Further, he quipped, transfer would be in line with FCC’s policy against newspaper ownership of stations. FCC meanwhile issued order making final its proposed decision granting WHAS application for extension of time in which to complete WHAS-TV. TV station now expected to go on air about Feb. 1, Mr. Miller reported.

DUMONT ASKS COMPARISON BLACK-AND-WHITE, COLOR

DuMont wants simultaneous comparison of commercial black and white with proposed color systems—covering baseball game and other subjects—during demonstrations at forthcoming FCC television reallocation hearing (see Telestatus, page 66). Request made Friday afternoon by A. H. DuMont in letter to FCC Chairman Wayne Coy. Copies sent CBS, RCA and Color Television Inc.

Dr. DuMont asked permission to install dozen or more standard DuMont black and white receivers in hearing room for comparison purposes. Baseball game, or football if after Oct. 1, would be aired via DuMont’s WTTG (TV). Washington with color proponents “invited” to cover game with their equipment and transmit via suitable other Washington telecasts.

ADVERTISING UNIT TO BE SET UP BY COMMERCE DEPT.

U. S. COMMERCE Dept. will set up permanent advisory committee from advertising field as first step toward establishing an advertising service unit in the department, Secretary Charles Sawyer said late Friday following a meeting of advertising executives.

Among those attending the meeting were Paul B. West, president of Assn. of National Advertisers, named temporary chairman; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Ralph H. Peck, representing Justin Miller, president of NAB; Charles W. Jackson, aide to Presidential Assistant John R. Steelman.

NBC-TV RATE INCREASE OUTLINED BY DENNY

NBC Television network rates will be increased according to already prepared timetables, Charles R. Denny, NBC executive vice president, told affiliate convention Friday. Rate increases were one of three means which Mr. Denny said NBC-TV would use to “get into the black” as soon as possible. Other two were vigorous sales campaign to increase volume of expected increased revenue; NBC decision while adjourning to resume work.

Text of Mr. Denny’s talk, made at television session of third annual convention (see earlier story page 23) was not disclosed, but it was learned he outlined network’s plan for rate increases commensurate with gross of circulation.

Sylvester L. (Pat) Weaver Jr., recently appointed NBC vice president in charge of television, in maiden appearance before audience of NBC stations, made thumping speech praising radio’s effectiveness as well as television. Mr. Weaver, echoing prevailing line of NBC presentation to affiliates, said radio was greatest mass medium which should not be sold short and television was viewed by Mr. Weaver as complementary media which together could be used by advertisers with great success. He outlined new program plans including projected three-hour Saturday night show that was announced three weeks ago, and said intention of NBC-TV was to build programs which would give advertisers maximum sales impact for minimum investment.

Another NBC-TV highlight was Friday included one urging next annual convention of NBC stations be held in Hawaii. Night before L. P. Thurston, of KGU Honolulu, who for past two years has energetically plumped for Hawaiian expedition, presented program of hula dancing, Hawaiian song and sales talk for islands’ scenic wonders which proved so persuasive affiliates voted en masse to adopt this next year.

Other resolutions reaffirmed affiliates’ faith in NBC, thanked network for staging convention and complimented NBC’s Stations Planning and Advisory Committee for its work in this past year.

HILL BLACKETT & CO. AND GRANT ADVERTISING JOIN

HILL BLACKETT and Will C. Grant issued a joint announcement Friday that Hill Blackett & Co. and Grant Advertising Inc. have “consolidated.” Accounts involved will be announced at a later date, the announcement said. Although ill at home, Mr. Blackett told Broadcasting his advertising career in Chicago has extended over 27 years. He was one of the founders of Blackett & Sampson in 1923 and became principal of Blackett, Sample & Hummert in 1927. Hill Blackett & Co. was formed in 1944.

Mr. Grant founded his agency 13 years ago in a one-room office in Dallas. In collaboration with Leg Segall, president of R.I.X. Dallas, he promoted Dr. J. Q. locally and in 1939 made a deal with Mars Inc. to sponsor the show on a national scale. Mars annual advertising appropriation now surpasses $2 million, much of which is spent for radio. The free wheel account, Mr. Grant’s first, helped him build Grant Advertising into one of the largest international agencies in the world.

