CHICAGO

20,000 spectators thronged Michigan Boulevard to see the finals of the city's Square Dance Contest, staged by WLS in cooperation with the Park District and Sun-Times. Preliminary contests drew from 4,000 to 10,000 spectators.

SPRINGFIELD

12,000 people jammed the Illinois State Fair grandstand when the WLS National Barn Dance was presented as opening night attraction. It has been every fair year since 1929! Additional thousands through the week saw daily broadcasts of "Dinnerbell," farm service feature; two daily stage shows by Barn Dance acts, visited with WLS editors. These weekday activities were also repeated at the Indiana and Wisconsin State Fairs.

- Whether it be in Chicago or out in the four-state area where WLS is intensively listened to, people respond to WLS...
- because they know us and like us.
Kentuckiana is a...

RADIO FAMILIES 1946 - 588,740

RADIO FAMILIES 1948 - 689,580

RADIO FAMILIES 1949 - 701,870

*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
LARGEST PROVIDENCE AUDIENCES LISTEN TO WPRO

the whole year* 'round!

... where this fall, you'll hear them ALL!

Are YOU using the NO. 1 STATION in New England's NO. 2 MARKET?

HOOPER STATION AUDIENCE INDEX
CITY: Providence, Pawtucket, R. I. MONTHS: Dec., 1948 thru Apr., 1949
SHARE OF AUDIENCE

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<tr>
<td>MON. thru FRI.</td>
<td>38.5</td>
<td>17.5</td>
<td>20.9</td>
<td>13.5</td>
<td>4.5</td>
<td>2.0</td>
<td>1.8</td>
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<td>8 A.M.-NOON</td>
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<td>MON. thru FRI.</td>
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<td>11.8</td>
<td>11.2</td>
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<td>(Off</td>
<td>Local Sunset)</td>
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Your answer is "YES" --IF YOU USE WPRO

MORNINGS: WPRO's Share of Audience is GREATER than the COMBINED SHARES of network stations B and C... and almost EQUAL to the COMBINED SHARES of network stations B, D, and Indies E, F, and G.

AFTERNOONS: WPRO's Share of Audience is GREATER than the COMBINED SHARES of network stations C and D... and EQUAL to the COMBINED SHARES of network stations B and D.

EVENINGS: WPRO's Share of Audience is GREATER than the COMBINED SHARES of network stations C and D... and 8.5 percentage points higher than network station B.

* All latest seasonal reports (available on request) show WPRO FIRST in Share of Audience.

PROVIDENCE

WPRO

BASIC CBS  5000 WATTS  630 K C.  AM & FM

National Representative—PAUL H. RAYMER CO.
Official announcement that 1950 U.S. Census will include questions on radio and television set ownership (Broadcasting, Aug. 22) is expected from Census Bureau within few days. Separate FM count not included.

Labor expected to blossom Jan. 2 as full network account through arrangement virtually completed by AFL and Mutual. Time alone entails more than one million dollars. Fifteen-minute news commentary planned over 150-station network five times weekly. Transaction evolved last week between Phil Pearl, AFL public relations director, and Morris Novik, AFL radio consultant and broadcaster, for union, and A.A. Schechter, MBS vice president.

Whether Yankee Network will be reorganized and retained by General Tire or sold (except for WNAC-TV Boston) in whole or in part, shortly to be decided. Talks looking toward acquisition of stations during past few weeks with several groups in New York and New England, with price centering around $1,000,000 including five owned-and-operated stations, but no sale is imminent. Sentiment stronger now to retain network in O'Neill family.

Justice Dept.'s anti-trust eye may be turned shortly on pro football's policies on play-by-play broadcasts and telecasts, now that study of same problem in baseball is nearing windup (Broadcasting, Aug. 15). Radio interests reportedly preparing formal complaint. National Football League understood to ban broadcasts of one team on any station within 75 miles of another team's home city, compared to only 50-mile protection claimed in baseball.

Renewal Contracts for spot campaign of Sterling Drugs (Dr. Caldwell's laxative) continue on more than 200 stations about to be signed on sponsor through Sherman & Marquette, New York. Current schedule ends by Oct. 1.

Treasury Dept. has formally advised Sen. Ed Johnson (D-Col.) and Senate Interstate Commerce Committee that jurisdiction of its Alcohol Tax Unit over liquor advertising is limited to labeling and related phases. Department's reply reportedly was brief and, like FCC's, solves issue by not precluding use of "morale suasion" urged by Colorado Senator, it's understood.

Art Croghan, 50% co-owner of KOWL Santa Monica, Calif., with Gene Autry, has purchased latter's 50% share, subject to FCC approval for $80,000. Station operates on sun-up to sun-down basis, will seek fulltime following FCC approval of purchase. Blackburn-Hamilton Co. represented Mr. Autry in transaction.

Something's brewing on FCC-CAA plan for antenna site standards. Broadcasters fearful of new plan, which could bar new.

(Continued on page 82)

Upcoming

Sept. 19-20: NAB District 11, Radisson, Minneapolis.
Sept. 23: NAB Television Music Committee-ASCAP meeting, Washington.

(Other Upcomings on page 38)

Business Briefly

Emerson Spots  ● Emerson Drug Co., Baltimore (Bromo-Seltzer), starting spot announcement campaign in 15 markets, effective Sept. 26, using all four network affiliates in each case for 52 weeks, five times weekly. Agency, BBDO, N. Y.

Swift Breaks  ● Swift & Co., Chicago (ice cream), Nov. 1 starts 52 weeks of chainbreaks and spots, day and night, in about 20 cities. Spots in another 24 cities continued. Agency, Needham, Louis & Brovdy, Chicago; Mel Hattwick, account executive.

WTMJ-TV Rejects Offer of World Series Games

WTMJ-TV Milwaukee notified NBC late Friday it will not take "no charge" telecasts of World Series (early story page 47). WMAL-TV Washington and WTVANG TVAR (TV) Baltimore had previously indicated they would not accept service on that basis.

Number of other stations were undecided at week's end on whether to accept NBC ABC accepting World Series telecast complained bitterly about Gillette-network deal. WSPD-TV Toledo accepted but felt one of worst chisels in radio history had been pulled on TV stations.

Walter J. Damm, WTMJ v.p. and general manager, said it was spurning offer as dangerous precedent and suggested Texas Co., for example, might try to chisel "TV time" because of high rating of Milton Berle program. Milwaukee Journal, operating WTMJ, notifying its readers Gillette did not see fit to buy TV time in city.

In addition to stations previously contacted, WICU Erie, Pa.; WPTZ Philadelphia; WTVY Richmond, Va.; WGAL-TV Lancaster, Pa., and WILM-TV Wilmington, Del., had not decided whether to take games, they told Broadcasting Friday. WLWT Cincinnati and WLBW Dayton, Crosley outlets, will take games; but AT&T cable into Dayton is connected, feeding Dayton to Cincinnati by microwave link (see bulletin this page).

WBEN-TV Buffalo "accepted reluctantly"; KSD-TV St. Louis accepted if all others having service agree to no pay, no charge formula. Acceptances include WBBZ-TV Boston; WKRC-TV Cincinnati; WJAC-TV Johnstown, Pa.

Feeling ran so high that some TV stations mulled restraint of trade action on ground networks sent identical telegrams and presumably agreed in advance on handling.

Robert A. Jamieson, DuMont traffic manager, named network coordinator for Series.

RMA Retains Wheeler

Ex-SEN. Burton K. Wheeler retained late Friday by Radio Mfrs. Ass'n, as special counsel on TV matters now before FCC. RCA board meeting at White Sulphur Springs, W. Va., reviewed position to be taken during FCC's TV hearings. Board given preview of instruction film for TV set owners.

Broadcasting • Telecasting
Now

T-V has been added!

3 MIGHTY VOICES of

KRLD

The TIMES HERALD Station

EXCLUSIVE OUTLET FOR THE DALLAS-FORT WORTH AREA

for the

COLUMBIA BROADCASTING SYSTEM

KRLD-TV Will Take the Air On

October 1st Or Soon Thereafter

KRLD Leadership is on the march! KRLD AM leads morning, evening, Sunday noon until 6 p.m., and all day Saturday by the latest Dallas Hooper—

The Branham Company—Exclusive Representatives

KRLD

CHANNEL 4

AM 50,000 Watts
Day and Night
WIP, as the original guinea-pig station, drew—on a single program's announcement—4727 replies!

4699 enclosed One Dollar!

The offer was the SUPERMAN Film Fun Slide-Film Movie Projector.

WIP drew 41% ABOVE the average of the 177 Stations subsequently used!
Whether you sell...

...beneficial books on business, bandaging, barristers, banking or building

...better buy radio... better buy WGN!

Yes, Radio Sells... and here's proof again that WGN is a result-getter for its advertisers. This is just one among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
200 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
718 Lewis Bldg., 333 SW Oak St., Portland 4

September 19, 1949 • Page 7
"there ain't"
Who says....

no such animal!

Practically everyone has heard the old story about the farmer who yelled "there ain't no such animal" the first time he saw a giraffe. It just shows how wrong a man can be.

Today there are a lot of people looking right at good business passing by and saying the same thing the farmer said. Yet, right before them are the figures, showing more people working at higher wages than ever before in history... and spending what they make, too.

Perhaps we see it more clearly than some others because our sponsors are doing all right. There are good reasons for this: An area that is a balanced cross section of the U.S.; a tremendous region under the umbrella of our 50,000 watt clear-channel signal; a group of dealers who know it pays to display and push WSM-promoted goods; and millions of good folks who know deep in their hearts that the messages they hear on WSM are true.

It adds up for our present sponsors. Isn't it likely to add up for you, too? We have a staff of 200 ready to build you a show that will cash in on the great WSM market. Will you discuss it with us?
ON THE
WASHINGTON SCREEN

... More people watch WMAL-TV Mon-
day thru Friday from 6 to 7:15 p.m.

than all other stations combined!

American Research Bureau Survey
(August 8-15, 1949)

<table>
<thead>
<tr>
<th></th>
<th>WMAL-TV</th>
<th>“A”</th>
<th>“B”</th>
<th>“C”</th>
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<td>2.4</td>
<td>1.3</td>
<td>.8</td>
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<td>7:00 p.m. to 7:15 p.m.</td>
<td>19.6</td>
<td>6.6</td>
<td>1.0</td>
<td>.9</td>
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(Monday thru Friday Average)

FRONTIER THEATER

ADVENTURE SERIAL

WMAL-TV

THE EVENING STAR STATIONS

WASHINGTON, D. C.


D. BERNARD SIMON elected chairman of board of directors of Richard Ullman Inc., Buffalo, N. Y. ROBERT P. MENDELSOHN elected executive vice president for agency. Mr. Simon is owner of Music House, Buffalo, retail radio equipment store. After the war, Messrs. Ullman, Simon and Mendelson founded Robert F. Mendelson Productions which has now been absorbed by Richard Ullman Inc.


SHERMAN SLADE, account executive of Foote, Cone & Belding, Los Angeles, elected vice president of agency. He joined firm in 1943.


DON MAY resigns as copy chief of Wank & Wank Advertising, San Francisco, to organize publishing and business service. New firm, to be known as Industrial Sources, will be located in San Francisco.

DANIEL CHARNY, previously with Gagro-Marston, Philadelphia, joins copy and contact staff of F. M. Basford Co., New York.

GIL ALZUA, known as GIL LEE while announcing for KOLL Phoenix, Ariz., joins Carlos Montano Adv., same city, as partner. Firm name changes to Carlos Montano-Alzua Agency.

JESSE BUTCHER, for past year assistant manager of KMPC Hollywood, and previously manager of Hollywood office of Kenyon & Eckhardt, appointed business co-ordinator of Irwin-McHugh Adv., Beverly Hills, effective October 1. During war he was national radio director for USO and National War Fund. He also was for many years in charge of radio activities of Catholic Charities of Archdiocese of New York.

ERNEST L. HEITKAMP, formerly with Morris F. Swaney, Chicago, opens offices as advertising counsel at two Chicago locations—135 S. La Salle St. and 53 W. Jackson Blvd.

MAGGY O’FLAHERTY, copywriter with Dancer-Fitzgerald-Sample Inc., Hollywood, joins Wade Adv., Los Angeles, where she will continue writing CBS Court Massey Show. BETTY O’HARA, presently copywriter with Compton Adv., Los Angeles, replaces her at Dancer-Fitzgerald-Sample.

HERBERT LYTTON, formerly with Owen & Chappell as a copywriter, joins Walter Wurz Inc., New York.

HENRY HAUP, BBDO vice president in Chicago, is chairman of public relations committee promoting city’s Community Fund.

RALPH WARNER, former director of video version of Stop the Music on ABC, joins Young & Rubicam as producer and director of Fred Waring television program. He was with CBS as television director before joining ABC.

J. ROY PETERSEN, former account executive with N. W. Ayer & Son, San Francisco, joins Foote, Cone & Belding, same city, in same capacity.

LAWRENCE DECKINGER, director of research, Blow Co., will speak on “Has TV Come Through—Is Radio All Through?” Audio Divided by Video Equals Whateva?” Sept. 28 at radio-TV luncheon session of New York section of American Marketing Assoc. at New York’s Hotel Shelburne.


JOSEPH A. LARKIN joins contact department of Earle A. Buckley Organization, Philadelphia.

FORREST BEARD, formerly with Moore-Cline Advertising Service, Spokane, joins Raymond L. Sines & Assoc., San Francisco, as production manager.
Response from the listener is the best yardstick by which to measure the success of any station. It's action on the part of the listener that counts!

KVOO listeners always respond, just as they did on

**July 13, 1949, 10:00 P.M.**
KVOO news department broadcasts urgent appeal for 3 additional iron lungs to aid local polio victims.

**RESPONSE**
Additional iron lungs dispatched by two distant hospitals who heard broadcast, and one purchased by local chapter American Women's Voluntary Services! Oklahoma Air National Guard sends mercy plane to Boston to pick up lung purchased by AWVS. Bob Jones, KVOO newscaster goes along and reports by telephone interview to KVOO listeners!

**July 28, 1949, 12:00 Noon**
KVOO broadcasts second appeal for additional iron lungs.

**RESPONSE**
Within five hours after broadcast four additional iron lungs are obtained! Air National Guard again wings way to Boston to bring back lung purchased by Tulsa Jewish Community Council!

This, in brief, is a story of response which came quickly, eagerly from KVOO listeners when a need was made known!

Through the years advertisers have learned, over and over again, that response from listeners is quick and at low cost over KVOO, Oklahoma's Greatest Station!

When you want response, you want KVOO!
Wants Added Copy
EDITOR, Broadcasting:
We should like to have a copy of the series “Business for Broadcasting” for use in our office—we have personally read all of the articles, but want to be sure that other personnel here have the advantage of reading them also. If need arises, we shall order additional copies.
Incidentally, we think you publish a whale of a good magazine.
(Mrs.) E. W. Kight
Secretary-Treasurer
Kight Advertising
Columbus, Ohio

Disagrees With McTighe
EDITOR, Broadcasting:
I think Mr. McTighe of Olmsted & Foley [BROADCASTING, Aug. 29] has ignored a very basic fact—that station rates are based on coverage, as well as the many other factors.

Therefore, any cost consideration that might be used must take into account the number of homes served by each station—unless, of course, the advertiser is concerned only with those who live within the city limits.

Even if we ignore this factor of coverage and accept the data provided by Mr. McTighe, this still is not "a new and valuable technique for timebuyers." Why? Because exactly the same relationships will hold between the various stations regardless of whether the cost-per-one percent share of audience is used, the cost per rating point, or the cost per thousand and there must be other new twists that will give the same result, if the time were taken to dig them out.

Paul R. Benson
Asst. Dir. of Research
MBS, New York

The Big Blow
EDITOR, Broadcasting:
Few people living outside of the Southeast hurricane area realize to what extent the broadcaster measures up to the "public interest, convenience and necessity" obligations of his FCC license when a big blow threatens.

Take for example the manner in which WORZ Orlando prepared for the recent hurricane. Within a few hours of the report it would definitely hit Florida, the following arrangements were completed.

Installation of telephone recording circuits.
Activation of emergency power plant.
Tuning of all-frequency short-wave monitors.
Establishment of communication with weather bureaus in Miami, Tampa and Orlando.
Establishment of Red Cross carrier service.
Liaison with Naval Base and Air Base.
Assembly of two complete staffs of 20 persons each for 24 hours duty.

Robert S. Keller, Sales Promotion
Robert S. Keller Inc.
New York

Ratings and Giveaways
EDITOR, Broadcasting:
Your editorial in the Aug. 15 issue . . . on . . . ratings (The Rating Season) interested me. . . . It is generally known that A. C. Nielsen has employed me as a consultant. . . . I don't think you were fair to either Hooper or Nielsen where you mention "a few hundred phone calls" and "a few thousand meters in metropolitan centers." Both are conscientious organizations. . . . You say there are no standards. Both have high standards. . . . Why blame the giveaway trend on the surveys? It is in the interest of advertisers to see that they get large audiences for their money. They must have audience measurement services, in fact, it was the advertiser who originated the service. And it has been good for the industry. What is wrong with measuring an audience and having facts? . . . No industry ever went backward because of honest research, properly used. . . .

Well informed advertisers and agencies, and all networks, know how to use this information and as long as they can buy shows which "buy" an audience they will do so and keep doing so as long as they pay off. Ratings and cash registers tell the story pretty fast . . .

Yes, survey standards for the industry should be discussed. But setting standards or discussing them has nothing to do with eliminating giveaways. BMB recently set a few standards and the industry with the help of advertisers and agencies worked out a non-profit cooperative setup. And before that we had CAB—remember? A considerable volume of evidence could be developed to suggest that the industry should not entrust the audience measurement task to any . . .

(Continued on page 16)
Mr. Tucker Scott  
Compton Advertising Inc.  
630 Fifth Avenue  
New York, 7, N. Y.  

Dear Mr. Scott:

At a lawn party a young man of three was being admonished by his mother because of dirty hands. "But...I," he faltered, "I...washed them just a couple of," and he paused thoughtfully, "a couple of agos."

An apt phrase, we thought, and applicable since it was just a "couple of agos" that we made a study of the working hours of people up in these parts. Here briefly is what we found:

Of the 6426 industrial concerns in the WGY area, a recent survey covering 110 of the larger industries reveals that of the 121,779 workers employed...34.4% go to work at 7:00 a.m., 10.3% at 7:30, 45.3% at 8:00, 8.7% later than 8:30 and 3.1% at other hours. 7% are office workers; 93% factory workers.

For over four years, WGY has been producing CHANTICLEER ...an early bird program for the dawn patrol. The early birds like it. Fact is they sit down and write letters. It's true love, when 1884 people yawn, bat their eyes and pen an epistle to CHANTICLEER as they did just last week. Last year, 48,518 people wrote us letters; so far this year 36,070 (through August 13) have taken the time to write to us.

Here is a program that has an enviable sales record as well as a strong listening audience. Before too many "agos," get in touch with Jim McConnell at NBC Spot Sales...and get the complete story.

Sincerely yours,

[Signature]

STATIONS MANAGER

RBH:ACS
Watch the New WDSU

No Other New Orleans Station Offers Such Outstanding Radio and Television Shows at Such Economical Cost!

"SPOT THESTARS"

Vivacious Neoma Briant blends her own melodic songs into a clever quarter hour musical movie quiz which combines prizes with good merchandising.

"THE FLORAL TRAIL"

Joyce Smith (originally Betty Crocker's voice) presents a flawless 15 minutes of Southern garden information applicable to the New Orleans area. Mail pull—150 letters per program.

See your JOHN BLAIR Man!

AM-TV-FM
WDSU
NEW ORLEANS

ROBERT D. SWEZEY
Executive Vice-President

LOUIS READ
Commercial Manager

Page 14 * September 19, 1949

NEW BUSINESS


OIL HEAT Institute of St. Louis Inc. appoints Oakleigh R. Trench & Assoc., St. Louis, to develop advertising campaign promoting merits of oil as fuel for home heating. Radio will be used.

BORDEN Co., New York, appoints Kenyon & Eckhardt, same city, to handle advertising for new Elsie comic book. Radio and television will be used.

CHICAGO COAL MERCHANTS Assn. names Gebhardt & Brockson Inc., same city, as agency. Radio will continue to be used.

SWIFT & Co., Chicago, will sponsor special one-time, 15-minute broadcast Oct. 1 to launch its fall "Brookfield Sauvage" campaign. Cast of ABC's "Breakfast Club" will be heard on special program at 7:45 to 8 a.m. in all time zones.

J. Walter Thompson, Chicago, placed business.

F. M. SCHAFFER BREWING Co., Brooklyn, N. Y., will use 16 video spots per week to introduce their new pale dry beer. Spots will be placed on following New York stations: WCBS-TV WABD WPIX.

DALE CARNEGIE SALES TRAINING COURSES, St. Louis, names Warner, Schulenburg, Todd & Assoc. Inc., same city, to handle full consumer advertising. Association's Vice President RALPH E. SCHULENBURG in charge of account. Midwest radio will be used.

KNOX Co., Los Angeles (pharmaceuticals), starts Mystery Is My Hobby on five Don Lee stations, Tuesday, 8:30-9:00 p.m. PST. Stations are KJM Los Angeles; KFRC San Francisco; RGB San Diego; KPOJ Portland, Ore.; KVI Seattle. Agency: Allen C. Smith Adr., Kansas City, Mo.

FOOTE, CONE & BELDING International appoints Inter-Americana de Publicidade E. A. as its exclusive representative in Brazil. FERNANDO RINCON-GALLARDO, currently in Rio de Janeiro, has been named FCB International regional director in charge of coordinating agency operations under the new set-up.

Network Accounts

WILDROOT Co., Buffalo, N. Y., through its agency BBDO, New York, will sponsor 10:15-10:30 EST segment of Arthur Godfrey Time on CBS, effective Sept. 27 on alternating weeks, two days one week and three the next. Wildroot Liquid Cream Shampoo and other Wildroot Hair products will be promoted on program.

BELL & HOWELL, Chicago camera and photographic equipment manufacturer, renews Action Autographs on ABC-TV. Program, teletcast Sunday, 6:30-6:45 p.m., is placed through McCann-Erickson, Chicago.

STANDARD OIL Co. of California (Chevron dealer) renews Let Geoge Do It for 52 weeks on full Don Lee Network. Agency: BBDO, San Francisco.

GILLETTE SAFETY RAZOR Co. has started sponsorship for fifth consecutive year of regular Friday evening bouts at Madison Square Garden, over ABC. Opener, Kid Gavilan-Rockey Castellani tilt, was listed as one of Gillette's Calendar of Sports series for which separate contracts are drawn with various networks.

STERLING DRUG Inc., Windsor, Ont. (Bayer Aspirin, Phillips' Milk of Magnesia), Sept. 25 changes Album of Familiar Music from Trans-Canada to 37 Dominion Network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

Adpeople

WILLIAM B. DUGAN, formerly western merchandising manager for BBDO, San Francisco, joins Western Beet Sugar Producers Inc. in same capacity.

GAIL SMITH, head of nighttime radio for Procter & Gamble, arrives in Hollywood at end of month for several days conferences.

Broadcasting * Telecasting
Among old-fashioned ideas you still hear is the story that just one network reaches most Coast towns outside big cities. It's as outdated as this iron horse would be in San Bernardino, the California rail center where 61% of the radio families are ABC fans.

Behind the wheel of this convertible you'd be no more behind the times than those who believe only one network covers all Coast markets. ABC's 22 stations deliver big audiences in scores of industrial centers like Santa Ana where 66% of the radio homes tune us in.

On the coast you can't get away from ABC

For coverage...ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

For cost...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC
How SPEED helped catch "bugs" in the lacquer

Final finish on pianos mysteriously going "sour." Production halted. Lab needed X-ray diffraction camera to identify impurity. At 9 A.M., 10 lb. camera Air Expressed from 1,100 miles away, delivered 4 P.M. same day. Cost, only $3.58. Company uses Air Express as routine method to get supplies fast, keep inventory low.

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

Facts on low Air Express rates

- Package of blueprints (4 lbs.) goes 800 miles for $1.54.
- Special tools (21 lbs.) go 600 miles for $3.87.

(Rate of business finds Air Express pays.)

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

Specify Air Express

GETS THERE FIRST

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

Open Mike

(Continued from page 12)

cooperative non-profit organization. Anyone who really believes in free enterprise and who has studied the history of CAB and the BMB dilemma should not find it too difficult to agree with this. I agree with a lot of your editorial, but can't see the connection with the rating services and the need to ask the good Judge to settle it and lead the boys to new rating heights.

Edgar Kebak
Consultant
341 Park Ave., New York

DuMont Corrects

EDITOR, BROADCASTING:

I am in receipt of the following communications from Mr. Julian Armstrong of the DuMont Television Network:

"Dr. DuMont has forwarded to me your letter of Aug. 11, 1949, in which you have taken exception to an article on page 46 of the Aug. 8, 1949, issue of BROADCASTING, in which we have compared the cost of television advertising to a thousand viewers with the cost of newspaper advertising per thousand circulation.

"You are correct in your objection. The Sunpapers are somewhat unique in having both a morning and evening and a single rate covering both papers. Therefore, instead of comparing the cost per page on this 75£ flat rate over two newspapers, we have done it only on the circulation of the evening edition.

"We have already made the correction in our selling material, and I am sending a copy of this letter to Mr. Sol Taishoff of Broadcasting."

"It is not good to have this sort of an error. We have re-checked this particular study for the purpose of determining whether there are any other errors and, fortunately, this is the only error."

"We appreciate your calling this to our attention, and we can assure you that we will be doubly certain that we don't make this type of an error again."

E. K. Jett
Dir. of Radio
WMAR Baltimore

Confused Quip

EDITOR, BROADCASTING:

In your Aug. 29 edition on page 65 there is a clever cartoon... of the place with television antennas on roof and the guest remarking that he does not care for television etc., etc...

I have recently made a poll... of some of the leading cocktail bars in this area and the cartoon is just in reverse of the true situation. It should read and I quote "I don't care to eat but understand you have a good television set!"

E. R. Rood
Los Angeles, Calif.

'No Other Compares'

EDITOR, BROADCASTING:

...No other magazine compares with BROADCASTING. I have been reading it for years, and can take the information to be completely correct. I have been actively in commercial radio for three and one-half years, and have served as program director, continuity editor, chief engineer, and promotion manager.

Richard C. Corner
KUVY Norman, Okla.
U. of Oklahoma

They Helped Too

EDITOR, BROADCASTING:

...I have just read your report in your Sept. 5 issue on radio coverage of the Sept. 26 Florida hurricane...

...All credit to WIOD and WGBS for the fine work they did in the public service. But why not mention the just-as-important service performed by WKAT, WMBM, WWDP, WTTT, WFEC, WVG, WINZ, WMIE, WLRD, and WQAM?

Your piece mentioned that WIOD and WGBS were on the air continuously for 42 and 56 hours respectively. WQAM was on for 76 hours...

I can't speak for the other Greater Miami stations, but I'm sure they performed just as effectively to the limit of their capabilities.

John T. Bills
News Director
WQAM Miami

AL KOEHLER (I), KSTP Minneapolis account executive, is congratulated by Harlan Johnson, president of Minneapolis Assn., of Manufacturers Representatives, for finishing in low net of 72 at AMR 14th annual field day at Minneapolis Country Club, to win the AMR golf trophy for 1949.
HERE'S HOW AMERICA PUTS COAL TO WORK

Speak of coal's use to most Americans and they're apt to think of home heat.

But as the chart below shows, coal's home heating markets, supplied through local dealers, accounted for less than one-fifth of the bituminous coal consumed last year.

Coal's biggest user was general industry. Right behind came producers of coke, gas and chemicals. And then the railroads —where consumption by line haul locomotives on Class I roads still amounted to more than 60% of all locomotive fuels used.

Together, these three consumer groups are presently taking well over 50% of all the bituminous coal used in the United States.

The electric power industry is another big customer and it will buy over 100,000,000 tons by conservative estimate, as more and more new coal-burning steam generating plants go to work.

USES OF BITUMINOUS COAL IN 1948

<table>
<thead>
<tr>
<th>Category</th>
<th>Tons</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General industrials</td>
<td>118,723,000</td>
<td>22.6%</td>
</tr>
<tr>
<td>Coke, gas &amp; chemicals</td>
<td>108,196,000</td>
<td>20.4%</td>
</tr>
<tr>
<td>Railroads (all uses)</td>
<td>99,000,000</td>
<td>18.6%</td>
</tr>
<tr>
<td>Electric power utilities</td>
<td>95,686,000</td>
<td>18.0%</td>
</tr>
<tr>
<td>Retail dealer deliveries</td>
<td>89,747,000</td>
<td>16.9%</td>
</tr>
<tr>
<td>Steel &amp; rolling mills</td>
<td>10,046,000</td>
<td>1.9%</td>
</tr>
<tr>
<td>Cement mills</td>
<td>8,545,000</td>
<td>1.6%</td>
</tr>
<tr>
<td>U. S. total</td>
<td>531,000,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.

BITUMINOUS COAL...LIGHTS THE WAY...FUELS THE FIRES...POWERS THE PROGRESS OF AMERICA
OFFICIALS of WAYS Charlotte, N. C., ABC affiliate, are congratulating themselves—and receiving plaudits, too.

Last month, the Liggett Drug Co. held a three-day grand opening for its new drug store and shopping center in Charlotte.

During the opening, WAYS originated all its live shows direct from a specially built studio in the center of the store. Programs included three-quarter-hour shows bought by the Liggett Co. for the opening.

Liggett officials declared the WAYS promotion a great success and attributed the opening's success to the radio coverage which brought more than 100,000 people into the store.

In further recognition of WAYS' pulling power, the drug concern contracted for 52 weeks of spot announcements and a quarter-hour morning news show.

EVARARD

They have one daughter, Betty, 11. The family live in Gramercy Park, New York City.

Mr. Meade is a member of the Union Club, Farmington Country Club and the Keswick Club.

FROM shadow to substance was a 12 month trip for Everard Wilson Meade, newly appointed vice president and director of radio and television for Young & Rubicam, New York.

Starting his career in 1933 at Benton & Bowles as ghost-writer of a column under the by-line of Fred Allen, Mr. Meade shed his literary ectoplasm a year later to materialize at Young & Rubicam as a radio writer, working such shows as the Jack Benny program, the Charlie Butterworth show and the Packard program with Fred Astaire.

In 1936 he became assistant producer on the Benny program, and a year later took over full production chores on the Burns & Allen Show.

Departing Y&R he joined Ruthrauff & Ryan to produce the Al Jolson Show, Court of Missing Heirs, Dick Powell program, the Lanny Ross show, Walter O'Keefe and Milton Berle show.

There his reputation attracted George Washington Hill of the American Tobacco Co. Mr. Meade joined ATC as radio executive for Lucky Strike. In that capacity he worked with Pat Weaver, then advertising manager for the firm, and the two entered into a close personal and professional relationship that was to assert itself later.

In 1943, Mr. Meade joined the Navy as a lieutenant in Air Combat Intelligence. Upon his return—three years later—to American Tobacco, he was assigned to the company's London office for a six month period. Meanwhile, Pat Weaver had returned to Young & Rubicam as head of radio and television for Harris and immediately surrounding counties with in five million colou.

Of course, you'll want to buy many nickels worth of Houston's best radio value—K-NUZ—the station that is bringing scores of radio advertisers more results per dollar spent than any other Houston radio station—the station that can bring you just such satisfactory results. For availabilities and complete details call, write or wire Dave Morris, KNUZ general manager, or Farrie national representatives.

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
Houston, Texas

BROADCASTING • Telecasting
1. **ALBANIA PLANTATION**, Jeanerette, La. Built in 1842 by Charles Grevemberg. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.

2. **RICE THRESHING** near Kaplan, Louisiana. This rich, farm area leads the nation in rice production. High yields and wide crop diversification are other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.

3. **WWL'S COVERAGE OF THE DEEP SOUTH** 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
OVERALL FREQUENCY RESPONSE
AT TAPE SPEED OF 15 IN./SEC.

3 RCA PROFESSIONAL

Rack-mounted RCA Tape Recorders in action at NBC, Chicago

Rack-mounted RCA Tape Recorders (Type RT-5) are well-suited for control rooms and recording laboratories—lend themselves well to system layouts where more elaborate recording jobs are required. You load the tape and cue at the rack. You start the recorder by a switch at the control desk.


DESK-MOUNTED —
Type RT-4A

The RCA Tape Recorder in desk-type console. Recorder and amplifier are "built-in" for maximum operating convenience. Plenty of desk-top space. Extra room below for additional amplifiers. A handsome and thoroughly dependable control-room recorder to install beside your studio console or turntables.
Tape Recorders!

Three of the finest heavy-duty tape recorders in broadcasting—at prices under any comparable type in the high-fidelity class!

Taking only three or four seconds to thread . . . and requiring no complex over-and-under threading or “doubling back” of the tape . . . RCA recorders are so simple to operate that anybody can run one. Vertical reel-mounting makes them easy to handle without bending or leaning over the instrument. Surely, two-sided reels reduce danger from unreeling the tape or snarling. There is only one driving motor—and only one 3-unit head, that plugs in and out without need for tools.

At the flip of a switch, you can run off high-fidelity recording or playback for 33 minutes—with response at 15 kc. Or 66 minutes of it with response at 7.5 kc, whichever you choose. Frequency compensation is automatic for either tape speed position. Tape tension is held so carefully that front-panel "speed-change" switching from fast-forward to fast-reverse is done instantly . . . without damage to the tape. Feather-weight tape tension also insures playback timing to ±0.2 per cent at both speeds (you can edit recordings precisely—with minimum tape stretch). Automatic tape “lift-off” eliminates head wear during rewinds. A separate recording and playback amplifier enables you to monitor the tape and record programs simultaneously—your assurance that important programs are actually on the tape.

Designed by men who live with the business, these RCA units meet the needs for a foolproof instrument capable of recording true-to-life shows in the field and in the control room. Frequency response is essentially flat from 50 to 15,000 cps—at a tape speed of 15 inches per second. Signal-to-noise ratio is 55 db on the console and rack models—and 50 db on the portable model. "Wow" and flutter is less than 0.2 per cent at 15 inches per second—and less than 0.3 per cent at 7½ inches per second. With the standard VU meter (large-size) you can read recording and output levels, plate currents, bias, and erase voltages—directly.

More than a hundred of the new RCA Professional Tape Recorders are already in commercial service. Ask any network, independent station, or transcription studio how they like them. Your RCA Broadcast Sales Engineer has the facts. Call him. Or write Dept. 19-1B, RCA Engineering Products, Camden, N. J.

Broadcast Equipment
Radio Corporation of America
Engineering Products Department, Camden, N.J.

In Canada: RCA Victor Company Limited, Montreal

PORTABLE—Type RT-3A

The ideal recorder for high-quality "remotes," studios, or control rooms. The recorder is carried in one case. The amplifier is carried in another case. Amplifier input is arranged for standard microphone (cannon receptacle provided), or bridging of 600-ohm line (terminals). Playback amplifier is designed to feed standard 600-ohm lines and headphone jack.
## Compare

### Cost Per Thousand Families for Spot Announcements on All Cleveland Regional Network Stations

<table>
<thead>
<tr>
<th>Time</th>
<th>WHK</th>
<th>NET B</th>
<th>NET C</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 9:00 AM</td>
<td>$0.25</td>
<td>$0.49</td>
<td>$0.36</td>
</tr>
<tr>
<td>9:00 - 10:00 AM</td>
<td>.33</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>10:00 - 12:00 NOON</td>
<td>.50</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>12:00 - 4:30 PM</td>
<td>.33</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>4:30 - 6:00 PM</td>
<td>.50</td>
<td>.99</td>
<td>.72</td>
</tr>
<tr>
<td>6:00 - 6:30 PM</td>
<td>.75</td>
<td>1.48</td>
<td>1.42</td>
</tr>
<tr>
<td>6:30 - 7:00 PM</td>
<td>.75</td>
<td>1.98</td>
<td>1.42</td>
</tr>
<tr>
<td>7:00 - 9:00 PM</td>
<td>1.00</td>
<td>1.98</td>
<td>1.42</td>
</tr>
</tbody>
</table>

### Night Time Coverage

<table>
<thead>
<tr>
<th>Time</th>
<th>WHK</th>
<th>NET B</th>
<th>NET C</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:30 PM</td>
<td>1.67</td>
<td>2.69</td>
<td>2.25</td>
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<tr>
<td>10:30 - 11:00 PM</td>
<td>.84</td>
<td>2.02</td>
<td>1.13</td>
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<tr>
<td>11:00 - 11:15 PM</td>
<td>.42</td>
<td>1.35</td>
<td>1.13</td>
</tr>
<tr>
<td>11:15 - 12:00 PM</td>
<td>.42</td>
<td>.67</td>
<td>1.13</td>
</tr>
</tbody>
</table>

(Calculations based on a rating of 5.0 for all stations for purposes of comparison)

### Homes in Primary Area (Daytime)*

*Based on coverage patterns on file with FCC and BMB radio families 1946

<table>
<thead>
<tr>
<th></th>
<th>WHK</th>
<th>NET B</th>
<th>NET C</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHK</td>
<td>842,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NET B</td>
<td></td>
<td>759,500</td>
<td></td>
</tr>
<tr>
<td>NET C</td>
<td></td>
<td>623,500</td>
<td></td>
</tr>
</tbody>
</table>

Ask your Raymer Rep for the complete story.

---

WHK

The Paul H. Raymer Co.
National Representative
CUBA tossed the expected bomb into the third NARBA conference at Montreal Thursday by calling for the breakdown of clear channels. The conference had opened quietly last Tuesday with the usual expressions of good will.

In a reply to the U. S. proposals submitted to Canada last May, the Cuban delegation urged that all clear channels be changed to national channels. On such channels each country would have unrestricted rights, within certain limits.

This means that Cuba wants IA channels, for day and night operation. Another Cuban proposal contoured 350 miles within the border of its own country, assuming there is a signal of 1 mv/m.

Such a change, if accepted, would completely upset the clear channel situation in this country, according to industry engineers. The service area of clear channels would be hemmed in, with large areas deprived of basic broadcast service, it was explained.

Cuba's proposals went even further. The Latin nation proposed to cut the lower power limit for Class 3 stations from 500 w to 250 w. Cuba now has a number of 250 w stations on regional channels, bearing Class 4 designations. Under NARBA those stations would become Class 3 and would have to be protected.

Purpose of Proposal

The Cuban proposal was regarded in some quarters as a feint and it was thought its real objective is to get unrestricted use of clear channels on its little island with low power, making possible saturation coverage by ground wave.

Abolition of the North American Broadcast Engineering Committee as a violation of its sovereign rights is proposed by Cuba. This committee met two years ago at Havana, laying extensive technical groundwork which had been designed to simplify the NARBA proceedings at Montreal.

Another Cuban proposal that disturbed U. S. delegates and observers at Montreal was opposition to frequency tolerance standards, such as a 20 cycle hum, and to any requirement about modulation monitoring. Without frequency tolerance standards, stations everywhere will be plagued by heterodyne squeals, according to engineers.

Delegates from all the North American nations represented at the conference were startled by Cuba's disclosure that since the interim NARBA pact expired in March it has been notifying the Berne bureau of allocation changes on the island. Particularly upsetting was the revelation that Cuba desired these assignments incorporated in the new NARBA.

By this action, Cuba presented a fait accompli to the conference, it was declared.

Another Cuban proposal is to set up Class 2 stations under NARBA and require that they be listed in an appendix, thus preventing assignment of any new Class 2 stations.

Delegates and observers at the Windsor Hotel in Montreal were obviously disturbed by the Cuban demands, though they had been prepared for something of the sort. Just a week before, FCC Comr. George E. Sterling and U. S. Ambassador Albert F. Naber had taken a flying goodwill trip to Havana [Broadcasting, Sept. 12]. It was understood their main mission had been to ask Cuban intercession with Mexico, which is represented at Montreal merely by an observer.

Cuba's proposal included elimination of synchronization of stations and satellites. It has not accepted the U. S. proposed latitude and skywave curves.

Canada's proposal provided for retention of 540 kc and the IA classification. It continued the request for 50 w Class 5 stations to supplement a station's or network's service area. Canada suggested a 2-1 adjacent channel ratio instead of the U. S. 1-1 practice. The Bahamian proposal calls for the status quo.

FMA Suggestion

The Washington headquarters of FM Assn. got into the NARBA fray Friday by suggesting that FM is "the logical answer to the problem now confronting the NARBA conference of finding enough radio channels to accommodate 2,500 stations without interfering with one another."

Inter-station interference has reached the point of seriously hampering any further expansion (Continued on page 25)

Petry Expands

By BRUCE ROBERTSON

EXPANSION PLANS of Edward Petry & Co., calling for an outlay of about $250,000 more a year, were outlined Wednesday by Edward Petry, president, at a meeting of the station men learned:

(1) That their representative firm is establishing a television department which will operate independently from and competitively with the company's radio sales force;

(2) That Hanque Ringgold, a 16-year Petry veteran, has been named eastern sales manager of the company;

(3) That the radio sales staff is being enlarged to permit each salesman to do a more creative and effective selling job;

(4) That an expanded sales promotion staff will be able to help Petry stations in the preparation of their individual promotion material and to provide ammunition for the development of new sales campaigns designed to produce a greater use of spot radio, as well as fulfill its normal sales service function;

(5) That Petry & Co. will take over the tower floor of the building now going up at 488 Madison Ave., New York, increasing its present space by 50%, as soon as the building is completed.

Discussing the court battle between himself and Henry Christal, secretary and treasurer of the company since its inception, Mr. Petry chided the station men for their "undue concern about an internal problem of our organization, far removed from sales." He noted that "differences between Hank Christal and myself have existed for years (but) never affected sales," and continued:

"If differences between Hank and myself didn't prevent sound selling efforts by the Petry organization (Continued on page 24)
Petry Expands

(Continued from page 28)

throughout those years, there is no reason for you station men to feel that these differences bring about a particularly critical situation at this moment. I do not view these internal differences lightly. But, at least they are no longer something that can go on and on and on. They are in the hands of the court and out of our hands and we have assurances that we will soon have a final decision from the highest court of New York State, settling this matter once and for all.

(Suit was brought by Mr. Christal in the New York Supreme Court to restrain Mr. Petry from appointing more members to the company's board, upsetting the two and two balance which Mr. Christal claimed had been orally agreed upon at the time of that company's formation. Mr. Petry appealed from the court's decision favoring Mr. Christal and the appellate division of the New York Supreme Court reversed the former ruling. Mr. Christal's appeal from this reversal is now pending before the New York Court of Appeals [Broadcasting, July 4, 11].)

It is clear up "rumors and gossip," about cancellations resulting from the internal dispute, Mr. Petry stated that only six AM stations have given notice of cancellation, that the first one, if it is now withdrawn, does not become effective until next June, and that all letters of cancellation contained "the friendliest assurances that they were only technical in nature in order to protect legal rights and that it was the intention of the stations to stay with the Petry Co. provided the company continued to do the job that it had done in the past."

He also announced that the company had tightened its station list, dropping three Yankee Network stations by agreement with Yankee to concentrate on representing that regional network and its major stations in Boston, Providence and Bridgeport; dropping WSAU Wausau, Wis., Oct. 1 by agreement with the Milwaukee Journal, and also dropping WLLH Lowell, Mass. Since the meeting, Yankee has announced the reappointment of the Petry firm for a long-term contract. WWVA Wheeling has withdrawn its proposed cancellation and WSM Nashville, whose contract expires Oct. 1, has assured the Petry Co. it will be renamed, it was learned.

After Mr. Petry had explained his firm's expansion plans to the station executives, the group asked the three Petry officials—Messrs. Petry and Christal, and Edward Voynow, Chicago manager—to withdraw while the station men conferred among themselves. Subsequently, they returned for a question and answer session which was followed by another meeting of station men only. At the conclusion of this session, the station group unanimously adopted the following resolution:

"The stations represented by the Edward Petry & Co. Inc., at a meeting held in New York at the invitation of the company's board of directors, having listened with interest to the company's plans for the separation of AM and TV sales efforts and the company's expansion of its facilities and personnel, and for additional plans to make the Edward Petry Co. an even more

(Continued on page 31)

CBS Shifts

Top Promotion Personnel in Realignment

FOLLOWING the resignation from CBS of Victor M. Ratner, vice president in charge of advertising and sales promotion [Broadcasting, Sept. 12], the network last week instituted a realignment of the department.

Louis Hausman, director of sales promotion and advertising, took over the office and many of the duties of Mr. Ratner, who will leave officially Nov. 2 for his new post as a vice president at Macy's New York. As before, Mr. Hausman will also continue to direct the department.

At the same time, Mr. Hausman announced the appointment of John Cowden as next in line under him. Mr. Cowden will have the title of general manager of CBS sales promotion and advertising department.

Mr. Cowden moved into his new position from his post as director of Columbia-owned stations promotion. Taking his place as director will be Thomas Means, who has been Mr. Cowden's assistant.

Still another change in the department was the resignation effective Jan. 1 of Neal Hathaway, manager of program promotion. Mr. Hathaway's assistant, Charles Oppenheim, will fill the vacancy, it was said.
GIVEAWAY SETBACKS

WITH ONE temporary restraining order already issued against its giveaway ban and facing the prospect of another one this week, FCC is slated to sit down shortly and chart the procedure it will take with license renewal applications - hundreds of them - pending final adjudication of the issue.

Officials said this review may be made following the hearing slated in U. S. District Court in New York today (Monday) to determine whether three of the four major networks—ABC, CBS, and NBC—should be granted an order restraining FCC from enforcing its giveaway rules until after determination of their motions for a preliminary injunction. A similar order was granted in Chicago last Tuesday on motion of Radio Features Inc., programming adjunct of Schwimmer & Scott, Chicago agency.

The decision which FCC reaches with regard to its own course will depend, authorities said, upon the outcome of the New York hearing, also taking into consideration the order already issued in Chicago. They said it conceivably could include a voluntary suspension of its giveaway rules by the Commission, though observers considered this course unlikely in view of FCC's refusal of the networks' request for a stipulated suspension a week earlier [Broadcasting, Sept. 12].

Procedure Not Set

No firm decision has been made, spokesmen said as to the procedure to be followed with license renewals coming due while the legality of the giveaway rules is in question. Approximately 230 AM licenses expire Nov. 1—a month after the Oct. 1 date on which FCC had planned to put its rules into effect. A sizeable number of these stations presumably carry giveaway programs of the networks or of others. [See Editorial, Page 44].

There was speculation that in such cases the Commission might merely grant temporary extensions pending the courts' decision, but such a move seemed certain to be opposed by broadcasters on business grounds, particularly since a year or more may elapse before adjudication is final. Broadcasters contended regular renewals should be issued.

Today's New York hearing will be before Judge Simon H. Rifkind, who signed an order last Thursday calling upon FCC and the U. S. Government to show cause why they should not be restrained from enforcing the giveaway ban until the three networks' motions for a preliminary injunction is decided.

The networks took the legal step despite the fact that Judge Michael Igoe, in Federal District Court in Chicago, already had issued a temporary restraining order in a similar situation. A spokesmen said the networks took this step for two reasons: first, to protect their rights generally, and second, because the Chicago action embraced only AM and FM, not television.

Like the action in Chicago, the New York motion will, if granted, be effective until the motion for a preliminary injunction can be heard by a special three-man statutory court which has yet to be appointed. In the Chicago case this hearing is now slated for Oct. 7. No date has been set for hearing the case on its merits.

Meanwhile it was learned that Louis G. Cowan, whose packaging firm (Stop The Music, Hollywood Calling, etc.) has been in the forefront of giveaway programming, will probably join the networks in their legal proceedings in New York. His attorneys late last week were said to be working on legal details incident to joining the action.

In the Chicago case last week, acting on the motion of Radio Features Inc., Judge Igoe found that "unless a temporary restraining order is issued until the hearing and determination on plaintiff's application for an interlocutory injunction, immediate and irreparable damage will result to the plaintiff." He said he found from the evidence that some radio stations which have entered into contracts with Radio Features for purchase of its programs have cancelled their contracts, and others have threatened to cancel out, "because of the order of Aug. 18 of the FCC and because of rules 3.192 and 3.292 of the FCC contained in said order."

"Once such contracts are cancelled it is virtually impossible to

(Continued on page 80)

May Determine FCC Renewal Strategy

By BILL THOMPSON

With three members of the NAB Board of Directors taking an active part, NAB District 9 (III., Wis. in part) delegates held what was generally described as the liveliest meeting in the district's history. They met Thursday and Friday at the Northernnaire Hotel, Three Lakes, Wis.

The sports attitude in keeping with the resort's atmosphere, the district delegates recorded an almost perfect attendance record. They cheered fighting talks by four NAB staffmen. The district's three board members are Charles C. Cayley, WMBD Peoria, District 9 director; Merrill Lindsay, WSOY De- cur, director-at-large for small stations, and Howard Lane, WJJD Chicago, director-at-large for large stations.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, started the fireworks Thursday morning with a blast at black-and-white media. He charged that the true picture of what happens to the advertising dollar is distorted because radio's competitors are doing a wasteful job.

Mr. Mitchell declared newspapers are perpetrating a fraud on the advertising world and urged top management of stations to expose them to personally taking radio's story to advertisers. The nation is grossly under-advertised, and lacks proper faith in advertising, he said.

Heitting through all the sessions, NAB President Justin Miller posed frequent questions for Mr. Mitchell and other speakers to answer, and he wound up the two-day session with a Friday afternoon address.

Dr. Kenneth H. Baker, NAB research director on loan to Broadcast Measurement Bureau as acting president, promised EMB's study No. 2 will be ready by early winter. He said it would consist of

(Continued on page 88)

NAB District 9 Gets It

HOS at the Ralph H. Jones Co. party was C. M. Robertson Jr., (left), president Cincinnati agency. With him is Gilmore N. Dunn, WLAP Lexington, Ky., district director.

DELEGATE group at NAB District 7 cocktail party in Cincinnati Sept. 8-9 [Broadcasting, Sept. 2] included (1 to r) Sam Sagen, WSSS Cleveland; Gerry Boyd, WPAY Portsmouth, Ohio; Robert T. Mason, WMRN Marion, Ohio; Richard V. Beatty, Harold Fitzgerald, WOHI East Liverpool, Ohio.

EXECUTIVES of Ralph H. Jones Co., Cincinnati, at the cocktail party. Left to right: Jean Telgater, publicity director; Ed Corder, radio specialist; Kathryn Hardig, assistant radio and TV director; William Frietsch, media director; Stanley Miller, vice president; Ann Smith, assistant timebuyer.

September 19, 1949 * Page 25

PLAIN SALES TALK

* * *

* *

* *
FBI Approves

ABC Show, Despite Criticism

The Federal Bureau of Investigation likes the ABC program 'This Is Your FBI' and has no intention of withdrawing its sanction, Louis B. Nichols, FBI assistant director, told Broadcasting.

Mr. Nichols made this observation when asked about criticism of the broadcast voiced at the recent American Bar Assn. meeting at St. Louis by Arthur J. Freund, chairman of ABA's Section on Criminal Law as well as that section's Committee on Motion Pictures, Radio Broadcasting and Comics in Relation to Administration of Justice.

Long a critic of broadcasting, Mr. Freund told the ABA that the broadcast is offensive because it educates youths in the methods of committing crimes. He said his remarks were purely personal and did not represent the views of any ABA member group.

Nichols' Defense

This brought from Mr. Nichols a ringing defense of the program, stating it has been a force for good, and adding the FBI has documented information showing it has deterred youth from committing crimes. "We can't have good law enforcement without aroused public opinion, and aroused public opinion depends on education," Mr. Nichols said. "That is what we are attempting to do. If it is a bad program, why have teachers' associations singled it out as an educational program?" He added:

"If 'This Is Your FBI' is bad then we might as well destroy our Bibles and the great books of literature, for they, too, run the full gamut of man's passions and foul deeds."

Mr. Nichols said the FBI originally cooperated in the program because some crime programs were placing an improper emphasis on crime. He said the program portrays the tracking down of criminals rather than blueprinting crimes.

Air Lutheran Hour

RELIGIOUS program, The Lutheran Hour, with sermons by Dr. Walter A. Maier of Concordia seminary, will be sponsored on ABC, effective Oct. 2, Sunday, 3:30-4 p.m., by the Lutheran Laymen's League. The 52-week contract was placed through Gotham Advertising Co., New York.

AWB Meetings

Two More Districts Set

Two more district meetings of the Assn. of Women Broadcasters were announced last week by Pat Griffith, NAB director of women's activities, bring the schedule to five sessions, as of last week [Broadcasting, Sept. 5].

District 9 (Ill., Wis. in part) will meet Oct. 20 at the Sherman Hotel, Chicago, in connection with the School Broadcast Conference. District chairman is Elizabeth Marshall, WBEZ Chicago. District 2 (N. Y., N. J.) will meet Nov. 5-6 at the Hotel Astor, New York. District chairman is Sally Work, WBEN Buffalo.

Gordon Mills

Leaves Kudner Ad Agency

GORDON MILLS, business manager of the radio and television department of Kudner Advertising Agency, New York, has resigned from the agency effective the first of this year. He has been with Kudner since July 1943, and prior to that served ten years with RCA and was associated with NBC as a network account executive. Before that he was with RCA.

Mr. Mills has been serving for the past six years on the radio committee of the AAA, and chairman of the sub-committee on radio research. He currently is vice president of the Radio Executives Club in New York. Mr. Mills is expected to announce his new alignment soon.

PBA Package

Offers Discount Rates

DISCOUNT rates for national advertisers were set Thursday afternoon at the first formal meeting of the new Perimeter Broadcasting Assn., which encompasses four station-areas on the rim of Chicago.

National advertisers buying time on two stations will receive a 5% discount, on three, 10%; and on all four, 15%. Stations include WJOL Joliet, Ill. and WJOB Hammond, Ind. (both 250 w. fulltime), WRMN Elgin, III. (500 w daytime) and WKRS Waukegan, III. (1,100 w daytime). WRBM took the air Sept. 6, and WKRS bows Sept. 25. All stations are represented by Joseph Hershey McGillivra.

Joseph J. Garvey, general manager of WJOL, was appointed president, with L. B. Weller, commercial manager, WJOB, secretary and treasurer. Others attending were Bob Adair, general manager, WJOB; Joseph Kirby, general manager, WKRS; George Ralston, partner, WRMN, and Rex Gay Jr., Chicago manager of McGillivra.

Stations are working on a presentation which will show advantages of advertisers buying time locally.

Growing Importance of Radio to Gooch Feed Mill Co., Salina, Kan., was keynote at firm's fall sales meeting where Kansas stations' representatives on the Gooch schedule were invited to take part. Left to right are Bob Evans, announcer, KGGF Coffeyville; John B. Hughes, manager, KXXX Colby; Gene Fullen, announcer KSAL Salina; Homer Cunningham, announcer, WIBW Topeka; J. J. Vanier, president, Gooch Feed Mill Co.; Dale McCoy, manager, KFBI Wichita; Ray Jensen, manager, KSAL; M. H. Straight, copy director, Rogers and Smith, Kansas City; Milton Hodges, sales service manager, WIBW; Bob Pratt, manager, KGGF; Glen George, sales representative, KXXX; and Dick Brigham, account executive, Rogers and Smith.

Pet Milk Renews

PET MILK SALES Corp., St. Louis, renews 'The Pet Milk Show' with Kay Armen (Sunday, 9:30 p.m. CDT) and 'The Mary Lee Tayl- er Show' (Saturday, 8:30 p.m. CDT) on full NBC network from Oct. 22 and Oct. 23 through Gardner Advertising, also St. Louis. Sego Milk Products Co., Salt Lake City, Pet Milk subsidiary, will sponsor cut-ins on the shows through Gilliam Advertising, same city. Respective originations are at KSD St. Louis and NBC New York.
Inglewood Park's 20 Years

In 1929, Inglewood Park Cemetery Association, with the aim of building a good cemetery for Los Angeles, decided to start a radio program. This program was initially sponsored by KFI and later by Inglewood Park Cemetery Association. The program, known as Melodies America Loves, was broadcast weekly for 20 years, featuring operas, operettas, and musicals. The concert type musical program has been sponsored by Inglewood Park Cemetery Assn. of Los Angeles since 1929. And during all these years too, radio has been used almost exclusively by Inglewood Park as an advertising medium.

The program was then sponsored on KFI. With more than 1,160 broadcasts to its credit, and keyed to the general music loving public, it provided numerous opportunities for the sponsor endeavors to give the listening audience a program of distinctive musical excellence, says Paul Winans, president of Paul Winans Co., agency servicing the account.

Proper, Yet Not Staid

"This isn't a high brow program, nor is it planned for a chosen few," Mr. Winans emphasizes. "Neither is there anything funereal about Melodies America Loves. The music is truly that which the public likes. It is some times something old and sometimes new. We cater to the public's taste, with the best vocally and instrumentally."

There is no selling pitch, executives of Inglewood Memorial Park point out. This is verified by Mr. Winans who declares that "These radio concerts were never intended as a medium for direct selling. We use no high pressure, dramatic commercials."

"The series from its inception were created for the purpose of building good will for Inglewood Memorial Park. Good will has always been more valuable than a spectacular sale of the moment. As a result this weekly radio concert has gained a loyal audience which generosely expresses its appreciation with fine letters."

Being a cemetery, George H. Lettuce, president of Inglewood Park Cemetery Association, has always felt that it would be in bad taste to force a selling pitch upon the public through the concert program. And that policy has been maintained through 20 years of broadcasting.

Although the opening credit plainly states that Melodies America Loves is sponsored by Inglewood Park Cemetery Association, there is no morbid tinge in the presentation. During the 30-minute broadcast there is as a general rule, a middle and a closing commercial of about 1 1/2 minutes each. Often it's shorter. Musical selections are woven together with appropriate narrative. In fact the financial statement and cemetery interment, commercial message is confined to an invitation to visit the memorial park to view the famed artistic stained glass window and other objects of unusual interest.

On occasion, Mr. Winans points out, an indirect sales appeal is made in tying in the commercial with theme of the concert when

Eula Beal and Olive Mae Beach are the two young soloists who have won distinction on the concert stage. John Raitt went on to star on the Broadway stage after having made his professional debut on that program. During the past 20 years such stars as Perry Anskam, Paul Kast, Tony Mackenzie, Tudor Williams, Melchior, Earl Covert, Polyna Stokska, Anne Jeffreys, Miliza Korjus and the late Carrie Jacobs Bond have appeared as guests on Melodies America Loves.