FILM LABS SETTLEMENT SET

FORMULA to end fight between New York film laboratories and lab workers in Local 702, IATSE, arrived at Friday by IATSE President Richard F. Walsh and movie moguls. Proposal, if found acceptable to Local 702, will end dispute. Local 702 threatened strike would have interrupted TV film production, including newscasts and kinescope prints.

Closed Circuit

(Continued from page 4)

regarded certain that CBW will testify at in-coming House of Representatives hearings. No independent TV broadcasting or regulatory agency covered by Civil Service should be singled out for raises inasmuch as classification measures (S. 2379-H.R. 6591) and heads-and-assistant-heads bill (H.R. 1689) raise one and all.

TOP PAYER raise legislation for FCC (H.R. 1888), heretofore “must” for this session (not to be confused with McParland Bill above), may go by boards, if Senate logjam continues much longer. Many senators are known to feel that holdover to the next session would not produce results. They reasoned it would be only a matter of months before Congress reconvenes in January. Next two weeks’ activity on Capitol Hill will decide fate. Bill would raise Commissioners from present $10,000 to $16,000; Chairman to $18,000.

MOVEMENT afoot among some stations on list of Edward Petry Co. to retain identity as a station group no matter what is outcome of meeting of Petry stations this week in New York [see story page 49]. Theory is that sta- tions would keep their present ID and form list for national spot business that dissolution of group would weaken all and that list should stay intact for national representation.

DESPITE formal word from Mexico that it will forego participation in NARBA conference which gets under way in Montreal this week in quinquennial session to handle domestic broadcast allocations, our State Dept. re- portedly is using every means of aicopter in diplomatic bag-of-tricks to have full major na- tional representation. Mission of FCC Comm. George Gruenewald, Sec. S. Ambrose, of New York and Albert F. Nufer, to Havana last weekend, de- scribed purely as “good will,” nevertheless is believed to have had as its primary purpose urging of Mexico’s participation through its Cuban good neighbor.

IMPORTANT hinge in NBC Television affiliate contract—number of free hours per month given network—was not fully taken up at the meeting as White Sulphur Springs, despite expectation and hope of stations that it would be discussed. However, Executive Vice President Charles R. Denny informed address to affiliates in afternoon meeting that TV’s higher interconnection costs would mean a boost to something under 30 hours per month of free time for NBC. AM affiliate contract calls for 16 hours per month. TV affiliates in Friday afternoon meeting resolved that 17½ hours per month should be the contract figure.

ONLY subject which aroused impassioned dis- cussions at closed meeting of NBC affiliates last week was fall promotion campaign. Num- ber of stations opposed heavy investment by network in national consumer magazines, claiming it was too reduction in network’s share of funds to local cooperative advertising. NBC, however, stood by long policy against cooperative campaigns.

BROADCASTING  Telecasting
KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing “The KMBC-KFRM Team” Features

Best proof of any broadcaster’s effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City’s vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of “The Team” are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each weekday at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each weekday at 12:30 p.m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America’s biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Cof-

fee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen’s play-by-play description of eleven “Big?” Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team’s complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing “Team” features, it’s no wonder we’re proud of the fact that The Team’s audience in Kansas City’s Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN “TEAM” PRIMARY COVERAGE AREA

In serving Kansas City’s vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter Million people outside the half-millivolt area can also hear KMBC or KFRM clearly!

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City’s Primary Trade area, including western Missouri, all of Kansas and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 radio families within The Team’s half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,758,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by “The Team” includes livestock and grain reports, plus other informational farm features, newscasts, women’s programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you’re interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

FOR A RECORD YEAR OF
"ROUND THE CLOCK" SERVICE

On the air since June 13, 1948, Station WVOM has earned a warm spot in the hearts of Greater Boston's 2½ million listeners. The only New England station operating 24 hours a day, its alert programming appeals to a wide-awake audience...and never lets them down.

WVOM keeps its schedules with dependable Raytheon broadcast equipment...including all studio and transmitting equipment and the custom designed phasing equipment which controls delivery of power to two 350' towers. Round the clock, day in and day out, for a full year...you can't beat that for reliable, trouble-free performance.

Engineer Anthony Olmedo checks the Raytheon RAS 5000 Watt AM Transmitter and Phasing Equipment which enable WVOM to set records for day and night, round the clock, sustained operation.

Engineer Bernard Nelson at the Raytheon RC-11 Studio Console, WVOM's control center for studio and remote programs featuring music, sports, news.