Radio "naming" who have been associated with the Inglewood Park program in either a writing, announcing or producing capacity include John Conte, Art Gilmore, True Boardman, Thomas Freebairn-Smith and the late Gary Brecrner.

New Talent Sought

In addition to established stars frequent auditions of young unknown talent have played a large part in success of this perennial program. Mr. Winans, who serves as supervisor; Earl Towner and Cliff Howell, director-producer, listen fully and carefully to each soloist, knowing that their choice of talent to appear on the program may plummet the artist to musical stardom.

No attempt is made to merchandise the broadcasts. Only advertising utilized by the sponsor in support of the weekly 30-minute radio program consists of one column by 2 inch advertisements in each of the six Los Angeles metropolitan daily and 10 neighborhood newspapers on day of broadcast.

Thus, the Inglewood Park Cemetery Assn. Melodies America Loves program becomes another radio sales success story—an ever continuing story. The details may be different, but the theme is the same: Radio sells.

Radio with enough dignity, but not in the high brow tradition can do the selling job for a cemetery. Inglewood Park Cemetery Assn. of Los Angeles used this formula for its first "Melodies America Loves" back in 1929. And now in its 20th year without interruption the same technique is being effectively utilized. Good will rather than high pressure commercials is the aim of the program sponsor.
CONCLUSION of the MBS two-day board meeting in Chicago on Tuesday was attended by reports of unanimous support for the network's program plans for the coming year as outlined by William Fineshriber, program director. Board is to meet again in New York during the World Series.

Another outcome of the meeting was the ending of reports in trade circles that Mutual has difficulty in clearing time for national sponsors because of some of its key stations. It was said any advertiser can get full clearance on all MBS stations within 28 days.

The question of network reorganization was not broached, a network spokesman told Broadcasting, because such plans are not within the board's scope, but are left directly to Mutual President Frank White. Mr. White, addressing the board, expressed his belief that the network's business outlook was good.

Mr. Fineshriber revealed plans for a new giveaway program 'To the Ladies,' a women's participation show with jackpot prizes. A half-hour program will be aired five days a week following Queen for a Day, and will originate in Chicago.

Attending the meeting, in addition to Mr. White and Mr. Fineshriber, were: Theodore C. Streibert, president WOR New York and MBS Board Chairman; J. R. Poppele, vice president in charge of engineering, WOR; Frank J. Schreiber, general manager, WGN Chicago; E. M. Antrim, WGN, MBS secretary; Lewis Allen Weiss, chairman of board, Don Lee; Willet H. Brown, president and general manager, Don Lee; Thomas O'Neil, vice president, Yankee Network; Linus Travers, executive vice president and general manager, Yankee; Frank J. Gimbel Jr., president and general manager, WIP Philadelphia; J. E. Campeau, president and general manager, CKLW Detroit, and H. K. Carpenter, vice president, WRK Cleveland.

PAID LOG ADS
Smith Opposes 'News' Plan

TAKING a page from several other cities, the Los Angeles Daily News last week advised stations, networks and advertising agencies that a "effective Sept. 10" it would not accept advertising to run within the radio and television logs.

Although the stations are aware that the practice may not be an immediate threat, they recognize it does constitute a likely forerunner of paid logs if unopposed. Accordingly, the membership of the Southern California Broadcasters Assn. will discuss the matter Sept. 22 at its monthly meeting.

While most station managers were reluctant to discuss the matter for publication, Calvin J. Smith, general manager of KFAC Los Angeles and NAB 16th District director, advised Broadcasting that he was opposed to the principle behind the move of the News. He said his station would have no part of any plan.

In the letter dated Sept. 8, the News offered two space sizes of one half inch and one inch priced at $6 and $10, respectively. Although no comment could be obtained from any of the other Los Angeles dailies, the broadcasters of the area feel that the local publishers association may be feeling its way on the idea, through the News.

The managing editor of one paper advised Broadcasting that he "hoped all management would not propose such an idea for its logs." In the case of a second paper, the advertising director said he knew nothing of the News plan and that his paper had no such plan in contemplation at present.

ROY McLAUGHLIN Receives CRMC Presidency

ROY McLAUGHLIN, commercial and general manager of WENR (ABC) Chicago, was elected president of the Chicago Radio Management Club at the first regular fall meeting last Wednesday. He succeeds William McGuiness, commercial and general manager of WGN.

Other officers, who will also serve a one-year term, include Frank Reed of Grant Advertising, first vice president; John Blair, president of the Chicago Board; Louis Benedict, vice president; James Daly, timebuyer, Earle Ladinig agency, treasurer; Jane McKendry, timebuyer, Needham, Louis and Brophy, secretary.

Mr. McLaughlin will call a meeting of the new officers next week, for a selection of a program committee chairman. The club has a guest speaker at a luncheon meeting every other week. Walter Schwimmer of Schwimmer and Scott will discuss giveaways (see separate story) Sept. 29.

Emil Mogul Named

THE MODERN Industrial Bank through Henry Morgenthau Jr., chairman of the board, has appointed Emil Mogul Co., New York, to prepare and direct an advertising campaign in the New York area. The initial schedule starts on Sept. 18 with minute and half-minutes on WMCA New York.
FLQN To Supply Data

Miss Nelson Mr. Silvernail
Initially, a composite map will be developed, showing locations, coverage and research figures on member stations.
Programming ratings will be established and time will be sold on a group basis, with stations to be reimbursed by FLQN according to their individual rate cards. Advertisers will be able to buy sections of the "network," and syndicated programs, by line or transcription, will be available.

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GOLOBE TO WOR

ZANGWILL GOLOBE, formerly with the Chicago office of the Fredric W. Ziv Co., has joined WOR New York as promotion executive in the sales department. Prior to joining Ziv, he was associated with Forjoe & Co., station representative, for eight years, the last six of which he was Midwest manager.

LeBlanc Offering $2,000 in Prizes

NEWEST wrinkle in advertising techniques appeared last week in the form of a $2,000 prize contest announced by The LeBlanc Corp., Lafayette, La., marketing Hadaclon tonic and vitamin compound.
Prizes are to be awarded to stations for "greater cooperation and merchandising efforts," including "free spots from our transcription service." The campaign gets underway through September, with reports to be at the company's home office by Oct. 7 and prize winners to be announced in a subsequent edition.

Protests were received by Broadcast and Broadcast Advertising Bureau from stations approached by LeBlanc Corp., an extensive use of their time through the southern states.

"Your recent invitation is the absolute best sucker deal we have ever had the privilege to look on," replied Charles W. Balthrop, station manager of KITE San Antonio, Tex. "You certainly prove that Barnum was right."

Ray D. Williams, manager of WJHL Johnson City, Tenn., wrote Dudley J. LeBlanc, president of LeBlanc Corp., as follows: "All merchandising and promotion efforts of this station are devoted to our current advertisers and we feel it would be unfair to them to merchandise and promote a product or a certain advertiser for selfish reasons."

Mr. LeBlanc’s offer to stations opens with a reminder that the company is advertising on about

BROADCASTING * Telecasting

ON THE first leg of its 6000-mile WOW Farmers West Coast Tour, a 16-car train, loaded down with Midwest farm products and 200 participants, rolled into Seattle today (Monday). It was the fourth city visited by the WOW train in the 16-day trip which started Sept. 15 (Broadcasting, Sept. 12).

Organized by WOW Omaha, the train promotes Midwest farm products while its tour members study farming in the West. Entire trip will cover 13 cities, the train returning to Omaha on Oct. 13. High points of the farm study include more than 100 stops at farms, experimental stations, processing plants, ranches and orchards.

Welcome was accorded to the farmers, drawn from Nebraska, Iowa, South Dakota, Kansas, Colorado and Michigan, by local radio stations and city officials en route.

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### TRANSIT ADS

**Operation Nears Profit, NAB Finds**

**GRID RIGHTS**

**PROTESTS of 12 South Carolina broadcasters over grant of exclusive broadcast rights to athletic events of U. of South Carolina was upheld in a decision handed down last Wednesday by a Circuit Court in Columbia, S. C.**

Circuit Judge Thomas B. Greneker issued a restraining order which voids a contract between the university and Wocos Columbia, S. C., for exclusive coverage of its 1949 football games. Broadcasters were specifically ordered to extend play-by-play broadcasts to at least three stations at "no charge" for the privilege.

The suit resulted last July after four Columbia stations invited to submit competitive bids for exclusive use of the games.

Three of them—WIS WXKX WNOK—declined to bid under stipulations set forth in a letter from the university president, Mr. Smith, but expressed interest in carrying certain games. Action was based on their interpretation of a 16-year statute which authorizes broadcasts of athletic contests provided "no charge shall be made for the privilege...and that at least three broadcasting companies shall be extended said privilege... if desired."

Judge Greneker cited that provision of the statute in view of the university-Wcos contract and ruled that limitation is "to violate [it]." He found that Admiral Smith's letter "did not extend the privilege to three companies but requested one of the four to bid highest and shut out the others..."

Wocos was awarded the contract after bidding in excess of $1,000 for the rights. Columbia broadcast numbers: 7-9 a.m., while collar listeners; 7-8 a.m., students, home listeners; 9 a.m.-3 p.m., shoppers en route to stores; 3-5 p.m., students enroute home and home listeners; 3:30-5:30 p.m., factory workers en route home, home listeners; 4:30-6:30, white collar riders en route home, home listeners; 6 p.m.-signoff, entertainers, audience, riders; 7-8 p.m., restaurants, home listeners; 8-9 p.m., people going visiting, workers and home listeners.

In one city it was found the average store's audience for 400 radio-equipped vehicles varies from 10,000 riders in buses, 9:30 a.m.-noon, a minimum, to 18,500 between 4 and 6 p.m. At 10 p.m. there still are 100 to 120 persons listening in buses. When the number of radio-equipped buses in the city is increased to 1,500, the riding audience will drop from 37,500 to 69,000 persons.

Cost of installing sets ranges from $16 up per vehicle, depending on local labor costs, the NAB study discloses. It shows there is little rider opposition, with criticism usually traced to one individual or a small but vociferous group. The 50-page analysis covers costs of operation, differences in techniques, program practices, salary rates, rates and sales. It is explained that 80% to 85% of buyers in metropolitan centers are transported by public transit service.

Some cities like local and lively music, it is stated. Cincinnati is an example. In St. Louis, on the other hand, only background music is used by KXOK-FM on its transit service.

Transit radio is an effective promotion device for stations, according to a recent study, giving opportunity for announcement of programs coming up later in the day. The transit installations create an added FM audience, it is stated, an audience that isn't affected by television.

Some cities are found to have 100% of vehicles radio-equipped, with smaller percentages in others. Some program day and night, with others stopping at 7 p.m. In Huntington, W. Va., WLPF operates a combined AM, FM and transit service.

Stations analyzed by Mr. Stringer in his transit study were WBW-FM Topeka, KBTM Minneapolis; WPLH and WLPF-AM Huntington, W. Va.; WMLL (FM) Evansville, Ind.; WWDC-AM Washington; WCTS (FM) Cincinnati; KXOK-FM St. Louis.

**Swisher Rejoins WNAX**

**ARDEN E. SWISHER, WOL Washington commercial manager**

Mr. Swisher will cover the state of Iowa and markets in Omaha and Nebraska. Prior to extensive service in the U. S. Navy, Mr. Swisher was a sports promotion manager at WNAX and following his release from the service, joined the sales staff of KRNK Des Moines and then transferred to WOL.

**FCC Actions**

**FINAL decision extending completion date of WHAS-AM-FM radio station in Kentucky was released by the FCC last week along with initial decision to grant transfer of WCMW-AM-FM Canton, Ohio to the WCMW-FM and two AM authorizations deleted. Transfer application filed by WOV New York whereby stock of N. J. Leigh is taken in part by Richard H. O'Dea who becomes major owner. Details of these and other FCC actions are found in FCC Roundup on page 79.**

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**THOMPSON Co., Mark Ellin-Erickson, Dobbs, home listeners; 7-8 a.m., customers, home listeners; 8 a.m.-9 p.m., shoppers en route to stores; 9 a.m.-3 p.m., students, home listeners; 9 a.m.-3 p.m., shoppers en route to stores; 3-5 p.m., students enroute home and home listeners; 3:30-5:30 p.m., factory workers en route home, home listeners; 4:30-6:30, white collar riders en route home, home listeners; 6 p.m.-signoff, entertainers, audience, riders; 7-8 p.m., restaurants, home listeners; 8-9 p.m., people going visiting, workers and home listeners.

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**BROADCASTING • Telecasting**
Success story:

One of Richmond's largest laundry and dry cleaning firms is a long-time user of radio. For fifteen years this company has promoted its business over many Richmond stations. Recently the owner said this:

"Of all the radio I have ever used over a period of 15 years, nothing has been so successful as my present schedule on WLEE."

Success story? You bet! It's typical of the results local Richmond merchants get all the time from WLEE. More and more national advertisers are following their lead. If WLEE isn't on your list, get the whole story from your Forjoe man today.
what's an auto got with
to do

Mrs. Murphy's chowder?

A LOT, SIR—really.

Please read carefully. It's a pretty thrilly thing:

It began in May, as many things are apt to do. It began with 1,735 personal interviews for WOR by Pulse, Inc. in auto-drivers' homes. WOR was rather lavish—it asked its questions in 12 metropolitan counties. Might as well be thorough, thought we.

We could trample you with facts and technique usage and a lot of etcetera. But that's all done in a very precise folio called "Audience on Wheels" which you may have for f-r-e-e, by asking.

WOR found that there are 1,493,000 cars on the roads of metropolitan N. Y, with radios in them.

Between the weekday, Mon. thru Fri., hours of 7 and 9 AM there are 1,064,800 people in the cars. Between the hours of 5 and 7 PM, there are 1,107,000 people. That's people!

During the average weekday ¼ hr., WOR found 193,300 people listening between 7 and 9 AM and 230,500 people listening between 5 and 7 PM.

And now, the point—MORE PEOPLE LISTEN TO WOR ON CAR RADIOS DURING THESE HOURS THAN LISTEN TO ANY OTHER MAJOR NEW YORK STATION. AS MANY AS 47,500 WERE FOUND TUNED NIGHTLY TO WOR'S "NEWS ON THE HUMAN SIDE", FOR INSTANCE.

These facts, Gentlemen, are not to be sloughed—they add to thousands of chowder sales and candy sales and clothing sales and—Oh, anything.

Don't you want to sell a lot more for less? It's a normal thing to do.

Our address is 1440 Broadway, in New York.

WOR—heard by the most people
where the most people are

P.S. Remember—write, or phone, for your free copy of "Audience on Wheels."
aggressive company for selling and serving clients and thereby winning its present margin over competitors, do hereby endorse in principle the plans presented and pledge our cooperation and wholehearted support in the furtherance of these plans."

Although details of the closed session's discussion were not revealed, it was learned that most of those present want to stick together, recognizing that as a group they are more salient to national advancement than if the group were divided, and that they also want to retain the Petry organization as representative. No premeditated action is planned on any issue, although it is believed the group generally has adopted an attitude of watchful waiting, pending the court decision and its effect on the internal organization of the representative firm.

Endorse Report

The meeting received Mr. Petry's report of his company's plans with enthusiastic acclaim and no criticisms were reported. There seemed to be complete endorsement of Mr. Petry's statement that the plans are bound to produce more business for the stations his firm represents because that is the only way the company can get back its own increased expenditures.

Keith Kiggins, for many years an executive at NBC and AM and for the last two years officer and consultant of Television Associates, heads up the TV department of Edward Petry & Co., temporarily located at 540 Lexington Ave., New York. This department will move to the new Petry headquarters when they are ready, but will be separated from the radio offices.

Richard C. Arbuckle, formerly assistant district manager of two McGraw-Hill publications, Power and Operating Engineer, has joined Petry's New York TV sales staff. Another new TV salesman is William A. Cornish, recently on the sales staff of the DuMont TV Network, following positions as a package program salesman for William Morris and as radio director of J. M. Mathes & Co.

In TV Temporarily

Lloyd Venard has been temporarily transferred from AM to TV sales, but will return to radio when a suitable replacement or two has been found for the TV staff, Mr. Petry said.

He also announced that the TV department will have its own promotion staff, headed by W. P. Sedgwick, formerly an account executive at Cities Service, where he specialized in radio and video promotion. Previously he wrote and promoted TV programs for Campbell-Ewald Co. and NBC. Joe Di Donato is in charge of Petry's video sales service.

In Chicago, J. Rolston Fishburn, formerly Chicago manager of The Walker Co. and previously a salesman for the Chicago Sun, has joined the Petry video sales staff. Bruce Bryant has been transferred from the Sun to station WBBM in that city. Franklin M. Walker, formerly with Marshall Templeton, video program firm, and previously with WWJ-TV Detroit, will handle TV sales for Petry in Detroit.

Forrest Blair has joined the Petry radio sales force in Chicago, coming from KOIL, Omaha where he had been general sales manager. He had previously worked in merchandising for Meredith Publications and sold space for Successful Farmer.

Dennis Promotion Head

Seth Dennis, formerly an account executive at Peddle, Brown and before that in charge of network sales promotion for ABC, has been appointed promotion manager of the Petry organization. Thomas Ellsworth also has joined the promotion staff, coming from CBS where he was sales promotion director of Radio Sales. He had previously worked in sales promotion at MBS and ABC.

"To assure successful independent operation of our two departments and yet to permit the necessary degree of coordination," Mr. Petry told the station executives, "Hanque Ringgold will report, for AM, direct to EP&Co., and in turn, will be responsible to the board. Keith Kiggins, for TV, will report directly to me, and I, in turn will be responsible to the board. Ed Veynon will report directly to the board with respect to his branch offices."

New Offices

The firm's new quarters, in an all-air-conditioned building, should be ready for occupancy by the first of the year, Mr. Petry said. He reported that they will include transcription and film library space and will have facilities for broadcasters coming to New York where they can audit transmitted radio shows and look at filmed TV programs. More space has been taken in Chicago for an increase in the video staff there in separate offices but on the same floor as the firm's radio offices.

The overall plan, Mr. Petry declared, is "not any after-thought, designed to pacify stations that are upset" but represents "basic policy for the firm, as seen in conception and to be so staffed and organized that it will be able to meet all of the problems of the future more successfully than any other network-the one that has been able to meet the problems of the past."

Those Attending

Attending the New York sessions were:

Campbell Artoux, WTTA Norfolk; Rex Beaver, WTMJ Milwaukee; W.A. Fisher, KSRE Shreveport; Dennis J. Condon, WIP Philadelphia; Gordon Gray, WIP Philadelphia; Hugh A. L. Hugh, WOA Youngstown; Robert McIlvaine, WMBT Chicago; Paul L. Hsu, WFBW Buffalo; John C. Harkness, WJZ New York; Norval A. Shilling, WADD Alexandria; W.G. Milling, WABB Detroit; William T. Wager, KUTN Dallas; William L. Willams, WFYI Jacksonville; Robert Stover, WDKC Fort Wayne; Wayne Howard, WATM New Orleans; Henry Crain, WADD Shreveport; John Young, WTTA Norfolk; William C. York, WFFA New York; Tom Dwyer, The Yankee Network; John Outlar, WBBM Chicago; Charles H. Fisher, KJSA Kansas City; P.C. Kelly, KGW Portland; Leslie Pead, WBAL Baltimore; Ron Anderson, WUSC Washington; William E. Rice, WWVA Wheeling; A. Sholly, WHAS Louisville; Harvey Schwartz, WABC New York; Don Foulds, WTMZ Columbus; Frank V. Webb, KFJL Wichita; Harold Wheelshahn, WOB Cincinnati; W. White, WPNL Richmond; Harvey Wixson, KDKA Philadelphia.
of AM facilities in this country as well as neighboring nations, according to FMA. It added that FM can be developed in the U. S. to any degree without seriously affecting other NARBA nations. FMA termed the conference a second chance to put sound broadcasting industry in this country on a new and superior footing by turning to FM."

When the NARBA conference opened Tuesday, Lionel Chevrier, Canadian minister of transport and chairman of the Canadian delegation, called for cooperation among the nations. He recalled that in 1937 when the first Havana meeting convened there were 1,300 stations on 107 channels on the continent compared to 2,500 at present, with still only 20 million (a figure only about half the total number of sets in the U. S. alone).

Hyde traces history

FCC Comr. Rosel Hyde, as chairman of the S. deputized to trace the history of North American radio agreements. He deplored the absence of Mexico and Haiti but felt this "does not in any way indicate a lack of willingness or desire on the part of these countries to cooperate fully in our further efforts to meet problems such as those which we face here, and I have full confidence that we shall have the future cooperation of both countries in this respect."

Dr. Arturo Ilas, chairman of the Cuban delegation, said he believed that cooperation can be found "in just and equitable assignments." He declared Cuba does not regret "the inequities that were made at the last conference" but came to Havana to sign a new document.

Edro Estrella, Dominican Representative deputized to voice the note of cooperation. Allan D. Hodsgon, director general of aeronautical telecommunications, heads the Bahaman delegation.

Bahaman Resolution

A Bahaman resolution regretting absence of Mexico and extending a new invitation to attend, seconded by Comr. Ford. Regarded as highly significant by U. S. delegates was adoption of the conference agenda, calling for "complete revision of the Havana conference treaty and interim agreement."

COWBOY Star Hopalong Cassidy, William Boyd, discusses his new MBS adventure series while in New York. L to r: George Benson, MBS national sales manager; Howard Chapin, director of advertising for General Foods Sales Corp., show's sponsor; Mr. Boyd; Clarence E. Eldredge, general manager of Post Cereal Div. of General Foods, and Robert Brinckerhoff, account executive for Young & Rubicam, agency handling show.

STATUS REPORT Senate Group Requests Data From FCC

A STATUS report spelling out the number of current broadcast applications before FCC and the expediency with which it has reached decisions on both hearing and non-hearing cases was formerly requested from the Commission last Wednesday by the Senate Interstate Commerce Committee.

This action was directed by the full committee, headed by Sen. Edwin C. Johnson (D-Col.), and initiated by Sen. Ernest McFarland (D-Ariz.) in a letter to FCC Chairman Wayne Coggy seeking out reasons for delay in decisions and approximate dates they may be expected.

Sen. McFarland sought from FCC the number of broadcast cases on which hearings were held six months or more prior to Sept. 1, 1949, on which a final decision was not issued prior to that date; broadcast cases on which hearings were not deemed necessary and were not held which have been pending before FCC for three months or more prior to Sept. 1, on which a final decision was not issued prior to that date; broadcast construction permits pending on Sept. 1.

Sen. McFarland, chairman of the Senate Commerce communications sub-committee and author of a bill (S 1973) to reorganize the Commission along procedural lines, reminded Chairman Coggy that under a standing Senate resolution a subcommittee was named to study all communications matters including "operations and functioning" of FCC for report to the full committee.

The resolution (S Res 50), introduced last February, provides for study of the "manner" in which FCC "exercises its licensing authority", and extent to which it examines applicants' qualifications, and operation, actual or proposed, of radio stations, among other aspects.

In making his request, Sen. McFarland apparently was calling upon the Commission to get squared away on certain provisions of his own communications bill, now before the House Interstate & Foreign Commerce Committee (see separate story).

GENERAL FOODS Takes Hopalong Cassidy

GENERAL FOODS, New York (Post Bran division), through Young & Rubicam, that city, has signed a five year contract with options with Commodore Productions, Hollywood, to sponsor Hopalong Cassidy in all except six western states (not including Jan. 1, via MBS [CLOSED CHANNEL, Sept. 16]).

The program, which has been airing for approximately 14 months on a transcribed basis, is currently sponsored on the Don Lee Network by Dr. Tom Ross Dog Food. Latter firm will retain its rights in that area. With start of the new series, production will be via tape.

WBCC-FM OPEN

Increases Station Sales 20%

WBCC-FM Bethesda, Md., Washington suburb, took the air Thursdays (S 15-42) and its new 103.1 200-watt FM station is operated simultaneously with WBCC during daytime hours. After WBCC leaves the air, WBCC-FM will continue until 9 p.m., featuring good music, sports and special events in the Bethesda-Chevy Chase area.

Willard D. Egolf, WBCC president, said the FM station was paid for entirely from new advertising revenue. Contracts signed by advertisers on condition WBCC add FM served to increase station business. Mr. Egolf said his new service "will reflect strong community in the Bethesda-Chevy Chase area."

KWRZ CLOSING

Date Postponed by FCC

DEADLINE for KWRZ Staffsgat, Ariz., has been postponed by FCC from Sept. 15 to Oct. 15 pending study of the station's petition for reconsideration of the Commission order deleting the station (BROADCASTING, Aug. 22, Sept. 12).

FCC ordered KWRZ off the air on grounds it was an unlicensed operation in view of alleged transfer of control and ownership without Commission approval. KWRZ's owners, in their petition for reconsideration, held that FCC acted under "false, unwarranted evidence which was contradicted by sworn data on file at the Commission."

NEW YORK Police have commended WOJR police "Turn in Your Guns" drive. Campaign urges war veterans to turn in their arms souvenirs to have firing devices removed.

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ACTING CHAIRMAN George Sadowski (D-Mich.) of the House Commerce communications subcommittee, indicated little hope for consideration of the McFarland FCC-reorganization bill during this session, but at the same time, left open the door, hinting on possible adjournment of Congress by mid-October.

Simultaneously he reiterated the full committee's intent to review thoroughly the communications subject when most of its members return from Europe next week and after the House returns from its month-long recess. The House is scheduled to reconvene Wednesday.

Date for the meeting with Chairman Robert Crosser (R-Ohio) of the House Interstate & Foreign Commerce Committee has not been set but conceivably will take place sometime next week. Rep. Crosser also will confer with House Speaker Sam Rayburn (D-Tex.) on the House agenda with the eye cooled toward an Oct. 15 adjournment, Rep. Sadowski said.

Action on the measure (S 1973), authored by Sen. Ernest McFarland (D-Ariz.), depends on two factors: (1) Forthcoming agenda of Congress and in particular the House; (2) sentiment of Commerce group members with regard to the goals of the probe of the Communications Act. Chairman Crosser and other committee members are believed (and in some cases known) to favor complete and extensive hearings, which they feel should not be sacrificed simply for cursory approval and passage by this session of Congress.

Modification Expected

There also was growing speculation that provisions of the McFarland bill, when finally taken up, will be modified considerably from the version as referred to the House committee. Spokesmen said some of the committee members definitely were not satisfied with the measure as it now stands.

There is feeling that all viewpoints on the bill were not manifest during hearings by the Senate Interstate & Foreign Commerce group, and that the bill as reported to Senate with provisions not included in the original version negated otherwise militant opposition. [CLOSED CIRCUIT, Sept. 12.]

FCC is openly concerned over certain provisions of the bill, notably sections imposing deadlines on FCC actions; the ban on job-hopping by Commissioners and their assistants, extended to include assistants of the general counsel, chief engineer and chief accountant; and others including pay cuts for Commissioners' secretaries from the present $5,482 to $1,000.

One of the sections almost certain to be modified or deleted is the clause on pay raises to which the Civil Service Commission has expressed opposition. While CSC is openly adverse to that provision as a matter of principle, certain FCC officials are reportedly indifferent in view of the promise of passage of classification and executive pay bills which stand to put Commissioners and their administrative assistants in better financial stead.

Civil Service Commission authorities last week declined direct comments on CSC's reactions to the pay clause of the McFarland bill, but acknowledged that ordinarily the Commission would be adverse to any legislation containing exceptions for (1) any agencies and (2) certain positions set aside in pay raise provisions.

With respect to FCC they pointed out that, as with all government agencies, there are "exemptions" to civil service laws, but that practically all FCC posts fall within CSC jurisdiction as to selection. [All fall under CSC pay grades.]

Secretaries and stenographers sometimes are appointed without benefit of recourse to CS registers, falling under internal procedures of independent establishments such as FCC.

CSC Objects

Civil Service authorities are known to have already expressed their dismay over Sen. McFarland's inclusion of salary provisions for FCC. The CSC's position is that through the comparable classification bill, which supposedly deals with rank-and-file workers, is thought to be inadequate in some legislative quarters.

Civil Service Commission prescribes the grades, presently being realigned, and salaries to cover each classification. Specification on potential salaries of FCC's top administrative bracket is based on the progression of pay levels which obviously would ensue should the classification and compensation executive measures be enacted by Congress.

MILESTONES

- Considered the oldest continuous network religious program in the U. S., The Catholic Truth Period on the Yankee Network has celebrated its 20th anniversary. Series was inaugurated and is still directed by Rev. Michael J. Ahern, S. J.

- Small cake, iced and lettered with a message of the fifth birthday of CKEY Toronto, was sent to executives in the advertising industry in Toronto by the station.

- Rev. Dr. Ralph W. Sockman is starting his 14th year as presiding minister of NBC's National Radio Pulpit Sunday, Oct. 2, 10:10 p.m. He is pastor of New York's Christ Church.

- Seventh anniversary of the debut on CBS of organist E. Power Biggs, winner of the Musical America Annual Reader's Poll as outstanding radio organist every year since 1946, is to be celebrated on Sunday, Sept. 25, from 9:15-9:45 a.m.

HARD LIQUOR

Schenley Decision Soon

SCHENLEY deliberations on a radio campaign on behalf of its hard liquors continued last week without an immediate determination, a company spokesman said at week's end.

It was believed, however, that a decision which would answer "all the questions now in the air" would be made very soon.

Earlier in the week, at Fort Worth, Tex., Robert E. Kintner, executive vice president of ABC, told 21 Texas ABC affiliates the network would not accept hard liquor advertising although ABC believed it had the legal right to do so.

"We have had discussions on accepting programs sponsored by a liquor company," he said, "but have decided against their acceptance at the present time because of a variety of factors. There is at the present a divided feeling on the part of the liquor industry itself. Various important organizations and significant segments of public opinion throughout the country have evidenced their strong disapproval of such sponsored programs, and there have been certain indications that, if liquor advertising over the radio were accepted now, a campaign to prohibit the advertising of wine and beer on radio would be undertaken, both nationally and on a state level."

"We feel that any further restriction of the advertising of radio would not be in the public interest."

"ABC does not feel that there has been a sufficient review of all the factors involved to permit a change in policy allowing programs of hard liquor advertising, and will, therefore, for the present, retain the existing prohibition."
YOU MIGHT THROW A BASEBALL 426 FEET*—

BUT . . .
YOU NEED WKZO-WJEF TO PITCH FOR YOU IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's top stations. Each gets highest Hooperatings in its home city (58.4% and 26.8% respectively for Total Rated Periods, Mar.-Apr. '49). And BMB figures show that this strong CBS combination delivers an equally loyal rural audience, as well.

In addition to WKZO-WJEF's leadership in number of listeners, they lead also in values—cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids.

Write to us or ask Avery-Knodel, Inc., for all the facts. They prove that WKZO-WJEF is far and away the best buy in Western Michigan.

*Sheldon Lejeune threw a baseball 426' 9½" on October 12, 1910, in Cincinnati, Ohio.

WKZO first in Kalamazoo and greater Western Michigan (CBS)
WJEF first in Grand Rapids and Kent County (CBS)

both owned and operated by
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
something given freely by users of radio through ballots and not something prepared through an audit at a newspaper office, as in the case of the Audit Bureau of Circulations.

Urging stations to guard against losing competitors as they get away with advertising their circulation versus radio listenership, he pointed out that circulation figures fail to show whether the paper has been read or was used just as wrapping paper.

Dr. Baker said the new BMB study would include an FM memorandum for the extent of a station's coverage beyond AM.

Judge Miller provoked discussion at the Thursday morning session by asking for opinions as to what certain large stations are accomplishing by withdrawing from the NAB, presumably so they have to have their know-how with competing stations.

Half-dozen station managers, including two from cities where stations have withdrawn from the association, condemned such stations on the ground they are working to the advantage of AM and failing to keep in constant touch with local advertisers, charging many of them play hard-to-get and merely make expense-account appearances in New York and Chicago.

Department Store Mention

He presumed new managers have met all of their potentially big advertisers in person. Pursuing a familiar theme, he described the department store advertising director of the NAB employing Employer Relations Dept., and Carl Haverlin, BMI president. Mr. Caley presided.

Convention chairman was Ben L. Baker, president of WDUZ Green Bay.

NAB DISTRICT MEETINGS

Sept. 19-20: Dist 11, Radisson, Minneapolis.

Sept. 22-27: Dist. 10, Savery, Des Moines.

Sept. 29-30: Dist. 12, Allis, Wichita, Kan.

Oct. 3-4: Dist. 13, Adolphus, Dallas.

Oct. 5-7: Dist. 8, Peabody, Memphis.

Oct. 10-11: Dist. 9, Roosevelt, Jackson, Miss.

Oct. 13: Dist. 4, Carolina Inn, Pinehurst, N. C.


Nov. 29-29: Dist. 1, Berkeley-Carteret, Asbury Park, N. J.

Nov. 31-Nov. 1: Dist. 1, Somerset, Boston.

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.

Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.


Dec. 5-6: Dist. 14, Utah Lake City, Ogden.


Sept. 18-20: Advertising Federation of America's Southeast District meeting, Biltmore Hotel, Oklahoma City.

Sept. 21-22: AWW Dist. 18, Muehlebach Hotel, Kansas City, Mo.

Sept. 24: AWW Dist. 9, Harraburre Hotel, Harrisburg, Pa.


Sept. 30-Oct. 2: AFA Inter-city conference of Women's Advertising Clubs, Hotel Cleveland, Cleveland.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.


Oct. 15: North and South Carolina Electronics Contractors Assn. joint meeting, Southern Pines, N. C.


Oct. 16-18: Radio-TV-Motion Picture Cline, American Chamber of Commerce Executives National convention, Atlantic City.

Oct. 16-17: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs, Calif.

Oct. 20: AWW Dist. 9, Sherman Hotel, Chicago.


Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.

Nov. 3-5: IMP-XMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 4: AFA 5th District, Indianapolis, Ind.

Nov. 4-5: AFA 6th District, Racine, Wis.

Nov. 6-7: AMG Dist. 2, Hotel Astor, New York.

Nov. 8-9: General Second Radio and Television Conference of the Luther League Church Missouri Synod, Claridge Hotel, Chicago.

Nov. 20: AWW Dist. 13, convention, Radio House, U. of Texas, Austin, Tex.

ABC VS. KOB

FCC Hears Channel Issue

ORAL ARGUMENT was held Monday before FCC on ban on ABC’s long effort to remove KOB Albuquerque from 770 kc clear channel used by the network’s WJZ New York [Broadcasting, Sept. 19].

ABC charged that further extension of KOB’s special service authorization for 770 kc operation may imperil retention of the channel’s classification at the Negotiations in Montreal to revise the North American Regional Broadcasting Agreement and would be an invitation to other countries to propose such a change.

ABC held that the SSA should not be extended longer than Dec. 1. The network explained that when it interfered in 1946 not to protect further the temporary SSA arrangement, it did so with the belief the clear channel decision would be given by 1946 to settle the issue.

KOB argued the delay was not its fault and contended the SSA should still be extended until the clear channel case is decided, and in turn, a decision then given would be a basis for regular assignment on 770 kc with 50 kw. KOB is assigned 1030 kc, 1-B channel of WDB Boston, but because of allegations it had been allocated under the SSA with 770 kc under the SSA with 50 kw day, 25 kw night since 1941.

INDUSTRY OSCAR

Award Goes to Sylvan

SYLVANIA ELECTRIC Products Inc., New York, in recognition of its “best 1948 annual report of the electronics industry” will receive the bronze “Oscar of Industry” trophy at the annual awards banquet Oct. 31 at New York’s Hotel Statler.

Sam Smith, executive vice president of Financial World and originator of the nine-year standing annual report surveys, among whose entries a report was judged best by an independent board of judges, will present the “Oscar.” Awards were made in 100 industrial classifications for “best of industry” winners.
Installing a 25B is easy, fast, inexpensive!

No need to design, buy and wait for junction boxes. They're furnished with the 25B! Your electrician just takes the shells of the boxes (with terminal and cable assemblies removed), mounts them in place and runs conduit to them—all in a minimum of time.

While the plasterer is doing his work, there's no equipment in the room to be damaged. When plastering is finished, it's an easy matter to pull wire through the conduit. The electrician works freely—unhampered by the presence of terminal assemblies or console.

The two completely wired terminal and plug-in cable assemblies are mounted in the shells in a few minutes' time. External wiring is then connected—easily and neatly—to terminal strips. Cover plates are then attached (box at right is shown with cover in place).

When workmen have finished, and you're ready for operational tests, unpack your 25B and plug the cable assemblies into the receptacles on the console. Note that the 25B remains out of the room till rough work is over—it stays free from scratches, dirt and paint drippings.

The 25B saves you time and money in installation because it's the only standard Speech Input Console supplied complete with wall junction boxes, terminal assemblies and plug-in connectors.

Here are some other reasons why you'll find the 25B a mighty good buy!

It provides highest quality studio control for AM, FM and TV audio—has high signal-to-noise ratio and exceptionally low distortion. The wide frequency range of the 25B exceeds FM requirements.

It handles two programs simultaneously without interference.

It's easy to operate, easy to maintain—all components are readily accessible.

For full information on the 25B—or for immediate delivery—call your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

- QUALITY COUNTS -
August Box Score

STATUS of broadcast station authorizations and applications at FCC as of August 31 follows:

<table>
<thead>
<tr>
<th>State</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>2,032</td>
<td>588</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>3,670</td>
<td>1,144</td>
<td>132</td>
</tr>
</tbody>
</table>

City College of New York will not make its usual radio awards for 1949. Dr. Robert A. Love, director of the evening division, explained that some radio awards were made last spring [Broadcasting, April 4].

Dr. Love continued: "The establishment of our conference and awards five years ago was followed by a great number of annual awards in the field. Since preparing the presentations for the awards, occasions an additional expense for you, it is our sincere belief that we can best serve you now by being the leaders in a movement to reduce the excessive number of annual contests, thus helping you reduce your outlay. Therefore, we are suspending our annual radio awards for 1949."

MONOPOLY UNIT

Drops Radio Probe Plans

PROPOSED plan for an isolated study this fall of monopoly aspects of the communications field has been abandoned, at least temporarily, by the House monopoly power subcommittee, spokesmen indicated last week shortly after the House Judiciary Committee issued a future program report to Congress. General purpose of the hearings, slated to get underway late next month, will be consideration and formation of various proposals designed to strengthen the nation's anti-trust laws.

Authorities said the radio industry would not be examined in the study. No hearings were held for the fall hearings, if they are held as scheduled, notwithstanding adjournment of Congress by the end of the month. They stressed, however, that radio could conceivably be touched upon indirectly during the course of testimony by other witnesses.

Radio could be included when the subcommittee explores the use of patents to promote or sustain monopolies contrary to the public interest. Information also is being sought from the Justice and Commerce Departments. Looking toward that end, it was reported. The whole question of patents has long been a source of irritation in some Congressional quarters.

WABE Elections

WILLIAM GUILD, CJOQ-Lethbridge, Alta., was re-elected president of the Western Assn. of Broadcasters at its convention at Banff, Sept. 8-10. He also is chairman of the board of the Canadian Assn. of Broadcasters. Directors elected to WABE board were F. H. Elphicke, CKWX Vancouver; E. A. Rawlinson, CKBI Prince Albert; and William Rae, CKNW New Westminster.
For the most economical complete coverage of the West's 2 largest Markets, buy Don Lee KHJ in Los Angeles and Don Lee KFRC in San Francisco, with 25 years selling experience. KHJ and KFRC are key stations of Mutual-Don Lee, the World's Greatest Regional Network with 45 stations to cover the Coast.

MUTUAL-DON LEE is represented nationally by JOHN BLAIR and COMPANY
A super-Hooper station in a super-dooper market!

represented

WGBI
SCRANTON, PENNSYLVANIA

MRS. M. E. MEGARGEE
President

MRS. M. E. MEGARGEE
George D. Coleman
President

GEORGE D. COLEMAN
General Manager

MISS MADGE A. MEGARGEE
Vice President

FRANK MONAGHAN
Program Director

KEN BEGHOILD
"Early Bird Program"

TOM POWELL
"Bond News"

WGBI CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT
Ask your John Blair man about WGBI. You'll learn about an outstanding station, noted for progressive programming and aggressive merchandising. You'll learn about the station that tops the Hooper National Station Audience Index . . . year after year. You'll learn about a growing, prosperous market of 674,000 people (Scranton—Wilkes-Barre) that WGBI sells and sells and sells!

For 13 years, John Blair men have been telling advertisers about WGBI and its big market. For 13 years, they have been boosting WGBI's National Spot billing. And while doing it, they have helped boost many a sagging sales curve for many a smart advertiser. If your sales need a profitable boost, ask your John Blair man about WGBI!
License on the Line?

NOW THAT the program giveaway fat is in the legislative fryer, the FCC is inevitably confronting it a problem that could mean irreparable economic injury if that agency takes an arbitrary position.

On Nov. 1, the FCC will have before it the renewal applications of some 230 stations, a substantial number of which are network-affiliated. Under the FCC’s rules which would have become effective one month before that date if the Chicago court had not granted injunctive relief, any station carrying or which proposed to continue to carry telephone giveaways of the character classified by the FCC as lotteries, would be refused license renewal.

The FCC, of course, could hold that it is only estopped from making its rules effective temporarily, i.e., until such time as the courts decide whether it exceeded its jurisdiction.

Hence, the FCC could decree that these stations coming up for license renewal should receive only temporary renewals, for 30, 60 or 90 days, pending the outcome of the litigation. Regular renewals are issued for three years, and, because the FCC is required to file their renewal applications 60 days in advance, citing the kind of programming which they propose.

A temporary renewal is a stigma. Competitive stations and competitive media are in a stronger position to raid the business of the cited station. They can imply that the station faces the loss of its license, and that money spent on advertising might be money wasted. It is also a matter of na-

tional advertisers seldom go to the extreme of ascertaining the full facts.

The FCC might say that it will issue a "public notice" that stations holding temporary licenses under the anti-lottery rule do not face sudden death. But that would soon be forgotten.

The FCC should meet this situation realistically and in good faith. It should extend licenses for the statutory three-year term, just as if its now suspended rules had never been promulgated. If it merited, the courts finally should uphold the FCC (and to us that is incomprehen-
sible) certainly no station would dare lay its license on the guillotine. All such giveaways automatically would be out.

Stripped of logistic involvements, it is just as simple as that.

Foul Ball

A DANGEROUS precedent for television's econ-

omy well-being, a change that may have equal-

ly sinister audio repercussions, is projected in the handling of this year's World Series. All TV networks, on a pooled basis, have offered the series to their affiliates, but on a "no pay, no guarantee" basis, with the commitment that they carry the entire Series, including all Gillette commercials.

Baseball is a national pastime. It is also commercial enterprise. Gillette pays a fancy figure for the rights to advertise on baseball. It should not get TV time free any more than newspapers or the magazines provide it with free space. And if it can get TV time for free, why not AM time on a "no pay, no charge" basis in the years ahead?

If the World Series were offered sustaining, it would be another matter. But this precedent can lead to endless trouble. Is it fair to other advertisers who pay for the program vehicle as well as the time? What about a world championship prize-fight? And what about rebates to advertisers cancelled out?

Gillette buys the Mutual network and pays for it. Last year TV stations were paid, albeit on what amounted to a token basis.

We have no doubt that some TV stations, even recognizing the inequities, will carry the Series as proposed, although it seems utterly wasteful for more than one station in a market to carry the games.

It’s crystal clear that a Pandora's Box of trouble is being opened.

CCNY Deserves An Award

NEW YORK'S City College has inaugurated a new movement—to reduce the excessive number of radio awards—and has started the ball rolling by relinquishing its own awards for outstanding radio and video programs and promotion of 1949.

In the five years that they have been presented, the CCNY awards have stimulated better broadcast advertising by recognizing the best talents of advertisers, agencies, program producers and broadcasters in creating programs that will make them money and profit for the sponsor. For those awards, and for the annual conferences on radio and business at which they have been presented, CCNY has earned radio's plaudits.

But with others in radio applied CCNY's decision to drop its awards, even though they were among the best. The super-

abundance of contests has diluted their value.

We hope others who are making awards having less validity than those of CCNY, will follow that school's example. And a companion move should be made to cut down the number of meaningless conferences, conclaves, seminars and programs. It is all founded in search of auspices—which now infest radio and TV.

De-Capp-itated

AL CAPP, whose aesthetic sensitivities must be cruelly bruised during his working hours in the creation of Li'l Abner, yipped in spiritual pain the other day when he appeared in a television forum discussing the FCC ban against giveaways.

If the FCC insisted that radio operate in the public interest, convenience or necessity, as specified by law, said Mr. Capp, every station would go out of business.

"To submit this," the comic strip proprietor said, "that all radio stations are in the business to degrade the public, to kid them, to sell them shoddy merchandise, to fool them, to horrify them, to make their lives a hideous nightmare."

Except for the fact that Mr. Capp recoils from publicity as Mac West shies from vigorous males, his presence in a forum discussing radio was not easily explainable. One wonders why he strayed so far afield to criticize the stranglehold of art by commerce.

In one edition of the New York newspaper that carries Li'l Abner there appeared last Wednesday a number of advertisements which, if Mr. Capp’s advertisements were received, must have caused him to question the company his comic strip keeps. One asked: "Constitu-
pated? Try the Ex-Lax way." Another offered a remedy for "relief from menstrual suffer-
ing." Another pictured a close-up of a female arm pit being sprayed with a deodorant. And, by the way, are you troubled with excess hair?

It is suggested that his own milieu of Dog-
park fame make him think of nothing but to Mr. Capp’s improvement campaign. If he were to succeed in putting that in order, he would hardly have the strength left even to think about cleaning up the air.
The winning combination in northern Ohio!

WGAR and CBS

OUTSTANDING LOCAL SHOWS

See-Hear with
STAN ANDERSON

WGAR Wins Press Poll for the third year in a row.

WGAR walked away with the top honors in a row, chosen as their favorite. This fact, together with their greatest line-up of CBS network shows in radio, is paying off for advertisers.

Hitch your sales to WGAR. Reach a receptive six billion-dollar market of WGAR listeners—people who prefer Cleveland's Friendly Station—people who can be your customers.

Get the facts from any Petry man.

WGAR 50,000 WATTS • Cleveland

Represented Nationally by Edward Petry & Co.
need there was deemed more pressing and Mr. Thomas was shifted to the Steel City on an interim basis, returning to WINS in February 1939 with a new title - sales to his regular duties.

With other parts of his job well in hand in December of that year, Mr. Thomas decided he needed more sales ability. At Mr. Price's direction, and subsequently he started the year 1939 as assistant to the sales manager for KSD St. Louis.

While his position had changed once more, Mr. Thomas did not alter his goals or the degree to which he wanted to stick to what he accomplished. Consequently, he enrolled in a sales course at LaSalle U. It paid dividends, because soon the newcomer to St. Louis was rolling up sales records.

Mr. Thomas' organizing ability cut short his radio time sales experiments. Later in the same year, Star Times Publishing Co. of St. Louis called upon him to fill the need for a spark plug for its newly acquired station, KXOK, at Columbia, Mo., of which he was named general manager. Under his direction, KFRO prospered and received national recognition by winning the first Annual Peabody Award in 1940 for "outstanding and meritorious public service."

A week before Pearl Harbor, Mr. Thomas was quietly at work making plans for the continued expansion of KXOK and general operation of KXOK St. Louis, also operated by the Star Times Publishing Co. The day after the Japanese attack, Mr. Thomas was placed program director for KXOK while maintaining the position of manager of KFRO.

The terrific load was too much.

**Respects**

(Continued from page 44)

**Management**

K EITH TYE, formerly with KTEM Temple, Tex., promoted from commercial manager to station manager of KVER Albuquerque, N. M.

CHARLES W. WINKLER, chief engi- neer for corporation of KFOR Lincoln, KOIL Omaha, Neb., and WDGY Minneapolis, appointed to board of directors.

FRANK COFFIN, former public relations director for KGW Portland, Ore., made assistant manager of station, H. Q. COX, station's general manager, is now in charge of promotion, advertising and publicity.

LEW SARGENT resigns as station manager of WHV Haverhill, Mass. Future plans have not been announced.

BERT BANK, general manager of WTBC Tuscaloosa, Ala., has returned after month's absence during which he underwent gall bladder operation.

GEORGE LINDMAN, manager of MTSU Radio station, elected president of Advertising Club of that city.

FRED J. REINHARDT, Riverside manager of KTSU San Bernardino, Calif., named general chairman of second annual Riverside Home Exposition and Community Fair.

DONN TATUM, vice president and general counsel of Don Lee Network, named vice chairman of Radio-Televi-sion Committee of Los Angeles Broadcasters Assn., and director of Los Angeles Council of Naval League of United States.

JOHN W. ELWOOD, general manager of KNEC San Francisco, named chair-man of radio committee of Northern California Community Chest appeal.

HAROLD C. BURKE, general manager of WBAL Baltimore, celebrates 25 years in radio by taking 30 day trip abroad.

**WJTN POLITICS**

_Staffers in City Elections_

IF WJTN Jamestown, N. Y., wants to know anything about the city government after the November elections, chances are the station won't have far to look.

Two of its staff members are running for important posts. J. Ralph Carlson, production manager, is in for board supervisory jobs and News Bureau Chief William H. Price is running for city councilman.

A newcomer to the political field, Mr. Carlson has been in radio in Jamestown since 1932 when he started as an announcer. Mr. Price is a veteran newsmen and has covered all branches of city government. His grandfather, Henry Price, was a councilman at the turn of the century. "I know that members of radio stations have held city offices in the past in many instances where two staff men ran in the same election and on the same ticket," said WJTN Manager Simon Goldman.

**FOREROCK**

FORMER staffers at KULA Honolulu meet for the first time in two years while attending the National Semi-pro Baseball Tournament at Wichita, Kan.

L to r are Bernie Kosinski, managing editor of Anchorage (Alaska) Daily Times; Ed Stevens, KENI Anchorage sports editor; and Frank V. Webb, general manager of KFWH Wichte.

**WJTN**

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Mr. Carlson's guiding hand. A top activity and interest to the radio executive is television, study of which he began in 1935. The Star-Times, a TV applicant, is now using Mr. Thomas' 72-page report to chart its future TV activi-ties.

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Mr. Thomas is a good manager, said Mr. Price. He met the challenge of the times and the job with a flair. Mr. Price said he has been an inspiration to many in the industry.

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NETWORK executives at week's end expected most television stations linked to the networks to carry the World Series telecasts, even though the games might not directly contribute a dime of revenue to station coffers.

Feeling in some quarters was that the Series telecasts will be about the biggest TV event of the year thus far and no station could afford not to air the game in spite of the fact the contests were being made available on a "no pay, no charge" basis.

"We expect no station to refuse the Series," said Dan Sutton, CBS-TV sales manager.

Similar opinions were expressed at other networks.

The question of whether television stations would be loathe to air the Series games came up after affiliates were informed of the "no pay, no charge" terms.

Although the networks were issuing no formal statements, it can be said that there was considerable perturbation in some network quarters that such a condition existed. Such emotions, however, produced no action.

Considerable grumbling and resentment was expressed unofficially among stations in some cities. Kenneth H. Berkeley, vice president and general manager of WMAL-TV Washington, told Broadcasting: "As it stands now, telecasting of the Series on the 'no pay, no charge' basis would not be fair to other advertisers, nor is it necessary in the public interest to deprive the public of a chance to see other programs except in the case of a Presidential address or transcendental event." He said WMAL-TV has afternoon commercial commitments, including play-by-play coverage of a Washington Redskins football game the afternoon of Oct. 9.

WNBW (NBC-owned), WOIC and WPTG, all in Washington, said they planned to carry the Series, though WOIC apparently had anticipated exclusive local coverage.

In Baltimore WMAR-TV was uncertain, having afternoon commitments including a two-hour sports commentary along with plans to cover the Laurel Races and exclusive rights to a Naval Academy football game. WAAM (TV) Baltimore has an afternoon sports series. WBAL-TV, too, was uncertain though at first it had decided to sell announcements around the series pickup.

All four Chicago TV stations — WBBK, WENR-TV, WGN-TV, WBQ — are carrying the telecast.

The Series "facts of life" to the stations followed announcement Wednesday of the TV details. The games, it was announced, are to be made available to all network and independent stations.

Joint Announcement

The announcement was a joint one by A. B. (Happy) Chandler, commissioner of baseball; Gillette Safety Razor Co., and MBS. MBS has the TV and AM rights with Gillette the sponsor of both AM and TV.

What particularly did not set well in some television circles was the painful fact that the Gillette commercials would be aired throughout the Series as the stations carried the baseball classic under the "no pay, no charge" terms.

While a number of stations made no bones about being "burned", they reserved decision as to whether they would carry the Series. They complained about the "short notice" which precluded the opportunity to negotiate, and they were practically unanimous in their expression that "this won't happen next year."

How much the Series will mean financially to organized baseball through its deals with MBS and Gillette also was left in the air, although some authoritative report put both radio and television figures (Continued on page 59)

WIDE TV COVERAGE

Wide TV Coverage Seen Despite 'No Pay' Basis

NEW EFFORTS to get additional VHF television channels were being planned in high engineering quarters last week as a means of postponing expansion into the "unknown" of the UHF.

Military authorities would be requested to relinquish, perhaps by exchange, a half-dozen or more 6-mc channels in the military zone of the spectrum just above 216 mc, the upper limit of the present TV band.

The movement, fostered repeatedly by broadcasters but heretofore always rejected by the military, is known to be led in this instance by two groups of engineers within the government, working independently.

It is motivated by their conviction that in the present state of the television art the UHF cannot effectively compete with VHF. With the development of 6-mc color, they reason, there is no incentive for UHF operation at this time.

They feel that a relatively few new VHF channels would be enough to meet present and immediately prospective demand, and that the UHF could thereby be left for further development and ultimate use of "high-definition" black-and-white and color — as it was originally envisioned.

If successful — and backers of the movement appear hopeful despite past failures — the plan could dramatically affect the overall television hearing which gets under way before the Commission on Sept. 26 (also see story page 48). It could also, in the view of its exponents, substantially expedite a return to normal licensing.

Demands that government give up space which it is not using have been made recurrently, and their revival now is regarded as unsurprising. Proponents now apparently feel, however, that their chances have improved.

War Need Loss Valid

They feel that the military's chief argument — the need for spectrum space in event of a war emergency — is less valid than in the past. They also have hopes of working out an "exchange" of space whereby the military might be given a portion of the spectrum around 600 mc, for example, in return for frequencies just above present TV Channel 13. Some (Continued on page 61)

A Service of Broadcasting Newsweekly

SEPTEMBER 19, 1949

WORLD SERIES

VHF VIDEO

New Efforts to Postpone Use of UHF

GETTING together for a showing of the audition of the new CBS television series, The Ed Wynn Show, which debuts Oct. 6 (Broadcasting, Sept 12) are (1 to r): J. L Van Volkenburg, CBS vice president and director of TV operations; Frank Stanton, CBS president; David G. Lyons, vice president of Cecil & Presbrey Inc.; Charles Spitzer, sales manager of Speidel Corp., sponsor; Paul Levinger, vice president and general manager, Speidel Corp.; William S. Poley, CBS board chairman, and James M. Cecil, president of Cecil & Presbrey Inc.

BROADCASTING • Telecasting

September 19, 1949 • Page 47
COLOR TELECASTS

By LARRY CHRISTOPHER

RCA AND CBS held the color television spotlight again last week with filing of additional data and comments on technical information now pending consideration at FCC's forthcoming Sept. 26 general television proceeding. New developments included

\* Announcement on Wednesday by RCA that it will present regular schedule of live and film color-TV programs via WNBW Washington for Commission's TV hearing, using its new compatible, all-electric 6-nc color system [Broadcasting, Aug. 29, Sept. 12]. RCA said also it will make its receiver circuit data available to other manufacturers and supply studio equipment on order to TV stations wishing to make color tests.

\* Statement by CBS on Monday that it will support the RCA or Color Television Inc. systems should they out-perform the CBS system in all respects at no greater cost, but indicating belief there are many "major questions" yet to be answered and that sharp distinction must be made between "paper" and actual operating systems.

\* Approval by FCC of color television tests on the West Coast by KPIX (TV) and KGO-TV San Francisco of Color Television Inc. system.

\* Letter from E. N. Muller, Luxembourg, briefly outlining all-electronic color television system for which he has filed patent applications both in the U. S. and abroad.

Only a limited number of counter-proposals and objections to pending proposals had been filed with the Commission Monday, deadline set for receipt of such comments on general issues in the TV proceeding. Most of these were directed rather to specific allocations planned in specific cities. Such comments on individual allocations received up to Sept. 26, according to announcement FCC made a fortnight ago [Broadcasting, Sept. 12].

Details were available on the West Coast tests by a statement proposed by Color Television Inc. The KGO-TV test was granted for Sept. 19 only while that for KPIX was for a 30-day period commencing Sept. 16.

RCA's plans for its demonstrations during the hearing were revealed in a letter to Comm'r. Paul A. Walker by C. B. Jolliffe, executive vice president in charge of RCA Labs. Division. Mr. Jolliffe indicated RCA "believes that any such demonstrations should be thoroughly tested in the field under conditions approximating as nearly as possible regular commercial operation and receiver available at the home."

The Washington RCA demonstrations, "first step in an extended period of experimental operation of this system over WNBW in Washington," Mr. Jolliffe said, will be received "at a downtown location readily accessible to the Commission and others."

Since the moving, setting up and testing of this demonstration equipment prior to the hearing, the RCA executive explained "it will be impossible before the hearing to obtain data on reception of color by the receivers located under varying typical conditions" but that several receivers to be used during the demonstrations will be available for field observations later. The WNBW schedule will be made public, RCA said.

Tests Are Proof

It was pointed out that the WNBW tests will "automatically" provide a test of the compatibility of the system "since the regular TV receiver will be able to receive these programs in black and white on their standard receivers without modification."

"If at any time during the two years we have to present plans it will have at least six receivers for use at the demonstrations. The letter said RCA also will demonstrate systems by which present sets may be adapted to receive programs in color."

"At the conclusion of the period of demonstration the receivers and adapters available will be moved to typical receiving locations and regular observations started," RCA said, adding that "more receivers are available so that if they are used as rapidly as they are completed they will be brought into the Washington area." These also are to be put in "typical locations and will be used under home conditions."

RCA said it hoped that "members of the Commission, its staff, and other interested parties will cooperate in the tests."

Mr. Jolliffe further pointed out that "in accordance with our policy, we are now preparing bulletins which will make the information concerning the circuits in the color receiver available to the industry" and thus "other manufacturers may, if they desire, make sets and test them."

Mr. Jolliffe said also this week an application by RCA for 60-day experimental authority to use 523-529 mc with 100 w visual and sural power in the WNBW color test area.

"RCA would like to have it noted the UHF request."

(Continued on page 60)

BLUE BOOK FOR TV? Planned by FCC Staff

A PLAN to extend the so-called "Blue Book" standards of radio programming to the field of television has been initiated at staff level at the FCC.

The proposal was explored at length last Monday at a meeting of the Advisory Council on Federal Reports, which strongly opposed the plan and urged that it be delayed at least two years.

The staff proposal is expected to be presented to the Commission—perhaps with revisions in the light of the conference with the advisory group. The proposal is that of the advisory group's position. The advisory body meanwhile expects to consider the subject in another meeting before the end of the year.

Under the proposal of the Commission staff, the program questionnaire of AM and FM application forms would be included also in TV applications. Television applicants currently are required only to give a narrative statement of program plans without going into the detailed log analyses and type of background equipment in AM and FM. The staff plan would require the full breakdowns for both past and proposed operations in the case of existing licensees, and for planned operations in the case of original applicants.

The industry advisory commit-
What every TV advertiser wants to see is response...
*immediate response.*

And that's what advertisers are getting on WBZ-TV in Boston!

**15,000 Replies.** Recently, for a leading appliance manufacturer, a locally produced 13-week series brought 15,000 replies... each addressed to dealers handling the line.

Think what this means in terms of trade relations... and in wholesale volume!

Think of the huge video audience, throughout metropolitan Boston and far beyond, that can become your audience... with your program on WBZ-TV.

And remember: This audience keeps growing day by day, just as do the prestige and popularity of WBZ-TV. For details, check WBZ-TV or NBC Spot Sales.

**WBZ-TV**

**BOSTON**

**NBC AFFILIATE**
Labor Clash

WBTV-IBEW Negotiations At Standstill

NEGOTIATIONS between WBTV (TV) Charlotte, N. C., and a group of 10 IBEW technicians discharged at a station in a business way were at a standstill Friday.

The controversy reached what was viewed as a new low in union tactics when a group of "WBT Technicians" distributed around Charlotte a handbill charging that the station, not yet tied to the coaxial network, lacks equipment to make pickups such as those carried by stations in New York, Boston, Philadelphia and Washington.

Ten technicians who distributed the handbills, titled "Is Charlotte a Second-Class City?" were fired by the station Sept. 3. Five technicians not involved are still working and have been crossing picket lines. The 10 discharged technicians have been replaced.

Besides circulating the handbills, with adverse comments on the new WBTV's program service, Local 1229 of IBEW wrote to the FCC charging that the station is not utilizing the full facilities granted in the license and suggesting the channel "be granted to someone who will." The letter was signed by S. L. Hicks, Local 1229 business manager.

Union Members Picket Station

Charles H. Crutchfield, vice president of Jefferson Standard Broadcasting Co. and general manager of its WBT properties, said members of the union have picketed the station since July following failure of the union-management to agree on a new contract.

He said the station had not discharged all of the men who had been picketing or who had engaged in legitimate union activity, but only the ten who allegedly instigated and circulated the handbills. A typical discharge letter mentioned that the employee had been receiving $115.50 per week, plus three-week vacations, unlimited sick leave with full pay, and many other benefits; that full pay had been given him during a seven-week illness and while he had been picketing.

The letter continued:

"Now, however, you have turned from trying to persuade the public that we are unfair to you and are trying to persuade the public that we give inferior service to them. While we are struggling to expand into and develop a new field, and incidentally losing large sums of money in the process, you are busy trying to turn customers and the public against us in every possible way, even handing out leaflets on the public streets advertising that our operations are "second-class," and endeavoring various ways to hamper and totally destroy our business.

"Certainly we are not required by law or contract to keep you in employment and pay you a substantial salary while you thus do your best to tear down and bankrupt our business."

The union, in a previously issued statement, had charged that the station had acted because another AFL union is endeavoring to organize Jefferson Standard employees in Greensboro, N. C. Mr. Crutchfield flatly denied the charge.

The union complained that WBT had endorsed Mr. Hicks' FCC license application as "unsatisfactory." The station said it explained the grounds for this decision to the FCC, and even so had found an equally desirable position for him at the studio control room.

The union claimed it has been locked out and is willing to negotiate. The station said it had met at least 15 times with union representatives. The union has proposed arbitration.

Participating TV

WLW Stations on 11:30 a.m.

ALL DAYTIME programs on WLWT Cincinnati, WLWD Dayton and WLWC Columbus will be on a participating basis beginning Sept. 19 according to an announcement last week by Richard E. Dunville, vice president and general manager.

Beginning Monday at 11:30 a.m. all full sponsorship will be withdrawn and advertisers may buy participating spots on any one or all three of the Crosley Broadcasting Co. stations for as "little as $15." Mr. Dunville said, "an advertiser can get his feet wet in television" and buy an announcement on one station.

An all locally telecast program schedule has been announced by Ruth Lyons, newly named program manager. At noon the Ruth Lyons 50 Club long-time W.L.W. midday show will be simulcast and participating sponsors can buy the AM and any combination of TV stations.

The Crosley TV stations formerly began their telecast day at 2 p.m. but under the new plan will be on the air an average of 10½ hours a day.
Starting new things in Detroit is nothing new with WWJ-The Detroit News... first AM station in 1920, first FM station in 1940, and first with TV in 1946.

With a 2-year lead in television, WWJ-TV today is doing the most effective job of engineering, production and programming... sending out the clearest signals... reaching the largest audience... producing the best results for its many advertisers.

This fall, WWJ-TV is planning a more ambitious schedule than ever, and advertisers' demands are reaching unprecedented proportions. Better formulate your Detroit TV plans NOW... to include WWJ-TV.
AN UPWARD surge of total advertisers for the month of August signaled the end of the summer slump in television advertising. This significant trend was effected to a large degree by the increased number of local time users and to a lesser degree by spot time users. Network business however, continued to drop [BROADCASTING, Aug. 29].

The number of network advertisers, which had fallen from 54 in June to 42 in July, tumbled further in August to 32. But still to be considered are summer layoffs which reached a highpoint during the month.

The bright side of the business picture was painted by local users, where the number registered rapid recovery from the 1,028 reported for July (a loss of 27 accounts from June) to 1,082 reported for August (an increase of 54 accounts). Similarly, total time users, despite attrition in the worst field, boomed from 1,369 for July to a healthy 1,415 for August, only 18 below the record high in June.

Gains in Spot Ads

In spot time, users began a climb toward the record high of 324 reported in June. Spot advertisers increased from 150 in July to 201 for August, according to figures supplied by BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly Rorabaugh Report on Television Advertising. Network figures are complete for the entire month of August, information being supplied by the networks. Spot and local figures do not include two stations and cover the test week of Aug. 7-13.

These gains in spot and local advertising show a steadying of the overall picture in the dead heat of summer with prospects lightening up for an expected increase in the fall.

Fewer losses were reported by the 40 television markets in the total number of advertisers for August. While only six showed increases for the month of July, the markets in August found more than half with gains and only 13 with losses. These increases also were indicative of the optimistic trend. Of three new markets, Charlotte, N. C., with too many new advertisers, to add 14 to the black side of the ledger. Every market, according to the report, gained new business in August with the leading market, Los Angeles, nearly wiping out the six account loss suffered in July, by adding another 36.

Los Angeles with a total of 172 advertisers for August maintained its supremacy for its six stations, climbing two accounts higher than in the preceding month. Still in second place was New York with 147, despite a loss of 20 accounts from July, the second straight loss, as it had gone down from 217. Not far behind were Philadelphia, where a loss of six placed it third with a total of 138, and Baltimore whose advertisers furnished 18 new accounts to bring its total up to 132.

In the over-100 advertisers classification, Chicago gained one account over July for a total of 134, Detroit cornered an additional 10 to fatten its figure to 124 while Washington lost six to show a total of 117. Gains elsewhere were encouraging to the general TV advertising outlook. Dayton added 15 accounts to raise its total from 48 in July. Among others, Erie gained 10, Cincinnati and New Haven each 6, Indianapolis and Pittsburgh five each, and Lancaster seven.

More stations reported in August—71 in July when 66 stations were recorded. In the sampling for August, Rorabaugh had added one outlet each in Baltimore, Cincinnati and Dayton. New markets were opened in Birmingham, Charlotte and Grand Rapids.

The new market in Rochester which opened in July showed an increase of five accounts. While the figures showing the number of network advertisers were not favorable, the overall recapitulation was brightened by two factors: (1) a number of shows was still on a summer hiatus basis and (2) the number of network advertisers for August this year is still nearly 60% more than the number for the same month last year.

Such advertisers as RCA-Victor, U. S. Rubber Co. and Westinghouse Electric Corp. only resumed their shows during August, while Barbasol Co., Ford Motor Co. (scheduled for October) and Mo-hawk Carpet Mills Inc. are still active in August. One on CBS-TV was Maxwell House Coffee, sponsoring four broadcasts over eight stations, and Philip Morris cigarettes with 21 broadcasts over nine.

As in July, newly active accounts continued in the spot field for August when 38 additional accounts were registered. Most of these accounts were ones in the two station contracts, although Kaiserval-Frazer Corp. entered into a deal with 14 outlets. Oldmobile Div. of General Motors, which had started a schedule on 30 stations in July, added two more in August. Some balance was struck when other large advertisers offset slight declines with increased schedules. Alliance Mfg. Co. boosted its August schedule to 15 stations while the month previous it had seven outlets. American Cigarette Cigar Co. went up in schedule from 21 to 30 stations, Blatz Brewing Co. from 7 to 12 and Brown & Williamson added four more stations to its 23 station area.

Eating up most of television time in August (Table 1) were Food and Food Products advertisers. This figure followed closely the findings for July although larger. The number of accounts rose from 221 in July to 232 in August. Network, spot and local time, although down slightly from July, were steady in this category.

In Household Furnishings, Equipment & Supplies, a noted increase from 172 in July to 195 for August placed this classification high for the month. While network and spot business fell off, local activity marked an increase from 148 in July to 176 for August.

Local Business Increases

The pattern of increased local business also was reflected in the category of Automotive, Automotive Accessories & Equipment, which again was in third place. This classification picked up from 148 in July to 160 in August and total increase during the month was 16 over July. Network business, however, declined from seven to three.

In the total number of radio advertisers, the climb was slow but steady in August compared with July. Network, spot and local users all had greater activity. Only five more radio stations compared to the 12 spot and 127 local were noted. However, the latter increased mainly because of the continued selling campaign of TV sets.

Decline in Beer, Wine & Liquor advertising in August found network users remaining the same but spot users dropping from 90 to 81 and local from nine to seven.

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<td><strong>Number of Advertisers by Product Groups</strong></td>
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<td><strong>Network</strong></td>
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<td>Gas &amp; Oil</td>
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<td>Horticultural</td>
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<td>Ind.</td>
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<td>Jewelry</td>
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<td>Office Equip.</td>
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<td>Pub. &amp; Media</td>
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<td>Retail</td>
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<tr>
<td><strong>Number of Advertisers by Markets</strong></td>
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<tr>
<td><strong>Markets</strong></td>
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<tr>
<td>Atlanta</td>
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<td>Baltimore</td>
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<td>Birmingham</td>
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<td>New Haven</td>
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<td>New York</td>
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<td>Philadelphia</td>
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<td>St. Louis</td>
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<tr>
<td>Toledo</td>
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<tr>
<td>Toledo</td>
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</tbody>
</table>

Note: An advertiser who buys both network and spot time is counted TWICE in the "Network" column, and ONLY ONCE in the "Spot" column.
Still more results on WMAR-TV in Maryland!

TV Success Story
Submitted by
R.W.L. WINE COMPANY
The comments which have come to us from our dealers as well as the consuming public have indicated to us that we made a very wise move in sponsoring the series of time signals which we now have on WMAR-TV.

The constant, day-after-day repetition of our name and a brief message about our product has begun to be felt in terms of increased demand. We are very pleased with the selling job WMAR-TV is doing for us.

Walter H. Stumpf

The television advertising referred to above was placed by
Theodore A. Newhoff
Advertising Agency
312 Court Square Building

TV Success Story
Submitted by
MOYER MOTOR COMPANY
For the past several weeks it has been our good fortune to be one of the many advertisers using the facilities of WMAR-TV. The results achieved through this spot announcement in "The Toast of The Town" show on Sunday evenings, has been most gratifying. All the new customers tell us repeatedly about seeing our advertisement. This, to me, is conclusive proof that WMAR-TV is doing a fine job for its advertisers.

CARSON MOYER

The television advertising referred to above was placed by
ELMER D. FREE
Radio & Television Advertising

TV Success Story
Submitted by
CUSTOM UPHOLSTERING CO.
More comfortable homes are happier homes, and television homes are usually both happier and more comfortable. The Custom Upholstering Company is interested in making Baltimore homes more beautiful, more comfortable, and hence happier, too. Through our famous Re-Upholstering and Re-Designing plan, we get this message directly into the home, we feel that of no better method than television! We are pleased to say that the tremendous response shown, by thrifty homemakers to Custom-Re-Upholstering and Re-Designing has been most gratifying, and we feel Custom's Time Signature on WMAR-TV stimulates this interest to a great extent.

Seymour S. Weisberg

The television advertising referred to above was placed by
THE A.W.L. ADVERTISING AGENCY
8 E. Pleasant St.
Baltimore 2, Md.

Represented by
THE KATZ AGENCY, INC.
NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

September 19, 1949  Page 53
OFFSET CARRIER

WFLI-TV Demonstrates

THE ELIMINATION of the visual effects of co-channel television interference by means of offset carrier operation was demonstrated at FCC Comrs. Robert F. Jones and George E. Sterling and a group of industry observers by WFLI-TV Philadelphia last Wednesday.

For the demonstration, held at the firm's studios in Princeton, WBTS-TV New York, on Channel 2, alternated from on-frequency operation to operation 8,000 cycles of frequency. In the off-frequency operation the venetian blind effect imposed on the picture by interference from co-channel WMAR-TV Baltimore was removed.

Bill Leap, RCA service manager at Trenton, reported that customer complaints attributable to co-channel interference had dropped almost 95% since WFLI-TV commenced offset carrier operation in Channel 6, which is also used by WHC-TV New Haven. The Joint Technical Advisory Committee has told FCC that the advantage of off-frequency carrier is for co-channel operation is about 18 decibels.

Henry Rhea, in charge of television engineering for WFLI, outlined the principles and benefits of the offset carrier method. Roger W. Clipp, general manager of the WFLI properties, welcomed the group, which included Comrs. Jones and Sterling, of the Board of FCC's Laboratory Division; Louis E. Littlejohn, WFLI chief engineer; Joseph A. Chambers and Millard M. Garrison, Washington consultants, engineers for FCC; WFLI: Morton H. Wilner and Philip Bergson, Washington attorneys for the stations; Garo W. Ray and V. De Laurentiis, respectively consulting engineer and chief engineer for WHIC; Dixie B. McKey, Washington engineering consultant, and Merrill Pannett of the Philadelphia Institute, owner of the WFLI sta-

RELIGIOUS VIDEO

Youth Series on ABC Oct. 9

YOUNG PEOPLE'S Church of the Ait, Philadelphia, will sponsor a show of the same name on 11 ABC-TV stations for 52 weeks starting Oct. 9. The show, sponsored by Camp Fire, Wayne, Ind. Eight interconnected stations will carry the 9:30-10 p.m. CST Sunday show via cable, with three outlets getting it by video recording.

Program features the Rev. Percy Crawford and church music with a choral group. Outlets contracted for: WFLI-TV Philadelphia (orig.), WABC-TV New York, WMAZ-TV Washington, WXYZ-TV Detroit, WENU-TV Chicago, WAAM (TV) Baltimore, WTVN (TV) Columbus, WTVT, WFTV Florida, and WFLI-TV Indianapol-

SEVEN FINGERS shown by Les Hoffman, president of Hoffman Radio Corp., co-sponsor of USC and UCLA home football games over ABC's newest station, KECA-TV Los Angeles, mark the outer channel operation. Other offsets of the same type are the 1st and Dodge Div. of Chrysler Motor Corp., of which Bert Carter (second from I) is Regional Manager. Third opening sponsor was Union Pacific Railroad, represented at extreme right by E. C. Schmidt, public relations consultant. Fourth man in the group representing at a Hollywood Bowl luncheon is Bob Laws, ABC Western Div. sales manager.

KECA-TV OPENs 'Seven Channel Week' Ordered by Mayor

(Also see Story page 61)

WITH the formal opening of KECA-TV Los Angeles on Sept. 16, Mayor and Fletcher Bowron proclaimed "Seven Channel Week" marking that city as the "first in the world with seven regularly scheduled telecasting channels."

The ABC station, which telecasts on channel 7, held a 15-minute dedicated program at 7 p.m., featuring Robert E. Kintner, executive vice president; Frank Samuels, Western Division vice president; Mayor Bowron and representatives of the city's chamber.

The program was followed by The Union Pacific Streamliner Revue, an hour variety show and telecast of the UCLA-Oregon State football game. A dedicatory reception was held at the Beverly Hills Club for the agencies, press and radio.

Mayor Bowron's proclamation read:

"Whereas the development in local television operation establishes Los Angeles' destiny as the leading television center in the United States, and whereas the importance of Los Angeles television industry is attested by a recent account which disclosed the area has 186,777 televisions sets, with an average of nearly one million sets, and whereas its rapid and substantial growth in the Los Angeles area, television promises to become one of the greatest economic assets to our community both in the entertainment and industrial fields.

I do hereby proclaim the week of Sept. 16-22 as 'Seven Channel Week'."

"I call upon all citizens to pay tribute to the new industry, and to encourage and support the future growth of television in this area in recognition of the fact that will accrue to the individual and to the community through this means of communications."

In addition to Messrs. Kintner and Samuels, participating in the opening proceedings were Frank Marx, ABC vice president in charge of engineering; Charles (Bud) Barry, vice president in charge of AM and TV programs; Paul Mowrey, national director of television; Earl Mullin, national public relations director.

Coincident with the opening of KECA-TV, ABC became the only network with two owned stations on the Coast. KGO-TV San Francisco is an ABC owned outlet. These together with KFMB-TV San Diego, provide ABC with the start of a regional television network. San Diego will pick up programs direct and retransmit to its area of coverage. San Francisco will receive delayed program service via kinescope.

TV REALLOCATION

FCC Denies FCBA Petition

PETITION of the Federal Communications Bar Assn., asking oral argument on legality of FCC's proposed rule-making procedure in TV reallocation before commencement of the general TV hearing Sep. 26, has been denied by the Commission [BROADCASTING, Aug. 22].

Instead, the Commission granted the request for oral argument on the issue at a time and place to be specified later. FCC indicated that all those who filed comments by Aug. 26 in the proceeding would be eligible to participate. The Commission explained that the hearing beginning Sept. 26 will provide a "practicable and feasible means for focusing attention on the problems involved in providing a fair, equitable and efficient distribution" of television facilities throughout the U.S.

TBA STAND

Urges Standard TV Equipment

ENGINEERING committee of Television Broadcasters Assn held last week called upon Radio Mfrs. Assn. and Institute of Radio Engineers to "undertake expeditiously" standardization of equipment used in television broadcasting.

Raymond F. Guy, Chairman of TBA Engineering committee, wrote to Stuart Bailey, IRE president, that the D.C. Baker of RCA, that it has become increasingly evident in the last two years that difficulties have arisen out of differences in telecasting equipment design by different manufacturers. Copies of Mr. Guy's letter also went to NAB and to Society of Motion Picture Engi-

DuMONT PLANT

Dedication Sept. 26

A SPECIAL one-hour telecast on the DuMont television network will mark the official dedication on Sept. 26, of the new DuMont television regional assembly plant at East Paterson, N. J.

The program will trace the step-by-step assembly of a video receiver, and several DuMont network personalities will participate.

The plant, said to be the world's largest of its type, was purchased from the War Assets Administration for $1,350,000. More than $750,000 was spent in converting it from a Wright aircraft plant to its present capacity.

At full scale capacity, the new plant is said to be equipped to produce one receiver every ten seconds, which the present number of DuMont employees engaged in assembly will work in East Paterson.

Governor Alfred E. Driscoll and other local and state dignitaries will participate in the dedication, which will include plant tours, special exhibits, viewing of guests on video and a cocktail party for the press. W. R. Beek, president of the DuMont organization, will act as master of ceremonies.

WSAZ-TV PLANS

Opening Set for Nov. 15

WSAZ-TV Huntington, W. Va., is the latest addition to the list of NBC-ABC affiliates, bringing the network's total to 46.

The station begins commercial operations Nov. 15, and is the sister station to WSAZ Huntington, W. Va., and WTVN Columbus, Ohio. It is expected that it will shortly affiliate with the latter network.

WSAZ-TV Plans

Opening Set for Nov. 15

WSAZ-TV Huntington, W. Va., is the latest addition to the list of NBC-ABC affiliates, bringing the network's total to 46.

The station begins commercial operations Nov. 15, and is the sister station to WSAZ Huntington, W. Va., and WTVN Columbus, Ohio. It is expected that it will shortly affiliate with the latter network.
GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW Andrew MULTI-V FM ANTENNA

<table>
<thead>
<tr>
<th>TYPE</th>
<th>NO. OF BAYS</th>
<th>POWER GAIN</th>
<th>PRICE</th>
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<tr>
<td>1308</td>
<td>8</td>
<td>7.3</td>
<td>$2800</td>
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<tr>
<td>1304</td>
<td>4</td>
<td>3.7</td>
<td>850</td>
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<tr>
<td>1302</td>
<td>2</td>
<td>1.6</td>
<td>320</td>
</tr>
</tbody>
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This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World’s Largest Antenna Equipment Specialists. It’s another Andrew “First.”

FEATURES

★ Twice as much power gain per dollar as any other FM transmitting antenna!
★ Top performance, yet half the cost of competitive antennas.
★ Side mounting construction permits installation on towers too light to support heavier antennas.
★ Circular radiation pattern.
★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.

World's Largest Antenna Equipment Specialists
AN ADVERTISER with a product or service for sale "must display and demonstrate it, and television is the one and only mass medium that does both simultaneously and effectively," Arthur C. Schofield, director of advertising and sales promotion for DuMont TV network, said Thursday. He addressed a luncheon meeting of the sales promotion and merchandising group of American Marketing Assn. at New York's Hotel Shelburne on "Merchandising Your Product Through Television."

Bouncing an "unbreakable" dish off the floor, Mr. Schofield pointed out: "You could tell about that dish on the radio and you could both describe and picture it in a printed medium. But only on television could you say all you wanted to say about it, let a housewife see for herself just how beautiful a dish it was and then show her what rough usage it could take."

"On the radio" he stated, "a prospect just hears words and, if momentarily distracted, can entirely miss the meaning of a commercial and if a sponsor has invested a lot of money to put across whatever it is he's trying to sell, the spoken word because words mean different things to different people. The printed word, of course, is the insinuating force of motion.

"TV however, by combining sight and sound with motion, can dramatize your service or your product to prospects under ideal selling conditions, can perfect your sales message to the nth degree and project it to an audience, relaxed and receptive in the comfort of their own homes.

"Words, either spoken or written, are tricky," Mr. Schofield averred. "While the mind automatically translates them into pictures, an advertiser cannot be sure just what picture of his product the spoken word is bringing to a prospect's mind. But on TV an advertiser can be sure that a prospect gets just the picture he wants him to have."

PHILCO CORP.
TV Set Output Increasing

WILLIAM BALDERSTON, Philco Corp. president, stated in a letter to stockholders on Sept. 12 that production of the new 1950 TV sets is being increased rapidly to meet the demands, but present indications are that billions of dollars of merchandise will have to be allocated for some time to come.

"Very substantial orders have already been received from distributors and dealers for our new television receivers, and production is being increased rapidly to meet the demands," he noted.

"Philco has developed and incorporated in its new TV models a complete self-contained electronic aerial system which will eliminate the necessity of aerial installations of any kind in up to 80% of the present television areas," Mr. Balderston said. "In our judgment, this Philco development represents one of the most important technical advances in the history of television."

He continued:

Research on the built-in antenna system has been underway in our laboratories for the last year. The Philco built-in antenna is an integral part of the television set and is entirely concealed within the cabinet. The aerial, made of pure aluminum sheet, is scientifically designed and shaped to make it responsive to all wave lengths. An electrical circuit is coupled to the antenna which may thus be tuned and matched exactly to each of the twelve television channels.
Dr. Polgar Performs

Dr. FRANZ J. POLGAR, who was scheduled to start a hypnosis and mental stunt series on television Friday, demonstrated his skill at a news conference in a CBS studio Wednesday afternoon, by putting four newspapermen into a hypnotic trance. He admitted he could also put any member of a radio or television audience under a spell, too, but that he did not intend to do so. Nor, he said, would he read commercial suggestions for his sponsor, Trimount Clothing Co., makers of Clipper Craft Suits, which through the William Weintraub Agency, has placed the show on CBS-TV under the title The Amazing Polgar, from 7:45 to 7:55 p.m. Fridays.

VIDEO TALENT

N. Y. Clearing House Opens

TELEVISION talent clearing house, modeled on Central Casting in Hollywood, has been created in New York. Hoyt Television Casting and Registry Inc., supervised by Howard Hoyt, theatrical agent, will open its offices Monday, Oct. 3, in New York's Playhouse Theatre Bldg., 137 West 48th St.

Others associated with Mr. Hoyt in the venture are Tom Elwell, theatrical producer; Denny Beach, formerly with Leland Hayward-MCA and now with the Hoyt Agency, and Phillip Bloom of National Publicity Assoc., all serving as directors.

The casting registry will make a service charge of $2 weekly to the actor, and serve as a clearing house for video networks and agencies seeking actors for productions. The agency also will publish four times a year a directory with photographic listings to be distributed free of charge to networks and agencies. Charge of $2.50 will be made for the registered actor if he desires to be listed and furnished with a directory.

FILM THREAT

THREATENED STRIKE of 1,800 technicians in New York's film laboratories was averted by an agreement giving the union a 10% blanket wage increase, it was announced last week by John J. Francavilla, president 702, IATSE.

Consolidated; De Luxe; Paramount Pictures, Long Island; Paramount News; Warners Ace Film Laboratory; Warners Home Office Print Dept.; Pathé; Du Art; Mecca; Guffanti; Movielab; Circle; Precision; Malcolm; Mercury and Producers. Separate negotiations have yet to be held with RKO, National Screen Service, Anscio Film Laboratories and WPIX Television. Outcome of the latter talks is expected, as the past, to follow the pattern set by the major agreement.

TV POTENTIAL

Unlimited Field, Says Sweeney

TELEVISION is the best educational and entertainment medium yet devised, Robert D. Sweeney, executive vice president of WDSU-TV New Orleans, said in an address last week to delegates at the second session of the 31st National Recreation Congress.

Discussing "Effects of Television on the Use of Leisure Time," Mr. Sweeney told his New Orleans audience that TV "potentials for an ultimate good are unlimited. But, he cautioned, recreation directors must see that "a sensible program for television audiences is integrated as a balanced fare. "There is no reason for children to sit six or eight hours watching television programs."

Mr. Sweeney, pointing out that "television is here and we must accept it," continued: "I believe our children's programs are wholesome and good. But it is the advent of the automobile, the radio, the atomic age. Whether they are good things for us, I don't know. But we must direct them toward an ultimate good."

DuMont Sales Offices

SALES OFFICES of the DuMont TV network have been opened in Chicago and San Francisco. Mortimer W. Loewi, director, announced last week. Gil Berry, former sales manager of ABC's Central Division, heads DuMont's sales office in Chicago [BROADCASTING, Aug. 8], with headquarters in the Field Bldg. Richard Raiton of Richard Raiton Co. is video network's San Francisco representative. His offices are in the Monadnock Bldg. Comdr. Loewi also announced sharp increase in number of DuMont network programs originating at WGN-TV Chicago, including Chicagoland Mystery Plays, Cross Questions and the Al Morgan Show.

SHIP's Reporter shows telecast on WJZ-TV New York is being adapted for radio presentation by its m.c., Jack Mangan.

KGW

PORTLAND, OREGON

AFFILIATED WITH

REPRESENTED NATIONALBY EDWARD PETRY & CO.

BROADCASTING • Telecasting

September 19, 1949 • Page 57
CORRIE FILM

Educational Video Planned By Hanna

CORNELL FILMS, a new branch of Cornell University's radio-telephone interests at Ithaca, N. Y., already has started production on three television films, General Manager Michael Hanna announced last week.

One will be on a livestock subject, another on poultry and the third on how a baby is born. Although educational, all the films will be produced with the intention they be sponsored, Mr. Hanna said. The baby films, for example, might be carried by a drug, baby food or baby equipment company.

He also divulged that although Cornell Films will make and sell films, the bulk of its business may be from rental of its production. It is planned to make Cornell Films serve television the way the biggest transcription companies serve radio, he said.

Since Cornell Films will have the resources of a great university behind it and is situated in a locality where farm, city, factory and laboratory settings are all available, Mr. Hanna foresaw that the company would be in a position to produce with economy resulting from savings in set making and in obtaining technical advice.

Showmanship First

He also stressed that although most films produced will have an educational slant, showmanship and entertainment will be the first consideration.

He stressed further that no company knows of is now producing TV films which can be regarded as giving a television station public service credit. His company intends, among other projects, to popularize the wonders of science in educational films which can fill a public service need. Emphasizing this, he said: "What will television stations be able to say at a license renewal hearing when the FCC asks, 'What have you shown in the public interest?' We expect to be able to give telecasters the ammunition to be able to answer that question. No one else seems to be thinking of the question, but it is bound to come up and we're thinking about it now.'

TELE-KING Corp., New York, has introduced new type of indoor TV antenna, "Free-Vee Penna," comprising two steel rods which can be rotated in any direction, circular, vertical or horizontal, priced at $6.95.

RMA TV SETS

Ships 1,706,372 Since '47

TOTAL shipments of 1,706,372 TV receivers had been made by member companies of Radio Mfrs. Assn. between Jan. 1, 1947, and July 1, 1949, according to a city-by-city compilation released by the manufacturers. RMA companies are estimated to turn out over 85% of the industry's TV sets.

Shipments of TV receivers during the first half of 1949 totaled 742,166 units, according to RMA. These went into 49 TV broadcasting areas (within radius of 50 miles of TV stations).

The actual shipments trailed RMA production figures due to the customary lag in distribution and to delays in company reports. Production figures for the half-year amounted to 913,071 sets. RMA's shipment figures are designed to show where TV sets are going. Future reports will be issued quarterly. Tabulation of TV set shipments by TV service areas follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Units (1949)</th>
<th>Units (1947)</th>
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<tbody>
<tr>
<td>Albany, N. Y.</td>
<td>9,801</td>
<td>22,580</td>
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<td>Albuquerque, N. M.</td>
<td>371</td>
<td>677</td>
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<tr>
<td>Atlanta, Ga.</td>
<td>3,184</td>
<td>8,015</td>
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<td>Baltimore</td>
<td>31,158</td>
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<td>Birmingham, Ala.</td>
<td>2,199</td>
<td>2,222</td>
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<tr>
<td>Buffalo</td>
<td>40,204</td>
<td>82,328</td>
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<tr>
<td>Buffalo, N. Y.</td>
<td>12,692</td>
<td>21,196</td>
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<tr>
<td>Chicago, N. C.</td>
<td>33,138</td>
<td>59,711</td>
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<tr>
<td>Chicago</td>
<td>154,944</td>
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<td>Cincinnati</td>
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<td>Dallas</td>
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<td>Des Moines, Iowa</td>
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<td>Detroit</td>
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<td>Erie, Pa.</td>
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<td>Greensboro, N. C.</td>
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<td>Houston</td>
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<td>Huntington, W. Va.</td>
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<td>Indianapolis</td>
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<td>Kansas City, Mo.</td>
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<td>Miami</td>
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<td>Milwaukee</td>
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<td>Minneapolis</td>
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<td>Newark, N. J.</td>
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<td>New Haven, Conn.</td>
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<td>New Orleans</td>
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<td>San Francisco</td>
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<td>Savannah</td>
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<td>Washington, D. C.</td>
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<td>Miscellaneous</td>
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<td><strong>TOTAL</strong></td>
<td>742,166</td>
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Television Sets by Cities
Based on Broadcasting Survey

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<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number</th>
<th>Source of Estimates</th>
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<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>700</td>
<td>RCA LEADER</td>
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<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
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<td>Baltimore</td>
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<td>WBGU-TV, WBCU-TV</td>
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<td>WKBX-TV, WJSX-TV</td>
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<td>WBZ-TV, WNAC-TV</td>
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<td>WKBW-TV, WJZV</td>
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<td>WBKB-TV, WGN-TV, WGBF-TV</td>
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<td>WCPO-TV, WRCB-TV, WLWT</td>
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<td>WJBK, WWJ-TV, WXYZ-TV</td>
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<td>WUPA</td>
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<td>Indianapolis</td>
<td>WWJ-T</td>
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<td>Johnstown</td>
<td>WNAC, WJYY</td>
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<td>WAVE-TV</td>
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<td>WABD, WCBS-TV, WJZ-TV, WNET, WPIX</td>
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<td>WVTY</td>
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<td>OKWY-TV</td>
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<td>Orange County</td>
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<td>WCAT-TV, WFTL, WFTZ</td>
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<td>Rochester</td>
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<td>KFMB-TV</td>
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<td>KODU-TV, KPX</td>
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<td>Schenectady</td>
<td>WRGB</td>
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<td>St. Louis</td>
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<td>KDYL-TV, KSL-TV</td>
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<td>Seattle</td>
<td>KSTU-TV</td>
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<td>WHEN</td>
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<td>Toledo</td>
<td>WTOL</td>
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<td>Utica-Rome</td>
<td>WSPD-TV</td>
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<td>Washington</td>
<td>WMAL-TV, WNBW, WOCG, WITG</td>
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<tr>
<td>Wilkesbarge</td>
<td>WDEL-TV</td>
<td>15,356</td>
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</tbody>
</table>

STATIONS 80
2,250,621 Approx. Total Sets

* Also claims coverage Utica-Rome area.

RCA LEADER
In N. Y. TV Owner Survey

OVER 53% of the television sets in the New York area were made by the "Big Three," a drop of 7.8% since June 1949, according to a research analysis of TV set ownership conducted during June, July and August in New York's metropolitan area by Advertest Research.

RCA was leading maker with 34.6% of the sets; Philco second with 28.6% and DuMont third with 7.9%. Other makers, in order, were GE 6.9%, Admiral 5.8%, Crosley 4.8%, Emerson 4.4%, Motorola 4.3% and Fada 3.8%. An additional 17% was divided among 26 other manufacturers mentioned.

Compiled from appendix material contained in Advertest's monthly research reports, "The Television Audience of Today," was analysis based on interviews among four income groups: A—over $7,500 per year, B—$5,000 to $7,500 per year, C—$3,500 to $5,000, and D—under $3,500.

RCA led in ownership in all four groups—42.4% in A, 32.6% in B, 29.2% in C and 28.3% in D. DuMont was runner-up in A group with 15.3%; Philco in B with 12.2%; Motorola in C with 10.2%, and Philco in D with 17.5%. Philco placed third in A group with 7.5%; DuMont in B with 8.1%; Philco in C with 8.7%, and Emerson in D with 10.9%. Most popular type of set was the table model owned by 61%, followed by console owned by 27.8%, console by 9.4% and projection by 0.1%.

PICTURE tubes are larger, and most popular TV set price range is $200 to $400 for new 1950 TV sets, according to analysis prepared by Caldwell-Clements magazines.

World Series
(Continued from page 47) combined at between $350,000 and $400,000.

Mr. Chandler himself told BROADCASTING that announcement of the financial details could not be made for the present and probably will be withheld until the Series actually is near its end.

He explained that many items, such as theatre television rights, might not be completely entered into the accounts until such a late date and that announcement would be held up until all the money matters could be wrapped up in one report. Meanwhile, it was learned that theatre-TV rights may amount to another $10,000 for organized baseball.

The series will open Oct. 5 in the city of the American League pennant winner. The camera crews to be used will be basically the crews which have been working the particular ball park regularly during the season.

Augmented crews manning as many as five or six cameras, instead of the usual two or three, are said to be under consideration. Additional cameras, for example, might be placed in the bleachers to give a back view of the game and at points to pick up outfield action better.

Text of notification to the TV stations follows:

We're happy to advise that (name of network) in cooperation with the Gillette Gassey Razor Co. and all other television networks is able to make available to your station pooled telecasts of complete World Series baseball games. The four networks have agreed to absorb origination and cable costs and the games are offered to all on a no pay, no charge basis with the understanding that you will agree to carry the entire Series of telecasts, including all Gillette commercial announcements. Starting date of Series is Wednesday, Oct. 5, at 12:45 p.m. (EST). Full details will be supplied as soon as possible. Publicity may be released immediately.

TV OK for Eyes
RESULTS of an investigation into the effects of television viewing on eyesight, conducted by the Information Research Committee of Television Broadcasters Assn., "has proved conclusively that TV does not harm the eyes," the committee states in a four page brochure issued last week. Pamphlet contains statements by ophthalmologists and optometric and medical associations agreeing, with exception, that watching television has no detrimental effect on the eyes. Book also includes recommendations of some these authorities for best viewing conditions to be followed by TV viewers.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:
Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience perceptible than any other network station 48 p.m. Ding-Bat products are going to town. When your husband checks KXOK's low-cost-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis
630 on the dial
Basic ABC
5,000 Watts
A "John Blob" station

September 19, 1949 • Page 59
Color Telecasts
(Continued from page 68)
was believed, however, the UHF transmission would be employed in setting up the color equipment in Washington to prevent disruption to present WNBW operation. VHF-UHF color comparisons also may be made during the demonstration.

CBS indicated that the RCA and Color Television Inc. systems were only very recently announced and apparently confined only to the laboratory, it is "not in a position either to oppose or support" the systems. However, the network said that if either system "should out-perform the CBS color television system in all respects at no greater cost, and if further, the system is ready for public use promptly, or, alternatively, if there can be certain assurance of its operation, in the manner promised, within a fixed and reasonably short period of time in the future, Columbia will support such system.

However, on the basis of information now on file, Columbia said it believed there are a number of major questions yet to be answered as both systems. CBS said in this connection "it is essential to distinguish sharply between a 'paper' system of color television, and an actual operating system." It was pointed out that even if a paper system were to work in practice as promised, there should be considered the dollar cost and the actual time needed to achieve practical operation.

Color vs. Black & White
CBS outlined the following factors to be considered in judging the various color TV systems: Actual performance of color system with respect to standard black and white pictures; actual performance of color system with respect to black and white pictures from color signals; cost of adapting existing black and white receivers to receive black and white pictures; color vs. black and white adapt cost to receive color pictures; cost of future color receivers and cost of converting future black and white sets; cost of transmitting and studio equipment, and time within which a color broadcasting service can be established.

CBS indicated another fundamental distinction must be made between basic color systems and types of apparatus which may be employed. Concluding a table of comparisons of the three systems, CBS asserted that its system "can utilize all forms of apparatus thus far suggested" but that the "converse does not hold." "As a result," CBS said, "the economic and operating characteristics of the RCA and Color Television Inc. systems cannot rise above the economical and operating characteristics of the apparatus usable by either."

On other points CBS urged that standard terminology be adopted to avoid confusion at the television hearing. Columbia indicated it would be "more accurate and clear to designate the RCA transmission to its system as 'time multiplex' but rather as 'dot sequential' as distinguished from Columbia's 'field sequential' and Color Television Inc.'s 'line sequential.'"

CBS opposed the proposal of Paramount Television Productions supporting mixture of VHF and UHF channels on grounds more than half the present set owners would have to buy converters and UHF receiving antennas. The network disagreed with contention of Radio Mfrs. Assn. that color TV is years away since it "understands that certain receivers and component manufacturers will testify at the hearing to a shorter timetable." CBS agreed with RMA's position that any new color system should be "superimposed" or present monochrome system with minimum dislocation.

The network observed that the proposal of Dr. Charles W. Geer concerned a specific piece of apparatus rather than a color TV system, but that such apparatus, even as developed to a point of satisfactory performance and economic feasibility, can be utilized in the various systems of CBS, RCA and Color television.

May Examine
Columbia indicated it is "agreeable to affording DuMont, in accordance with its request of a fortieth ago [BROADCASTING, Sept. 12], "the opportunity to examine the CBS equipment and methods, and Columbia's patent rights and license agreements involved in their commercial utilization, to the extent relevant to the issues of the hearing."

CBS said it is agreeable to "comparative demonstrations requested by DuMont provided that the standard black and white receivers are of a type now commercially available and in common use, and that the viewing conditions are normal." The network also indicated it will "endeavor to arrange for the demonstration of typical types of program material, within reasonable limits of cost and convenience."

CBS opposed the Philco proposal that FCC not permit any color standards except such involving complete compatibility and excluding such involving even slight modification of receivers. CBS argued the public should not be deprived of color merely because some minor, inexpensive modification may be required to receive color signals in black and white.

CBS also did not agree with Philco that further time be allowed to investigate all possible color systems. CBS said the Sept. 26 hearing will include sufficient information concerning compatible systems and delay "would threaten grave injury to the public." Similar view was taken on the like proposal of Joint Technical Advisory Committee of RMA and Institute of Radio Engineers.

Mr. Muller said his patent applications disclose "fundamentally new all-electronic color television systems requiring a single channel and non-critical receiver adjustments, and using up to the utmost the present black and white receivers on 6 mc." He said he is seeking aid in developing and commercializing invention.

Mr. Muller reported his system uses "to the utmost the circuit and reproducer layout of conventional black and white receivers to which is added a plural lens-projector for converting the raster into a picture in natural color." He explained that "in a typical embodiment, this plural projector takes the form of a 'lens-plate' molded as a whole of plastic, glass or gelatin of very low optical resolution." He stated that his system "may be looked upon as an improvement of the known class of apparatus wherein portions of a raster (or record in black and white) are allotted to three or several images in the primary colors adopted for optical combination by individual projection."

Smith Gets Scope
THE RISDON MPG. CO., Naugatuck, Conn., has appointed Paul Smith Advertising, New York, to handle advertising for Scope, "The cigarette holder that telegraphs." Television is currently being used with participations on the Art Ford show on WPIX New York. An additional video campaign is expected to be added later.

45.0
"HOOPER"*  
(average 5 periods,  
WINTER, 1948)  
proves the best buy 
in  
DANVILLE, VA.  
is  
WBTM  
5kw ABC 1kw  
(d)  (n)  
Rep: ROLLINGBERY
AM TO STAY

"ABC THINKS that AM is here to stay, even though it recognizes the selling potential of TV," Charles (Bud) Barry, ABC vice president in charge of AM and TV programs, said in a luncheon at which the debut of KECA-TV, ABC station in Hollywood, was announced.

The new TV station was scheduled to open Friday (Sept. 16). In a serious tour of the Goodbody Television plant in Hollywood, Barry said that facilities are all-important and felt that ABC had justified its faith in this belief by investing $7 million in the facilities of five stations in New York, Chicago, Detroit, San Francisco and Los Angeles. For out of better facilities would come, said Barry, only better shows and more.

Taking the 20-acre facilities of ABC in Hollywood as an example, Mr. Barry said he'd be delighted to escort any of the NBC stars on a tour of the plant and promised to return them to NBC unhappy. In a serious vein, he said "television needs space and we have it." Comparing New York with Hollywood, he said that there was nothing in the eastern city to compare with ABC's Hollywood Television Center.

Frank Samuels, ABC's Western division vice president, said they were very proud of the start of KECA-TV, but they were equally proud that Western Division AM business had increased 224% over last year. He also reported that KGO-TV, the network's San Francisco television outlet, is currently about 90% commercial.

Like Mr. Barry, he stressed the continuing importance of radio in the national advertising picture, while recognizing that television "fills a new need in the field of selling." But for the most part, he said, radio is still the buy. Furthermore, he pointed out that sales are radio sets are still going at a greater annual pace than television sets by a decided edge of several million.

Paul Mowrey, national director of television for ABC, said there was little doubt that Hollywood would wind up as the medium's production center. To this end, he said ABC would shortly be originating considerably more hours of programs in Hollywood via, KECA-TV for later kinescope presentation in eastern and midwestern cities than any other network. "We believe in Hollywood and we're proving it with program action," Mr. Mowrey concluded.

Chairman of the meeting was John Weiser, Ruthrauff & Ryan Hollywood vice president. Others participating were Frank Marx, ABC vice president in charge of engineering; Bert Carter, western regional manager, Dodge Div., Chrysler Corp., who with Les Hoffman, head of Hoffman Radio and Television Corp., are co-sponsoring the USC-UCLA football games this fall; E. C. Schmidt, public relations consultant, Union Pacific Railroad, sponsor of the KECA-TV opening night variety show; Robert Laws, the network's western division sales manager.

$1 BILLION TV INVESTMENT

Cohn Alerts TOA to Medium's Impact

Within three years the television industry has come to represent an investment of $1 billion, and compared to the total motion picture industry investment of $2,700,000, acquired over many years, Marcus Cohn, law partner in the Washington firm of Cohn & Marks, advised the national convention of the Theatres Owners of America in Los Angeles last week (Sept. 12-14).

Mr. Cohn, TOA television consultant, advised the theatre men that radio and newspapers, as well as the movies, must recognize the impact of television on them. Television's growth he felt, was not something to be passed over lightly as a competitor for the entertainment dollar.

With the aspect of technical performance established for theatre television, Nathan Halpern, television consultant to Fabian Theatres, New York, told the convention that only the questions of programs and profitability remain. In programs he felt that immediate possibilities exist in outstanding sports and news events. Ultimately, he felt that theatre TV must be "in superior programs only available in the theatres." On question of profitability, he admitted that single theatre instalacement ranged between $15,000 and $25,000, but that greater demand would lower these prices.

Despite cost, however, he said that some limited experience had shown that theatre TV would hike revenues on admission as well as concessions (candies etc.), thereby justifying the initial investment.

VHF Video

(Continued from page 47)

sharing arrangement providing for joint use of frequencies by telecasters and the government on a non-interference basis also is considered possible.

There is a clear difference of opinion between these engineers and the Commission with respect to the number of additional channels needed to meet demand.

In its proposed VHF-UHF allocation, which will be one phase of the Sept. 26 hearing, FCC allocated 42 UHF channels, and the Joint Technical Advisory Committee of the Radio Mfrs. Assn. and Institute of Radio Engineers has recommended an even greater expansion on the theory that TV should have as many channels as AM or FM.

The government engineers advocating UHF postponement, however, maintain that six new VHF channels would permit a satisfactory allocation for the immediate future. In this they have the support of at least some private broadcast engineers, most of whom feel reliable UHF service is years away. Of 20 current TV applicants queried in one informal survey, 18 reportedly said they would withdraw rather than go to UHF.

G & E PUBLISHING Co., New York, announces that Telecast, video fan picture magazine, will make its debut Oct. 18.

LIBEL and SLANDER

Invitation of Privacy

Pluritalism-Copyright-Piracy

INSURANCE

For the wise Broadcaster

OUR UNIQUE EXCESS POLICY provides adequate protection.

Surprisingly inexpensive at all rates

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Employers

Reinsurance Corporation

Insurance Exchange Bldg., Kansas City, Missouri

BROADCASTING * Telecasting

September 19, 1949 * Page 61
FRANK E. MARTINO, former account executive with ABC-TV, currently producing TV commercials. First venture, "Fil Fra-herhet's Rńsker White film, is weather indicator in replica of sponsor's product. Mr. Martino's New York offices are at 505 Fifth Ave. American Releasing Co., Hollywood, has been appointed to handle Vitatone's series of 26 half-hour television films, "Stories Behind Famous Paintings."

U. of Miami Radio-TV Dept. will offer this fall for first time course in motion picture production designed specifically to produce films for television. Grant E. Shepard of Hollywood, Calif., will teach course. Projects will include production of titles, out-door sequences and special effects for integration with high television production.

Robert Stevens, Hollywood, has started production on half-hour television film show featuring comedians Benny Rubin, Tito & Benny Rubin Show, it will have fantasy format.

Sarra Inc., Chicago, has completed first in series of one-minute TV commercials for Purity Bakers Agency: Young & Rubicam, Chicago. Opening spot features Tastee Bread and combines live action and stop motion photography plus vocal sequences by "Honeydreamers" mixed quintet.

**Film Report**

Society of Motion Picture Engineers, in cooperation with major telecasters, has just completed television test film permitting rapid check of picture size, contrast and detail. Film developed by committee under chairmanship of Dr. R. L. Garman, research director of General Precision Labs, enables telecasters to be certain they are transmitting all film producer intended with best possible picture quality. Nine hundred eighty-five foot reel presents seven different test targets and 15 scenes of outstanding quality, photographed specifically for television. Now available in 35 mm at $70, it will soon be ready in 16 mm. Film may be purchased from SMPTE, 342 Madison Ave., New York.

Harold C. Strotz has resigned as vice president of Wilding Pictures Inc., Los Angeles, to devote his entire time to Muntz TV Inc. of which he has been director for past year.

Kling Studios, Chicago, has completed commercials for Standard Oil Co. of Indiana through McCann-Erickson; for product "Heet" through Ruthrauff & Ryan; and for Ford products through J. Walter Thompson Co. All are Chicago agencies.

**GRID TV SHOW**

HALF-HOUR television show of football highlights, Touchdown, has been purchased in four cities by the Pennsylvania Ford Dealers through J. Walter Thompson, Co., New York.

The telecast will be aired on the following stations and at the following Friday night times: WJAC-TV Johnston, WFIL-TV Philadelphia, both 7:30-8 p.m.; WDTV Pittsburgh 8:30-9 p.m.; WAGL-TV Lancaster, 8-9 p.m.

A package of F. Walker Orr, the series also has been purchased for telecast on three ABC stations, by Chrysler Sales Div. through McCann-Erickson, New York. Program will be aired on WJZ-TV New York and WMAL-TV Washington, Friday, 7-8 p.m. and on WXYZ-TV Detroit, on Wednesday, 7-8 p.m.

In addition Chrysler Sales will sponsor National Pro Highlights, showing each week's outstanding plays of professional football contests on WENR-TV Chicago, another ABC affiliate. This series, also placed through McCann-Erickson, will be telecast Friday, 7-7:30 p.m., starting Sept. 30.

**KRTV DELETED**

KEYL Given Extension

CONSTRUCTION PERMIT for KRTV (TV) Minneapolis has been cancelled by FCC. Action was taken on advice of the station that it was unable to comply with the condition of its grant requiring Minnesota Tribune Co., holding firm, to dispose of its 14.6% interest in the Minneapolis Star and Tribune Co., KRTV's parent firm, or give up its 50% interest in WTCN-TV there.

FCC held that its duopoly rule precluded the same interest from having a share in both television stations in the same town (Broadcasting, March 21). WTCN-TV is in operation. Meanwhile, the Commission also has reconsidered and set aside its June 29 action denying extension of completion date to KEYL (TV) San Antonio. Extension was granted to Jan. 7, 1950.

**Sheaffer Video**

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, will sponsor the INS film, The Week In Sports, on CBS stations in Boston, New York, Detroit, Philadelphia and Washington Tuesday, 10-10:15 p.m. EST, starting Sept. 20. Show will be spotted on CBS stations in Buffalo and Cleveland because network time was not available. Delayed telecast has been contracted on WKBK Chicago for Wednesday, 8:30-9 p.m. CDT. Agency is Russell M. Seeds, Chicago.

**What are advertisers coming to?**

**In Memphis**

they're coming to

WMPS

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

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.
A BROCHURE-EYE view of what radio can accomplish for more than 2,500 Chambers of Commerce, trade associations and other business groups is now available to local Chamber executives throughout the U.S.

The U.S. Chamber of Commerce, in Washington, D. C., has prepared booklet, 150,000,000 Lines, dedicated to a comprehensive working knowledge of the radio industry, and to help executives analyze promotion programs from which they may derive maximum benefit for time and money expended.

The booklet was compiled by Albert Leitch, national C of C radio director, and was made possible through numerous requests for technical assistance in radio programming on local levels.

Three broad classifications are covered in the comprehensive booklet: The industry itself, integration of C of C activities with radio and sample programs and suggestions. The point book out that, with abundant opportunities to handle newspapers in daily service, it is possible to reach more people through radio than through the daily press and magazines combined-and that listeners are no more apt to be responsive than newspaper readers. But certain offers, testing listener response, can be effective.

National Chamber, for instance, cites distribution of more than one million copies of a booklet as direct result of an announcement on one Let Freedom Ring program, which it sponsors on ABC.

Notation on Press

The brochure also notes that "copy making the local newspaper" does not necessarily mean it is new. "Actually, making the paper is equivalent to 'getting on the air.' There is no guarantee you have readers, anymore than you have listeners unless your story has local interest..." The fallacy lies in the fact that the printed newspaper story offers something to exhibit for an effort."

While most Chamber of Commerce programs fall within the public interest category, many also involve use of commercial time. In view of that, the booklet deals with elementary aspects of broadcasting, viz., local station relationships with networks and definitions of cooperative, sustaining and commercial programs. It also discusses radio time blocks, station breaks, and classes of time, as well as audience listening habits.

Some Chambers have found it advisable to establish radio committees, (station operators, advertising agency executives and advertising managers of local businesses are suggested) which handle Chamber's promotional activities. The U.S. Chamber reminds executives of this.

Another recommendation is to set up a speaker's bureau of Chamber members qualified to speak on topics of local interest. Most station managers would welcome this evidence of cooperation in their search for timely programming, it is pointed out. In this, the Chamber executive may well take the initiative.

"Opening guns" of a radio campaign to advertise a Chamber-sponsored event may begin with spot announcements, paving the way for more detailed programs. Many activities originate at the Chamber—fire prevention, drives, etc.—which may prove of distinct service to the station, especially when the former is ready to offer available speakers.

Discussed in detail are samples of suggested spots and programs, broadcasting techniques, rehearsal and timing, and scripts. Advertising concentration on these points in Chamber of Commerce policy should be taken into consideration by executives planning programs. Repetition of a single outstanding thought is preferable to elaborate descriptions, the booklet explains. Importance of promotion in newspapers is also brought out.

Types of programs adaptable to Chamber of Commerce presentations are these, according to the brochure: Entertainment (with opening and closing commercials), news and audience participation.

Many sponsors are very often willing to carry a spot announcement on Chamber activities, because identification with it is a prestige-builder for the local store, merchant or organization for whom one of the three types of programs is being staged, the National Chamber believes.

Case history activities of other Chambers of Commerce are also detailed in the booklet. Included are those of Toledo, Ohio (with a series, Toledo Calling, aired on an all-city network of WSPD WOWT WDOD); Freeport, Ill. (with a weekly program devoted to introduction of new residents to the city, reports on community activities, etc.); Tulsa, Okla. (series titled The Business Front); Acadia Parish, La. (weekly program with varied subjects); Lenoir, N. C., and Jamestown, N. Y. The Jamestown story needs no elaboration. A program—The Friendly Philosopher, launched in 1946 by retailers under the auspices of city's Chamber of Commerce—built one of the largest listening audiences in the area [BROADCASTING, Oct. 25, 1948].

(Continued on page 71)
RURAL RADIO

RURAL RADIO NETWORK, a chain of eight FM stations in New York State with headquarters in Ithaca, will reach the break-even point within a year, according to General Manager Michael R. Hanna.

Mr. Hanna said that increases in the RRN’s sponsor list and economies achieved since March, when he came general manager, have reduced monthly losses by more than 50%.

He expected the operating loss to be wiped out completely in the next 12 months, during which time the network might also round out its affiliation list by adding seven more stations—bringing the total to 25.

Eventually he foresees that RRN would cover all the northeastern states from Pennsylvania to the Canadian border.

Those states, Mr. Hanna said, have the same kind of farming industry. It is by service to the needs of farmers that RRN can ideally serve.

He explained that the weather, crop and market information which RRN is currently supplying to farmers in its area is already on the path to success, as Mr. Hanna.

"Listening to RRN means dollars in the pockets of farmers who tune us in," he added. "Because this is so, we think RRN is a cinch to be financially successful."

He pointed out that the network’s strong position among the third largest urbanized area in the country, makes it an indispensable aid to farmers in the states it serves.

It has its own weather and market reporting systems, makes use of farm information available at Cornell U. and seeks to keep in touch with farmers in the area to learn their immediate problems and give them timely and expert advice.

The network will shortly expand its programming from 14 hours daily to 16 hours, closing the blanketing time at 1:30 p.m. in time for the farmers’ early bedtime.

Among new business added to RRN since March have been Allied Chemical and United Fruit at.

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.

Add ‘em together. They tot up a Montana per capita income of $1441—$238 above the national average. Call it $2,000,000 a year for 24,000 thousand Montans and adds to sales, too. For you?

THE ART MOSBY STATIONS

The Art Mosby Stations

KFGO KAMA KGFM

Know Montana

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

"Mrs. Philly"

Suit in Contest Withdrawn

BEFORE Common Pleas Court Judge Edwin O. Lewis in Philadelphia on Sept. 10, Mrs. Betty Manno, 28, of Media, Pa., withdrew her suit to have 18-year-old Mrs. Doris Monney deposed as "Mrs. Pennsylvania" and Mrs. Jerry Holt deprived of second place. Mrs. Manno’s petition also had noted the ABC news analyst will discuss his current evaluation of TV’s impact on radio shows. Mrs. Shelley said that another speaker to be announced later will conduct that AM newscasts will have plenty of work. One character of the Philco Corporation was also mentioned.

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PULSE REPORT
L.A. 2d in July-Aug. Period

RADIO listening in Los Angeles rates second-high in The Pulse Inc. report for July 28-31, Aug. 5-14, during which period that city was first studied by the research group.

According to The Pulse, the period covered is that which normally has the lowest listening level, and ratings and sets-in-use figures should not be considered typical for that area.

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEKS STUDIED

<table>
<thead>
<tr>
<th>Area</th>
<th>July</th>
<th>Aug.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>24.1</td>
<td>21.9</td>
</tr>
<tr>
<td>New York</td>
<td>21.9</td>
<td>19.8</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>23.0</td>
<td>21.4</td>
</tr>
<tr>
<td>Boston</td>
<td>22.6</td>
<td>21.4</td>
</tr>
<tr>
<td>Chicago</td>
<td>23.7</td>
<td>21.7</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>25.7</td>
<td>25.7</td>
</tr>
</tbody>
</table>

TOP TEN EVENING & DAYTIME SHOWS

**Evening**

<table>
<thead>
<tr>
<th>Program Av. Rating</th>
<th>Program Av. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sam Spade</td>
<td>Helen Trent</td>
</tr>
<tr>
<td>The Whistler</td>
<td>Phillip Morley</td>
</tr>
<tr>
<td>The Saint</td>
<td>The Saint</td>
</tr>
<tr>
<td>Let Geese Do It</td>
<td>Sing It Again</td>
</tr>
<tr>
<td>Count of Monte Cristo</td>
<td>Mr. &amp; Mrs. North</td>
</tr>
<tr>
<td>Air Forces</td>
<td>The Fat Man</td>
</tr>
</tbody>
</table>

**Daytime---5 a week**

<table>
<thead>
<tr>
<th>Program Av. Rating</th>
<th>Program Av. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookfield Club</td>
<td>Helen Trent</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>Wendy Warren</td>
</tr>
<tr>
<td>Our Girl, Sunday</td>
<td>The Guiding Light</td>
</tr>
<tr>
<td>Mr. Perkins</td>
<td>Big Sister</td>
</tr>
<tr>
<td>Young Dr. Malone</td>
<td>Second Mrs. Burton</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>Right to Happiness</td>
</tr>
</tbody>
</table>

**Saturday & Sunday Daytime**

<table>
<thead>
<tr>
<th>Program Av. Rating</th>
<th>Program Av. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Central Station</td>
<td>Theatre of Today</td>
</tr>
<tr>
<td>Under Arrest</td>
<td>Stars Over Hollywood</td>
</tr>
<tr>
<td>Give and Take</td>
<td>House of Mystery</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>Easy Jordan</td>
</tr>
<tr>
<td>Family Hour</td>
<td>Junior Miss</td>
</tr>
<tr>
<td>Jimmy Powers, Sports</td>
<td>Jimmy Powers, Sports</td>
</tr>
</tbody>
</table>

MONTHLY WINNER of contest on Vacation in Bermuda program over WLOW Norfolk, Va., receives five-day all-expense paid cruise to Bermuda aboard Queen of Bermuda liner. Half-hour daily show is sponsored by Economy Food Stores where official entry blanks for contest are obtained. Contestants write 50 word statement on "Why I Enjoy Shopping at an Economy Food Store." Program's format is daily imaginary visit to some vacation spot in nation. Show has been lauded by Chambers of Commerce all over country for publicizing famous vacation spots, station reports.

New Women's Show

THRICI---weekly program for women, with unique repeat performance formula, has two times a day airing on WAAM (TV) Baltimore. Called "Kitty Dierken Shops For You," show features Kitty Dierken who shops for average woman. Newspaper ad of interest are noted on program besides discussion of developments in fashions or household equipment. Listeners may call in for second look at interesting items, or to place orders. Scene of action is Miss Dierken's theoretical apartment. Guests are interviewed in living room and guest chefs display their arts in kitchenette. Afternoon show caters to housewife while evening program is geared to needs of career girls.

Overseas Journey

SERIES of shows covering six foreign lands and 10,000 miles, "Jersey Overseas Journey," is being presented by New Jersey Broadcasters Assn. and U.S. Air Forces over facilities of 17 member stations of NJOA. Herb Kaplow of WCTC-AM-FM New Brunswick, N.J., conducts tour in which people from New Jersey, living or working overseas, are interviewed. Thirty-seven Jerseyites have been interviewed by transcription. Ten programs have been made.

Science Parade

PUTTING spotlight on latest science news in simple and understandable fashion, is new public service show on WFSM, Nashville. Program, titled "Parade of Science," is aired Thursday at 5:45 p.m. and is designed to help high school students. Show has semi-dramatic format and places emphasis on current scientific developments which will affect public's way of life and standard of living. Well-informed guests are interviewed on outstanding scientific progress and portion of time is devoted to answering questions sent in by listeners. Such fields as medicine, geology, physics, nuclear fusion, aviation, rockets, agriculture and others, are covered.

Outdoor Concert

TWO HOUR noon concert of symphonic and popular recordings is brought to downtown visitors by KFBK Sacramento, Calif., and Sacramento Bee. Music in the Plaza is transmitted from station studios to two large speaker units in park bandstand in heart of downtown districts. Programs are published in paper, day before each broadcast, containing pertinent information concerning recordings used. City library invites interested persons to utilize its collection of books on composers and music. Purpose of show is to provide relaxing entertainment for visitors in City Plaza.

SAFETY CLUB

KFH Awards Gold Stars

IN KANSAS there is now a law making it compulsory for a motorist to have his car checked periodically. This law gave KFH Wichita News Editor Ken Davis an idea—for a voluntary safety campaign. KFH Aug. 29 through Sept. 1 conducted a four-day safety lane in close cooperation with the Wichita police department and the Kansas Highway Patrol. Each day the safety lane was set up on a heavily traveled boulevard in different sections of the city on successive days. Motorists were urged to make the trip down the safety lane, voluntarily. "So that a child may live." Fifteen uniformed officers from the police and state highway departments made a careful check of the cars while KFH employees awarded a decal which was placed on the car window as each car got its individual okay. The decal, carrying slogan on a suitably inscribed gold star, designated that the motorist had thus become a member of the KFH and KFH-FM "Gold Star Safety Club."

During the four days, in spite of some lost hours due to bad weather, 5,557 motorists voluntarily made the safety check. As a preview of the operation, 410 city buses and taxi-cabs were checked and decorated with the gold star decals. It was accepted so wholeheartedly by the community that Police Chief George Shepherd and KFH Manager Frank V. Webb feel that the voluntary drive should be made an annual event.
Promotion

TEN Tender-Pig Hams each week will go to ten listeners who guess correctly aggregate score of ten teams they select from list of 35 supplied by Sugardale Provision Co., Canton, Ohio. Contest is in line with airing of 19 play-by-play broadcasts of scholastic games in area over WHBC radio. Entry blanks, with postage pre-paid, are available at all Sugardale dealers in that section. Large two-color poster is displayed in dealers’ windows and smaller cardboard poster listing games and times of broadcasting have been distributed to outlets. Ten-thousand pocket size football schedules, printed in rusted brown, also have been distributed.

Live Corpses
KITE San Antonio, Tex., has sent letters to trade concerning station’s successful use of giveaway programs and quiz shows. Letter has triple title, "... More About ‘Dead Telephone Quiz Programs’ in San Antonio ... or—We Read Hooper Reports, Too ... or—Rebuff from the Live Corpses In Town." Body of letter concerns high Hooperratings of portions of station’s programming and boxes on each side contain lists of programs with airtime and Hooperratings.

Activated Advertising
RED and yellow folder promoting Shell gasoline’s sponsorship of Jack Horner’s Corner show on KSTP Minneapolis-Moline, Minn., contains sample of what company terms "activated" advertising. Smaller cut of Shell gas pump and service man is inserted inside folder by small spring causing cut to quiver when folder is opened. Beneath cut is written, "It’s Activated and How!" Picture of Jack Horner also is included.

Cover Mailing
COPIES of cover of Broadcasting for Sept. 6 have been mailed by KCBS San Francisco to trade. Cover, which features four keys, upon each of which is written descriptive description of KCBS show, is accompanied by note, reading "Here’s the story of four new local programs on the new KCBS ... four long steps toward putting KCBS local programming on a par with Cobbers’ network leadership. And there are more to come!" Note is signed by Jules Dundes, director of sales and advertising.

Blotter Mailing
CUT-OUT blotter shaped like microphone is being distributed by WASH (FM) Washington, key station of Continental FM Network. Enclosed with blotter is basic fall program schedule, which includes Saturday and Sunday sports play-by-play.

GREY Advertising, New York, has issued study titled Eyes Of The Ceiling. Thirty-seven-page report, which includes 54 text ways to boost market, 172 ideas that have stimulated lagging volume and check-list of 96 sales-building tools, will be sent free to national advertisers. Others may get it at $5 a copy.

New Use for Old Records
TWO RECORDS, probably more than 20 years old, are being used as promotion for CBS Amos ‘n’ Andy show on WDRC Hartford, Conn.

FARMS

Prefer WIBW because we’ve served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas

in TOPEKA

BROADCASTING • Telecasting

GRID HOOK-UP

49ers on 11-Station Network

NETWORK comprised of AM and FM stations in northern California has commenced operation for broadcast of the San Francisco 49ers’ professional football games. Station-to-station transmission is accomplished by off-the-air pick-up of program as transmitted by the originating FM station, KSER San Bruno.

From KSBR’s location atop Mt. Diablo service is provided to 12 stations: K Tiffany Porterville, KWMR Reno, Nev., KSN Sanger, KVEG San Luis Obispo, KUSU Susanville, KTKR Taft, KUBA Yuba City, KACR Sacramento, KVI (FM) Chico and KSMA Santa Maria. Program is sponsored by Acme Breweries, San Francisco, through Foote, Cone & Belding, San Francisco. In addition to the network, the game also is carried by KSN San Francisco, KVON Napa, KRXX San Jose and KDON Monterey, fed by conventional line service.

FACTS ON WHICH TODAY’S RADIO DECISIONS ARE MADE

Only in Broadcasting do you find news of all radio—AM, FM, TV—told all in one book, told in the week it happens. ...

• ACCURATELY
• INTENSIVELY
• THOROUGHLY

Send Me

NAME
ADDRESS
CITY
STATE
ONE YEAR AT $7.00
(Two Yearly Book)
TWO YEARS AT $12.00
I Enclose $—
Please Bill Me

Mail to

670 Nat’l Press Bldg., Wash., D. C.

Page 66 • September 19, 1949

ANGELA newspaper. New department will handle broadcast phase of NBC’s recently announced intensified promotion campaign. Similar unit is now in operation in New York.

JENNINGS PIERCE, NBC Hollywood station relations and public service director named chairman of Southern California Broadcasters Assn. Educational Committee. Group will work with schools and libraries in advisory capacity regarding radio subjects.

JOE K. PARRISH, former production manager and account executive with J. B. Taylor Inc., Dallas, appointed advertising and public relations director for KBTV (TV) Dallas.

Mr. Parrish

MILO RYAN re-signs as promotion director of KOYO Seattle, to return to fulltime teaching schedule at U. of Washington’s School of Journalism.
MASON MURDER
Jury Indicts Smithwick

MURDER indictment in the killing of W. H. (Bill) Mason, veteran newspaperman and commentator at KKKI Alice, Texas, was returned by a special grand jury Sept. 10 against Sam Smithwick, a former deputy sheriff [BROADCASTING, Aug. 1].

The same jury later undertook a study of voting in Alice last summer during the campaign for the U. S. Senate, won by Demo- crat Lyndon B. Johnson, husband of Claudia Johnson, KTBC Austin, president.

Mr. Smithwick, 60, was ordered removed from Alice, seat of Jim Wells County, in south Texas, to the central Texas town of Belton for trial. The court held that feeling was too high in the area where the killing occurred for a fair trial.

Mr. Mason was shot to death July 29 on an Alice street as he climbed from his automobile. In a crusading broadcasts, he had named Mr. Smithwick as owner of a local dance palace where prostitution was practiced.

Representatives of the Texas Independent Broadcaster Assn., and the American Newspaper Guild have taken an interest in prosecution of the case.

The special Jim Wells County grand jury remained in session after the Smithwick indictment, and indications were the jury was delving into last summer's voting in Alice in the U. S. Senate contest.

Former Texas Gov. Coke Stevenson, who lost the race by 87 votes to Sen. Johnson, charged 200 "fraudulent" votes were added to one precinct in Alice after the polls closed in the Democratic primary.

The grand jury Sept. 13 subpoenared Kelliis Dibbri, former FBI agent and special investigator for Mr. Stevenson in the latter's fight to block Mr. Johnson's seating in the Senate.

KNEM START
Nevada, Mo., Outlet Opens

ENTRY of KNEM Nevada, Mo., into the broadcasting field was celebrated Sept. 7 amid a shower of congratulatory telegrams and flower gifts, General Manager William R. Tedrick reports.

Owned by Cecil W. Roberts, KNEM is a 250w outlet operating unlimited time on 1240 kc. Studios and offices are in Radio Hall.

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Based on teen-age talents and teen-age problems and conducted almost entirely by young people, the half-hour series, Voices of Junior Hawaii, sponsored by the Hawaiian Electric Co. over KULA Honolulu, took top place this year in the radio division of the Public Utilities Advertising Association's National Better Copy Contest, featuring a music competition with $2,000 given in scholarship funds and a weekly open forum. Voice of Junior Hawaii was the brain child of Charles E. Nolan, vice president and promotional director of Hawaiian Electric Co. and Producer Jim Wahl, radio director of Holst & Cummings, Honolulu agency. Soprano Helen Noh (1), and clarinetist Gabriel Balazar (center) won a year's music study at schools of their choice. With the two young winners is Leslie A. Hicks, Hawaiian Electric Co. president.

SPOT TRIBUTE
Salutes Moore Over WAKR

AS a salute to his new job, five friends of Arthur Moore, newly appointed program manager of WAKR Akron, Ohio, bought a one minute spot announcement on the station.

The copy of the spot which included a few plugs here and there, is as follows:

Citizens of Akron! We want to congratulate your city and this station upon the acquisition of Arthur Moore as program manager WAKR. We are sure his family will enjoy your company. It is a real addition and an excellent choice. The Moors to its heart. Moore is well known for his work in radio... he is an appeal for a piece of Kellogg's Corn Flakes... his good taste is on a level with Amao Instant Dessert... his vision is as clear as the picture on a Sylvania Television set... he is as efficient as an Amos dry chemical fire extinguisher... he is as much fun as the Borden County Fair program and as dependable as Borden's dairy and grocery products. Yes, you are quite matched and we are proud to introduce you to another Arthur Moore.

The friends of Arthur Moore, who formerly was director of County Fairs, are Stu Peabody, assistant vice president in charge of advertising of Borden Co., Henry Schachte and Bill Ewen, national ad manager and assistant ad manager of the Borden Co., respec- tively; Hal Davis, publicity di- rector, and Herb Landon, radio publicity director of Kenyon & Eckhardt, New York.

Needless to say, that all the products mentioned in the announcements are K&E accounts.

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There's no need to risk the irritation of a dubbing job where the levels aren't quite matched ... or the timing is a little off. Not when you can have the benefit of RCA Victor "know-how"! At RCA you enjoy all the advantages...

- The most modern equipment and facilities in the trade, plus 50 years' experience.
- High-fidelity phonograph records of all kinds. All types of Vinyline transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

155 East 24th Street
New York 10, New York

445 North Lake Shore Drive
Chicago 11, Illinois

Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California

Hillside 5171

You'll find useful facts in our Custom Record Brochure.

Send it today!
Here's how the NEW Series 300
AMPEX
MAGNETIC TAPE RECORDER
adds profit to your operation

CONSOLE MODEL 300* . . . . $1,573.75
PORTABLE MODEL 300 . . . . . $1,584.41
RACK MOUNTED . . . . . . . . . . . . . $1,491.75


Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says:
"For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes. . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15 ± 2 db, 50-15,000 cycles
At 7.5 ± 2 db, 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 76 db. below tape saturation, and over 60 db. below total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, under 0.15% c.m.a., measuring all flutter components from 0 to 300 cycles, using a tone of 300 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY
BING CROSBY ENTERPRISES * GRAYBAR ELECTRIC CO. INC.
9208 Sunset Blvd., Hollywood 46, Calif. 470 Lexington Ave., New York 17, N. Y.

Audio & Video Products Corporation
1650 Broadway, New York, New York • Plaza 7-0780

UNESCO MEET
Opens in Paris Today

U. S. DELEGATION to the fourth session of the General Conference of UNESCO, headed by George V. Allen, assistant secretary of State for Public Affairs, left Washington Wednesday (Sept. 14) for Paris. The sessions open today (Monday) at headquarters of United Nations Educational, Scientific and Cultural Organization, and is expected to close Oct. 5.

Other representatives named to the delegation include Milton Eisenhower, vice chairman; Luther Evans, librarian of Congress; Reinhold Niebuhr, religious leader and; Martha Lucas, president of Sweetbriar College of Va. (BROADCASTING, Sept. 12). Sen. Brien McMahon (D-Conn.) and Rep. Mike Mansfield (D-Mont.) were named Congressional advisors. Confirmation of delegates still awaits official approval of the Senate Foreign Relations Committee and the full Senate, but is a foregone conclusion.

Special advisors on the delegation include Ellis Arnall, former Georgia Governor and now head of Independent Motion Picture Producers; Oscar Hild, executive officer of James Petrillo's American Federation of Musicians; Eric Johnston, president of Motion Picture Assn. of America, and others.

GIVEAWAYS O.K.
Says 54% in Minn. Poll

UNLIKE the FCC, Minnesotans think that radio giveaway shows should be permitted to continue, according to results of a poll con- ducted last month by the Minneapoli Sunday Tribune.

More than half (54%) of the state's adults interviewed by the Tribune said they were in favor of letting the radio giveaway shows go on as they are. Nineteen percent felt that the number of such programs should be cut down, 18% would like to see them done away with entirely and 12% had no opinion or gave qualified answers.

Question was, "Are you in favor of letting the radio giveaway shows go on as they are; or, do you think fewer of them should be allowed; or, would you rather see all of them done away with?"

WDYK, WJER Plans

WDYK Cumberland, Md., is expected to be on the air by Oct. 1 and opening of WJER Dover, Ohio, will take place in about 60 days, according to Charles E. Dewey Jr., general manager of WKJF (FM) Pittsburgh. The three stations are owned by Universal Broadcasting System, Pittsburgh. WJER will broadcast on 1450 kc, 250 w unlimited and WDYK on 1230 kc, 250 w unlimited. Latter station is under management of George Kapel, formerly manager of WDNE Elyria, W. Va. WDYK will be affiliated with ABC.

CAROLINAS MEET
To Hold Joint Luncheon

THE NORTH and the South—the Carolinas—will break bread Oct. 16 when the South Carolina Broadcasters Assn. meets at Southern Pines, N. C., Oct. 16, according to Bevo Whittmore, president of SGBA. A joint luncheon with the North Carolina Assn. of Broadcasters, headed by Harold Essex, vice president and general manager of WSJS Winston-Salem, N. C., has been set for 12:30 p.m., with the members then breaking up into two groups for a business session.

Mr. Whittmore has announced that the program will be "excellent" and members who hope to attend should notify Jack Younts, WEEB Southern Pines, who is acting as secretary.

FREE NEWS
Canham Speaks in Seattle

FREE interchange of information and news via radio and press is a prime essential to understanding among nations today. This opinion was expressed by Ervin D. Canham, editor of the Christian Science Monitor and ABC commentator, in an address to a Seattle Chamber of Commerce audience early this month. Mr. Canham is a member of the U. S. Commission on Information and earlier this year served as an American delegate to the Geneva conference.

While in Seattle, he was guest on News Conference, the half-hour panel interview transcribed for KJR at the Washington State Press Club.

The Voice of America was effective in penetrating the Iron Curtain until the Soviet jamming program started in April, and the biggest proof of this fact was the jamming campaign itself, Mr. Canham told the News Conference interviewers, who included Carroll Foster, public affairs director of KIRO Seattle; Don Reed, publicity director for KJR; Jerry Morris, freelance actor; and Abe Glassberg, editor of the Everett Herald. Jerry Hoeck, account executive with Wallace Mackay Ad. Agency, Seattle, was moderator.

"We newspaper and radio men must constantly struggle to secure and present information to the people," Mr. Canham said on the broadcast, adding that if the American people are not informed, they will not be able to make the necessary decisions on major issues of the day.
E. FENNEL, formerly of WDAR Columbus, Ga., and WDKD Augusta, Ga., and program manager of IVYU and WJHP-FM Jacksonville, Fla., joins WKIX Columbia, S. C., as program manager.

RONALD MOORE, joins WCSI (FM) New Orleans, La., as program manager replacing JOHN THOMPSON, who has returned to school.

FELIX GRANTS joins WWDC Washington as disc jockey taking over WILLIS CONOVER Tune In show from 10:45 a.m. to noon, Mon.-Fri. Mr. Conover will be heard on WIBLE Tune In Show from 7:30 to 8:30 p.m. Mon.-Sat.

BEN OMAN, former staff announcer at WDCF Stamford, Conn., and WCAK Burlington, Vt., joins WJOY Burlington announcing staff.

IRENE SUTTER, formerly with KWMX St. Louis and WWWW WINN Charlottesville, Va., joins WLOU in Danville, Va., as continuity director. She replaces CHET SUTHERLAND who is reportedly joining a Danville station.

GWENYTH (Gwen) BARRINGTON, authoress and newspaper columnist, joins CHUM Toronto, Ont., as women's commentator.

JANE RYDSTROM, secretary to program manager of WAAM (TV) Baltimore, appointed assistant producer for staff.

ANNE RADEMAKER, freelance writer for radio for many years and formerly connected with KIRO Seattle, joins KTBI Tacoma, Wash., as program director. Also added to station staff is PRESTON PRICE, announcer.

JOHNNY CLEMENT, member of staff of WILF South Boston, Va., and WARD-AM & FM Johnstown, Pa., becomes announcer for WDVA Danville, Va. He succeeds JIM ADAMS, who has joined WPTF Raleigh, N. C.

KENDRICK CROSSLEY, formerly chief announcer of CKL Kirklake, Ont., is now announcer for the new station.

CLIFTON STUART, formerly of CKGB Timmins, Ont., appointed chief announcer of CKL.

LEWIS D. GOMAVITZ, who apprenticed under Nils T. Granlund and Billy Rose, has been added to NBC TV production staff in Chicago. He was stage manager for Messrs. Granlund and Rose before joining NBC in the war effort and producing at WBKB Chicago in 1946. While at B. Kalman & Katz he directed top-rated Kwan, Fran and Ollie. He will work on same shows at NBC.

RICARDO CORTEZ joins cast of ABC's The First 100 Years show.

DALE HARPER formerly head of CBS Hollywood transmission department, and Bill NELSON, member of staff, named assistant directors for network. HAMILTON KEENER replaces Mr. Harper; BOB HENDRICKS, Mr. Nelson.

CECIL BARKER, formerly production assistant to DAVID O. SELZNICK, joins Don Lee Network as executive producer on television.

BILL HOLMES, formerly of CHEX Peterborough, joins production staff of CFCN North Bay, Ont.

SANDRA KONSTANTYNOWICZ, member of staff of WILB Detroit, given Ernie Pyle award by John Kordran Post of FFW for his efforts on behalf of Polish veterans and civilians. This is highest honor paid by FFW to civilian.

HENDRICKS, former head of CBS New York, joins radio division of Story Book Hour on WASH (FM) Washington, to be the father of a boy.

CHARLES W. AVEY, Jr., KBMB-FM Portland, Ore., city editor, and Charlotte Pringle have announced their marriage.

MARVIN ELLIN, member of staff of WBAL Baltimore, is the father of a boy.
PAT GRIFFITH
Leaves NAB for WHO

PAT GRIFFITH, NAB women's director, has resigned effective Oct. 15 to become community service director of WHO Des Moines, post she held prior to service in the WAC.

Miss Griffith joined NAB in late 1947 after serving as women's director at Washington stations and freelancing in TV. In assuming the WHO post she will direct local talent activities. She holds the Bronze Star Medal and five other war decorations, mainly for establishing the Women's Section in the Southwest Pacific.

NAB has not announced a successor. As NAB women's director, Miss Griffith was executive secretary of the Assn. of Women Broadcasters. AWB operated as a separate entity at NAB for some time but last fall was placed under the Public Relations Dept.

MYSTERY series, I Love a Mystery, off for nearly five years, will return over MBS as Monday-to-Friday series, 7:45 to 8 p.m., starting Oct. 3, in accordance with network contract with Carlton E. Morse, writer-producer.

NATALIE REIFF, former West Coast newspaper woman and MBS staffer, joins Yalen, Ross & Salzman, New York public relations and publicity firm, to handle Robert Montgomery ABC radio show. JAY WESTON, magazine writer, also joining company. Yolen firm moving to 2 West 40th St., with new telephone number, Judson 6-4300.

MARCELLA NAPP, formerly with M-G-M Pictures, David O. Selznick Inc. and Twentieth Century-Fox, appointed a point man and casting executive as West Coast coordinator for Metro-Goldwyn-Mayer Radio Attractions. She will make her headquarters at M-G-M lot in Culver City, Calif.

GEORGE REID, formerly of promotion department of Standard Oil of Indiana, joins contact and sales promotion staff at Jam Handy Organization, Detroit.

WILLIAM HURLEY, formerly in MBS Queen for a Day production office, joins Geller Productions, Los Angeles, as travelling producer.

LOU EINSTEIN joins Atkins-Gilbert Inc. (television film producer) as salesman.

WILLIAM H. GLASSCOCK, is radio and television salesman for past 24 years, named executive producer of Television Consultants Inc., New York, program package firm.

ED SCOFIELD & Assoc. Hollywood (public relations), has established the MBS Radio Sales department with PAT MICHAELS as head.

MICHEL NORMANDIN, former radio director of Canadian Adv. Agency, Montreal, forms Michel Normandin Broadcasting Services, production company in Montreal. Office is at 1265 Stanley St.

RICHARD HODGSON, director of technical operations, Paramount Pictures Inc., flew from New York to Los Angeles for his presentation of Paramount's theatre-television experiences before Theatre Owners of America convention. Paramount's latest model theatre-television unit was shipped to Los Angeles for demonstration at convention.

FLORENCE GREEN, former casting director at CBS-TV and in production at WPIX (TV) New York, joins TV Programs Inc., newly formed package organization, as producer.

C. G. (Tiny) RENIER appointed manager of Pasadena Institute for Radio, Pasadena, Calif., with which he has been associated for past year.

RADIO FEATURES Inc., Chicago, announces sale of The Deema Taylor Concert to 22-station Inter-Mountain Network. Series will originate at KALL Salt Lake City beginning Oct. 3.

GEORGE B. HUNT and WALLY WEBB open talent offices at 1650 N. Vine St., Hollywood. Phone: Hudson 2-7289.

JACK O'MARA, Pacific Coast manager of C. E. Hooper Inc., is in New York for three weeks' conferences. NBC becomes 23th subscriber to TV-Programs, according to C. E. Hooper Inc., New York. Service began in June with 17 charter subscribers.

Equipment

HAMILTON COREY, with Graybar Electric Co., New York, for 27 years, and most recently manager of supply and outside construction sales division, appointed branch manager in Charlotte, N. C.


SAMUEL SURRY, formerly sales manager of the Dayton television division, Colen Grunh Co. Inc., New York, named vice president. Colen Grunh Montreal set distributor for metropolitan New York. Mr. Surry will coordinate distribution of firm's appliance department with that of other divisions. He formerly was vice president in charge of production and sales for Telicon Corp., set and master antenna manufacturer.

GEORGE P. LOHMAN, former sales representative for DuMont Labs, Cliffside, N. J., made eastern regional manager for company; JOSEPH H. MOSS JR., former district manager of sales in Chicago area, named central states regional manager; ROWLAND W. GUILDFORD, former assistant salesman, appointed New York regional sales manager.

AUDIO-MASTER Co., New York, announces high-quality playback machine, as small and lightweight as portable phonographs, with three-speed motor for 78-45-33 RPM, new type-pickup arm with reversible twist crystal and eight-inch platter. Machine plays all types, kinds and sizes of records and transcriptions up to 17½ inches and may be used as P.A. system. Selling price is $84.50.

MOHAWK ADV.
Firm Announces 10 Clients

MOHAWK ADVERTISING Co., Schenectady, N. Y., has announced a list of 10 concerns on its current accounts.

Listed are General Electric Co. (Broadcasting Dir.), Tri-State Distributors Inc. (Admiral Television), United Baking Co., Colonial Ice Cream Co., Thompson Lumber Co., Levalley Mead Co. Inc. (distributors), W. J. Lotboll Co. (wholesale confectioner), Shepard Furriers, and Schenectady County Democratic Committee.

Mohawk Advertising Co. is managed by Alex G. MacDonald, who formed the association of station sales and promotion of the Broadcasting Div. of General Electric Co. and four years prior to that, he was advertising and sales promotion manager for WGY Schenectady.

Ben Miller Appointed

BEN MILLER, assistant director of the recently abolished NAB Program Dept., has been named director of community programs of the National Paint, Varnish & Lacquer Assn., according to Gen. Joseph F. Battley, president. His duties will continue to be centered around the annual paint-up fix-up campaign of the association. Mr. Miller, prior to Army service, was at WGCN Augusta, Ga., and WPID Petersburg, Va., and for nine years was on the production staff of Young & Rubicam, New York, working on We, the People.

DAILY half-hour broadcast direct from United Rubber Workers Convention in Chicago, was last night: "LouMonologue" Machine will be carried this week by WCUO-FM Toronto.
TOP-FLIGHT entertainment serves as the springboard for one of ABC's top Hooperatings out Houston way where Glen McCarthy's fabulous Shamrock Hotel is the originating point for the network's Saturday at the Shamrock. Program is written, directed and produced by the staff of KXYZ, Mr. McCarthy's Houston station, in cooperation with the hotel, and already has featured such name talent as Hildegarde, Charlie Spivak and Glen Gray of Casa Loma fame. In a pre-broadcast warmup KXYZ Announcer Roland Baker gives demonstration of hypnotism and mind-reading while Fred Nahas (I), KXYZ executive vice president, looks on skeptically, and Art Finger, production manager, kneels with microphone to describe actions to audience.

I40 KC CASE

FCC Denies Norris Request

EDITION of John M. Norris, Red Lion, Pa., for immediate action on its bid for a new 1 kw daytimer on 40 kc there, has been denied by the FCC. Mr. Norris asked amendment of Sec. 3.25(b) of FCC's rules to remove 940 kc from its Class I category on grounds the classification violates the North American Regional Broadcasting agreement. He also claimed that all practical purposes the frequency is unassignable anyway as Class I-B in the U. S.

In its memorandum opinion, issued Sept. 9, the Commission held that its broader interpretation of NARBA sustained the classification given 940 kc in its rules, and if not, the frequency could not be reclassified now in view of pending proposals in the clear channel case, still to be decided.

SPECIAL shows and broadcasts will be staged throughout this week by KFPM Kansas City, Kans., direct from the midway of Kansas Free Fair at Hutchinson.

Technical

DONALD K. deNEUF, chief engineer in charge of planning, construction and engineering operations of Rural Radio Network since its establishment in fall of 1947, promoted to assistant manager in charge of engineering and network station relations. He was with Raytheon Mfg. Co. before coming to Ithaca and for 14 years was with Press Wireless serving variously as general superintendent, director and vice president.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, radio division, announces two new miniature electron tubes, T 5½ pentode power amplifier type W4 and T 5½ triode amplifier or oscillator type IGS. Both are designed for battery operation and have 1.4 volt dc filament requirements only 50 milliamperes.

AIRBORNE INSTRUMENTS LAB. In Minneola, N. Y., has published brochure on its new high speed rectangular coordinate recorder, type 373. Instrument plots voltage, or logarithm of voltage, as function of time or of displacement angle of measured element. System is used for measuring antenna patterns, light intensities, sound pressures, heat levels and counting rates.

RCA Tube Dept., Harrison, N. J., announces new low-cost 15-inch duotone loudspeaker (RCA-51531) of permanent-magnet type, designed for initial equipment or replacement use in high-quality radio and TV receivers, broadcasting station monitors and sound-reproducing systems where high-fidelity is major requirement.

WYNN Mfg. Co., Philadelphia, announces new stenograph to simplify and improve preparation of television slides and titles, called Wynn Teletitler. Instrument can be used for printing on acetate surfaces for double printing or superimposition, work as well as for printing sharply and clearly on paper and drawing boards.


Radio Booklet

(Continued from page 63)

operating with both the Chamber and Retailers Manufacturers Assn., businessmen sponsor both weekly and daily commercial radio programs.

The brochure, which acknowledges assistance and information furnished by ABC, CBS, NBC and Broadcasting, is being distributed free to all radio stations, in addition to local Chambers and trade associations, according to Mr. Leitch. Others may request copies, to be sold at cost, by writing to U. S. Chamber of Commerce, 1616 H St., N.W., Washington, D. C.

HECFT Co's Community Reporter show was broadcast from barn at Montgomery County Fair for three days by WGAJ Silver Spring, Md.
PROFESSIONAL officials of radio, advertising agencies and related fields were slated to address the West Virginia Assn. of Broadcasters at its annual meeting held Friday and Saturday (Sept. 16-17) at the Greenbrier Hotel, White Sulphur Springs, W. Va. Representatives of the state’s 34 stations convened at the conclave, presided over by John S. Phillips, WCAW Charleston, president of WVAB.

The business meeting of the association was to get underway Saturday at 10:30 a.m., with a panel devoted to television. George E. Storer, president of Fort Industry Inc., presided over the session. Panel members included: Campbell Arnoux, president of WTRA Norfolk, Va.; James Keitch, RCA, and John McCoy, chief television attorney of FCC.

A discussion of radio sales problems made up the afternoon agenda. Some to sit in on the panel were Frank Silverin, BBDO; Tom Flanagan, National Assn. of Radio Station Representatives, and John New, general manager of WTRR. Invitations for the meeting also were sent to representatives of the Virginia Assn. of Broadcasters, radio equipment firms, and transcription and news organizations.

Committee handling arrangements comprised Bill Rine, WWVA Wheeling; Peter H. Drom, WYVEW Fairmont; Joe L. Smith Jr., WJLIS Beckley; James T. Quirk, WKNX Charleston; George Clinton, WPAR Parkersburg, and Jack Geller, WCHS Charleston.

F.T.C. Hearing

MISREPRESENTATION of correspondence courses in radio and television by Radio Training Assn., of America has been charged by Federal Trade Commission. F.T.C. was scheduled to hold a hearing on the correspondence firm at Los Angeles last Thursday (Sept. 15), with Everett F. Haycraft as trial examiner.

KEY figures from WCCO Minneapolis line up at CBS outlet’s display booth at Minnesota State Fair: (1 to r) Sig Mickelson, director of public affairs; Larry Haeg, farm service director; Cedric Adams, news director; and Tony Moe, sales promotion manager. Station officials estimated 500,000 people sowed booth before fair closed Sept. 5.

WCMW AM-FM

Sale Approval Proposed

ACQUISITION of control of WCMW-AM & FM Canton, Ohio, by General Manager S. L. Hoffman and Attorney K. B. Cope for $50,000 was approved by F.C.C. Examiner Basil F. Cooper in an initial decision issued last Tuesday.

The purchase covers 80.8% interest, currently held by President M. R. Schneider (20.2%); Arnold Gebhart of Akron (11.8%), L. J. Amerman (20.2%), E. A. Mahoney (20.2%), and Royal G. Lister (8.4%). Mr. Hoffman and Mr. Cope would own 40.33%-plus each.

Hearing on the transfer was held in August to consider particularly the qualifications of Messrs. Hoffman and Cope, the sales agreement and the possibility that control of the stations, or rights relating to control, had been transferred in advance. The decision gave both transferors and transferees a clean bill on all points.

Examiner Cooper noted that the licensee company has been losing money but pointed out that "there is no provision in the Communications Act or Commission Regulations which require a broadcast station to operate at a profit, the requirement being that the operation of the station be in the public interest." He attributed the financial difficulties to the lack of personal day-to-day supervision by owners. Under Mr. Hoffman’s management, he added, both the programs and the financial condition of Station WCMW improved.

WCMW, on 1060 kc with I kw, day time only, was licensed in September 1946. WCMW-FM was authorized in February 1947. Minority stockholders, whose interests are unchanged by the transfer, are William Ratches and Wilbur Dubois (9% each), B. A. McClellan (1.2%), A. A. McClellan (1.2%), and Conrad Hardenstein (1.7%).

LEE GRAVES DIES

N. Y. Adman Is Killed

LEE GRAVES, 39, New York advertising executive and a former Marine Corps captain, was shot and killed Sept. 9 by a policeman in a Suffern, N. Y., diner, during disturbance there.

Mr. Graves had been with a number of New York agencies, including Compton Advertising, where, during the last year of a nine-year association, he headed the radio department; FC&B, where from July 1944 to July 1945 he was second in line to a reported $16,000 yearly for Campbell Soup, for which the agency handled only radio advertising. In 1946 Mr. Graves entered an ad agency partnership with G. Lopez, Phalla,” then relinquishing his partnership a year later upon his appointment as advertising manager for the American Sugar Refining Co.

RANGERTONE

To Be Used for NAB Film

SOUND RECORDING for “Lightning that Talks,” tentatively-titled NAB promotion film being produced by the All-Radio Committee, will be made via Rangertone Magnetic tape equipment.

Ben Gradus of International Motion Picture Service, director of the film, of which Victor M. Ratner of CBS is supervisor in charge of production, left last Sunday for shooting and recording episodes in Cedar Rapids (Iowa), San Francisco, Columbus, Cincinnati, Philadelphia and Los Angeles. On his return, tape recordings will be re-recorded on the film’s sound track.

RADIO-MINDED

Advert. Reports Accounts

LEYV Advertising Agency, Newark, has received an influx of radio-minded accounts, according to Agency president Jack Woodford Press Inc., New York book publisher, the first of these, bought time with the Mail Order Network and is currently slated to take his station on WOR New York [BROADCASTING, Sept. 5]. This marks the company’s first use of radio. It is thought the firm may expand use pending the success of the venture.

Using the major part of an advertising budget "probably in the $100,000 bracket" for radio, TV set manufacturer Vidcraft Television, New York, is buying spot time and portions of the disc jockey program on WOR New York, W2Z New York, WVMJ Newark, WATF Newark, WHBI Newark, a Sunday day station, and WLIB New York.

Another company entering radio through Leyv is Stephen Atlas Clothes, New Haven, Bloomfield; Charles D. Field, N. J., who is a manufacturer, retailer and Better Men’s Suits and Costs, has bought time on WELI New Haven and WATF Newark. Mr. Leyr said it was too early to reveal the size of the firm’s ad budget.

KBSR OPENS

Air Special Activities

KBSR Springfield, Ark., 250 w s affiliate of ABC, started its service to audiences in Washington an Benton counties by broadcastin special activities Sept. 5. The out- line, owned by the Port Smith (Ark.) Southwest-Times Record, is a full time station on 1340 kc.

To promote the station’s opening the Record packed its Sept. 4 edition with articles about the event and the Southwest Arkansas region it will serve. Occasion was marked by prominent local officials participating in the opening. Ed Rae, mayor; E. H. Rice, Springfield Chamber of Commerce, headed festivities committee.

Speakers included Elmer John son, Springfield mayor; R. L. Vog Rogers mayor; J. C. Knot Jr., Bentonville; Powell M. Rhea, Fayetteville mayor; Harold Whitsof of Huntsville, and J. W. Hogg of Springdale. Following the ceremonies, the station held open house in the evenings for the balance of the week. Local talent participating in the ceremony included the Springfield Kiwanis Synchro- tators.

William F. Hessian, former sales manager of KWLS La Charles, is manager of KBSR.

ROADCASTING • Telecastin

RADIO and television clinic will be held as part of 28th annual advertising and selling course of Advertiser Club of New York this fall and winter Charles P. Hammond, NBC vice pres- ident, will direct clinic.
These Broadcasters Felt Just Like You Do...

They wanted a 1 kw transmitter that they could be sure of so they bought the 20T

Any time you talk about money in four figures, you are talking about a lot of it. For instance, you can buy the finest automobile, refurbish your home, pay for a substantial portion of a new house or any one of a number of grand things with the amount of money you put into a 1 kw broadcast transmitter. Whenever you buy any of these things you shop carefully, investigate the supplier and manufacturer and, most of all, the quality of the product itself before you sign on the dotted line.

When you buy a transmitter for your 1 kw installation you should be careful. When you buy a 20T it’s a sign you have considered your purchase carefully. You have weighed quality, convenience, workmanship, ease of operation against cost. You have made comparison.

In the end you do the same thing the broadcasters listed above decided to do. You choose the 20T. Why? Because you get a real buy in the 20T. It is unsurpassed by any comparison, be it appearance, workmanship, operation, convenience—or the service of the Collins Radio Company—which is a feature of your purchase that lasts the many years that you will enjoy fine service from your installation.

Whether you are starting a new station or replacing present equipment, find out about the 20T so you will know what a really good broadcast transmitter is.

New Booklet
A letter addressed to Dept. BC-1, Collins Radio Company, Cedar Rapids, Iowa, will bring you the newest information on the 20T transmitter.

FOR BROADCAST QUALITY, IT'S...
September 9 Applications

**ACCEPTED FOR FILING**

KWBX Corpus Christi, Tex.—Extension for SSA to operate on 1020 kc 50 kw during hours local sunset Corpus Christi. Period not to exceed 12 mos. from Sept. 15.

License Renewal


Modification of CP

WHAY Washington, D.C.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Assignment of License


APPLICATION DISMISSAL

WBID Essex, Md.—United Bengt, Col. Inc. DISMISSED of motion for rule 1570 kc 1 kw d to 1440 kc 5 kw.

September 12 Applications

**ACCEPTED FOR FILING**

AM—850 kc

WKRB Muskegon, Mich.—CP to change frequency from 1500 kc 3 kw to 1500 kc 3 kw.

KWOC Poplar Bluff, Mo.—CP to change from 1500 kc 250 kc to 900 kc 1 kw.

SAA—1530 kc

KBBU Athens, Tex.—Request for SSA to operate on 1410 kc 250 W D-100 W;c.

AM—170 kc

WMON Montgomery, Ala.—CP to change from 1360 kc 250 w unl. to 780 kc 1 kw.

License Renewal


Modification of CP

WHAY Washington, D.C.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Assignment of License


APPLICATION DISMISSAL

WBID Essex, Md.—United Bengt, Col. Inc. DISMISSED of motion for rule 1570 kc 1 kw d to 1440 kc 5 kw.

September 13 Decisions

**BY THE SECRETARY**

WGTV Kannapolis, N.C.—Granted assignment of license to Fred H. Whiteley, Inc.

WAGF Akron, Ohio—-Granted to install new tans.

WACB Peoria, Ill.—Granted mod. CP for extension of completion date to Sep. 28-38.

WCAY-FM Norfolk, Va.—Granted mod. CP for extension of completion date to Sep. 28-38. On condition construction be completed or interim operation provided by that date.

September 14 Applications

**ACCEPTED FOR FILING**

Service Directory

**CUSTOM- BUILT EQUIPMENT**

**U. S. RECORDING CO.**

1121 Vermont Ave., Wash., D. C.
Sterling 3626

Commercial Radio Monitoring Co.

successor to COMMERCIAL RADIO EQUIP. CO. Monitoring Division PRECISION FREQUENCY MEASUREMENTS Engineer On Duty 24 Hrs. Nickle Every Night

PHONOE LOGAN 8281

Porter Bidg. Kansas City, Mo.
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<td>RADIO ENGINEERS 905 Nsalt Press Bldg. 1407 Pacific Ave. Washington 4, D.C. Santa Cruz, Cal.</td>
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<td>501-314 Munsey Bldg.—Sterling 0111 Washington 4, D. C. Member AFCCE*</td>
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<td>26 Years’ Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 2347 Washington 4, D. C.</td>
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<td>Warner Bldg., Wash., D. C. National 6313</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 363 E. 75th St. Triangle 4400 Chicago 19, ILLINOIS</td>
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<td>JOHN CREUTZ</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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<td>LYNNE C. SMEBY</td>
<td>“Registered Professional Engineer” 620 13th St., N. W. EX. 8073 Washington 5, D. C.</td>
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<td>G. E. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER 4125 Monroe Street TOLEDO 6, OHIO Telephone—Kingswood 7631, 9541</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant Executive 5851 1833 M STREET, N. W. Executive 1230 WASHINGTON 6, D. C.</td>
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<td>ROYAL V. HOWARD</td>
<td>1600 16th St., N. W., Wash., D. C. NORTH 6600 Windsor Hotel Montreal, Que.</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
<td>Member AFCCE*</td>
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<td>Craven, Lohnes &amp; Culver</td>
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<td>Dixie B. McKey &amp; Assoc.</td>
<td>1829 Jefferson Place, N. W. Washington 6, D. C. Republic 7286</td>
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<td>WASHINGTON, D. C. 1605 Connecticut Ave. MI. 4151 DALLAS, TEXAS 1728 Wood St. Riverside 3611 Member AFCCE*</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS, TX. JUSTIN 8-6108</td>
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<td>William E. Bennis, Jr. &amp; ASSOCIATES</td>
<td>3738 Kowakwa St., N. W. Oldway 8071 Washington, D. C.</td>
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<tr>
<td>ROYAL V. HOWARD</td>
<td>1600 16th St., N. W., Wash., D. C. NORTH 6600 Windsor Hotel Montreal, Que.</td>
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Help Wanted

### Situations Wanted (Cont'd)

We have opening for engineer first class phone. Prefer man from station already on staff. Salary $100.00 monthly. Wire Chief Engineer, WOR, New York.

Need operator temporarily for two or three months. Possibility of permanent position. Box 556c, BROADCASTING.

Program director. Must have successful management experience with Negro market in large city. Start immediately. Box 556, BROADCASTING.

Four years experience metropolitan market. Excellent qualifications. Box 560, BROADCASTING.

Experienced manager, sales. Ten years experience. Excellent resume. Box 556, BROADCASTING.

Easy going, responsible, capable, and with personal qualifications, plus the background to handle sports, to work on the phone, to handle studio and the background of television, and would like to live in New England, advise complete details, including salary. Box 566c, BROADCASTING.

Salesmen

Young veteran, aggressive, civic-minded. Good appearance and personality. Desires position with proven sales ability. Graduate School of Radio Technique, Radio City. Desires position with growing station. Box 550c, BROADCASTING.

Situations Wanted (Cont'd)

For rest—11 sound announcers, mature, experienced announcers M. west preferred. Box 600c, BROAD- CASTING.

Announcers

Spokesman, top play-by-play, sports, wants sports-minded station. References. No disc. Box 556c, BROADCASTING.

Expert announcer, presently employed. Thorough knowledge news, sports, sales. Will work as part of the program staff. Box 556c, BROADCASTING.

Excellent announcer. Good quality, metropolitan market. southwestern market. Salesman, experienced, young, hard working. On commission. Box 558, BROADCASTING.

Salesman, experienced, young, hard working. On commission. Box 558, BROADCASTING.

Associated Press. West Coast. Desires place with station. Box 559, BROADCASTING.

Experienced Wide-awake, in-charge, with 15 years in-charge, public address, radio. Box 560, BROADCASTING.

Announcer, presently employed network. Known in the business. Experiences in all phases of network, sales, news, sports, platter shows, etc. Job in a western city. Box 563c, BROADCASTING.

Salesman, western experience. Has ability to sell both on and off the air. Box 566c, BROADCASTING.

The above mentioned positions are to be filled by men of the highest qualifications. Applicants should have a good background in sales, and the ability to sell. Box 600c, BROAD- CASTING.
Stations Wanted (Cont'd)

Control operator, three years clear channel experience, ham, E. E. Degree, B.S. E.E. License. Box 621c, BROADCASTING.

Engineer, first license, two years experience, VHF, UHF, making trips, $4500, $5000. Box 586c, BROADCASTING.

Experienced with first class licenses, 9 years experience. Box 566c, BROADCASTING.

Engineer-anouncer wishes position. Box 577c, BROADCASTING.

Chief engineer, age 30. Now employed regional station. Desire change. Has extensive experience in operation, construction, personnel management and maintenance. FM and directional experience. Consider any location, but must be aggressive, well-established station. Highest references. Minimum salary $6000. Box 536c, BROADCASTING.

Chief engineer. Position wanted as chief, looking for permanent position. Experience and references supplied on request. Will travel. Box 590c, BROADCASTING.

Production, Programming, others

Wanted: Experienced AM-FM studio and programming manager, with commercial writing, telephone, engineering skills. Box 590c, BROADCASTING.

Electronic engineer desires to learn broadcasting business and willing to start at the bottom. College degree, B.S.E.E. License. First telephone 1942, 1948, second telephone 1941, two years experience as radio tech. Can you fit him into your organi- zation? Box 515c, BROADCASTING.

First phone transmitter and control operator desired. Presently employed as chief engineer of aggressive television outlet pref- erably in Rocky Mountain or Pacific coast area. Qualified for installation work. Box 595c, BROADCASTING.

Program director, announcer. Radio 3 years experience. Prefer permanent situation. Box 589c, BROADCASTING.

University graduate in radio journalism wishes to handle technical operation or any part of it. Reporting, editing, rewriting, writing, news writing. Single. Prefer midway or Pacific northwest. Box 517c, BROADCASTING.

Experience writer, presently employed midway. Prefer south or east coast. Box 621c, BROADCASTING.

married. Exempted. First phone license. Box 589c, BROADCASTING.

Experienced engineer, is ready to work in progressive station. Professional knowledge all de- partments. Box 577c, BROADCASTING.

Engineer, 20 months experience, trans- mitter. Box 575c, BROADCASTING.

Program director and/or assistant man- ager. Box 590c, BROADCASTING.

Television

Help Wanted

Salesmen

Wanted: Experienced AM salesmen whose experience and record will bear careful investigation. Will realize that his future is in television, to the extent that he is willing to perform his share. Will have opportunity to establish himself with a television station whose future is of great achievement. His future will be limited only by his intelligence and ability. Box 596c, BROADCASTING.

For Safe Equipment

FM station equipment for sale. One GE 2 kw transmitter with console, audio equipment complete with monitors, etc. Used, not new. Sell $5000. Write Box 542c, BROADCASTING.

Must sell new Presto 8N-1C head, cabinet, microphones. Used Presto 8N, same equipment. Best offer. Box 575c, BROADCASTING.

STATION MANAGERS!

Wanted to Buy (Cont’d)

Equipment

Second-hand 1000 watt transmitter, also frequency monitor, console and auxil- iary equipment. Will pay cash, but price must be realistic. Box 565c, BROADCASTING.

Wanted—Complete 250 watt FM broad- casting station equipment and a 175 ft. self-supporting antenna with insulators. Box 565c, BROADCASTING.

Potable tape recorder, two RCA 50 or D turntables and one beam splitter. Box 565c, BROADCASTING.

Needed immediately. 10 kw used trans- mission, studio equipment. Must be in good condition. Details and lowest cash price, Box 140, El Centro, California.

Used Collins 122-3 remote amplifier or other type three or four channel re- mote. Details and full Engineer WWCO, Waterbury, Connecticut.

Employment Service

Get on the band wagon now for one of the many openings passing through here daily. Special deal for salesman. RRK-Radio-TV Employment Bureau, Box 418, Philadelphia.

Help Wanted

Salesmen

TOPNOTCH SALESMAN FOR TOP NEW ENGLAND INDIE 250 watt FM. $1550-2500 weekly. Apply Box 628c, BROADCASTING.

Wanted Salesmen

BROADCASTERS!

Want a Refresher Course? BEGINNERS!

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Name, Address, City, State.

(Continued on next page)
MILES HEDERER
Director
Radio Bureau
New York State Department of Commerce

DURING the spring and summer I visited every commercial broadcasting station in New York except those in metropolitan New York City. Apple trees were blooming when the journey began at Jamestown. When it ended I had traveled 4,000 miles and talked informally for more than 50 hours with managers and program directors of 84 stations representing 74 AM, 48 FM, and 7 TV operations.

Some managers were interested in discussing the future of AM; many of them wanted to know what other managers thought about TV and FM. But, most of all, we talked about the state of business.

Two managers out of three said

that collections are more difficult than they were a year ago. Most stations, however, aren't doing anything to counteract the trend. Some say they avoid difficulty by carefully opening accounts before accepting them. A few are offering cash discounts for prompt payment. In most cases this amounts to discounts of 5 and 10%, respectively, were reported by two stations.

Business Harder

Nearly everyone agreed that business is somewhat harder to get. As one manager said, "A year ago the business came to us; today we have to go after it." Despite this, one long-established station reported business up 20% over a year ago. While no manager expressed genuine concern over his own business, there was some indication that this summer's seasonal slack may be greater than in recent years and that speculations about the number of accounts which will return in the fall.

Next to business, "What about TV?" was the most popular question. It wasn't surprising that no AM operators believed TV will actually drive them out of business but it was interesting to learn that the only TV operator with no AM affiliation also thought the future of AM was "surely unassailable," he said, "unless there will be changes made." Some AM managers aren't at all concerned. Many believe that video will be primarily a nighttime operation with some sport and special events viewed during the day, which, according to more than one manager, will not seriously affect daytime AM for a long time. A video manager, on the other hand, said that, where they are on the air, daytime TV programs have audiences as large, per available set, as AM programs.

One AM manager said, "It will be years before TV takes the place of local AM, but there is more than casual interest in the development of local television. In addition to those stations which have applications pending, there are at least six stations representing three programs thinking about getting into television, probably as booster stations with some local programming.

While the FM situation is far from encouraging, it isn't completely black. A few AM-FM stations are presenting some programs independently on FM. Three such programs are "5:20 Timekeeper" and "K:ssen," both presenting simultaneous programs originating in their neighboring communities at least once weekly during the coming winter. The interesting point is that they plan to air the show during class and AM time, in competition with themselves. They believe that FM's "reach" will enable them to sell listeners something they want to hear and can't get on AM.

Many rural listeners, according to one spokesman, have realized the supremacy of FM and are turning toward it after dark. Farmers in New York State receive weather reports from FM transmitters located all over the state as well as many other programs tailored especially for them.

Mastin Boosts FM

Finally, New York, in Cecil Mastin, chairman of NAB's Advisory FM Committee, has one of the country's real boosters for FM. When I talked with Mr. Mastin he had just returned from a meeting of his committee in Washington, and his enthusiasm was catching. He unequivocally believes that, except for clear channels, FM is the coming medium of audio transmission. He says, "Virtually all regional AM stations are the public better with FM." The change has not come about sooner because there wasn't much the operator could do until there were more receivers on the market. And the public had sufficient time to sample the product. "It took time," says Mr. Mastin, "to provide good receivers for use in the high band, to eliminate drift, and to supply parts for large-scale production. Today these troubles have virtually been licked, and there are now excellent, highly sensitive receivers on the market." Mr. Mastin explained a survey plan which his committee has proposed to NAB: "It's a plan for two or three," he says, "we've got planting seeds. So far, there's no crop of hay, but we do have a good seed crop. Now we've asked the electronic manufacturers in New York, City, Alliance, Ohio, and Kansas City, Mo. This should be done immediately so that the results of the survey can be published and a formula made available this year to FM stations."

Mr. Mastin believes that FM will be aided by TV because, while it is not feasible to install AM circuits in television receivers, FM is for audio only can be added to the circuits used for video at small additional cost. Perhaps this prediction by Mr. Mastin will break down the sales resistance of people, such as the critic whom I met on a bus. Referring to the well-worn argument that FM is static-free, he said, "So FM has static. So you can hear in a thunderstorm as good as you can hear when the sun shines. Tell me, then, who turns on the radio in a thunderstorm?"

EDWARD L. Saxe

Gets CBS Controller Job

EDWARD L. SAXE, CBS executive assistant since January 1948, last week was appointed controller of the network. The post is a newly created one.

Dr. Saxe, who joined the network as assistant to the treasurer in March 1946 will assume direct supervision of budget preparation, and will have charge of budget operations, reporting directly to the corporation's general executive. He also will continue to perform executive administrative functions.

WNAF NOW WDEM

R. I. Station Rededicates

REDEDICATION of WNAF Providence, R. I., now WDEM, was held last Tuesday to formally announce new ownership under Narragansett Broadcasting Co. which is approved by FCC in June [Broadcasting, June 27]. WDEM is assigned 500 w daytime on 1290 kc.


Narragansett Broadcasting is headed by L. A. Pirer, local businessman, president. In all there are nine equal owners, all local professional and business men. Former owner was Community Broadcasting Co.

WTC Hartford, Conn., will originate 27 broadcasts at Eastern States Exposition in West Springfield, Mass., this week.
REVA ANN DAME of the WMAD in Mazon, Ill., commercial department, christens the "Nancy Hawks, Third," a motor-powered engine of Middle Georgia Yeolite, 40 and 8 Society. With her is Chairman A. Mock Dodd of 40 and 8 Train. Miss Dame wrote copy advertising Mazon on records played from the engine (built on a truck chassis) and also voiced stories on records cut by WMAD.

WJIM GRANT

U. S. Court Upholds FCC

FCC has been upheld by the U. S. Court of Appeals for the District of Columbia in a decision of the Commission granting improved facilities on 550 kc to WJIM Lansing, Mich. The court on Sept. 9 affirmed the FCC ruling which also conditionally denied a power increase on the same frequency to WKRC Cincinnati, which filed the appeal.

The four-year-old case is moot, however, since WJIM a fortnight ago had turned in the construction permit granted by FCC for switch from 250 w fulltime to 1 kw fulltime on 550 kc. WKRC had sought a power boost on 550 kc from its present 1 kw night, 5 kw day to 5 kw fulltime on that channel, directional. The FCC denial of WKRC's application was without prejudice to its filing a new proposal whereby it would protect WJIM. The court held that WKRC had a fair hearing before the Commission.

ACA Radio-TV Forum

RADIO AND TELEVISION will be featured on the afternoon session of opening day of the three-day annual convention of Assn. of Canadian Advertisers at Royal York Hotel, Toronto, Ont. 19-21. Under chairmanship of C. W. Hart, Procter & Gamble of Canada Ltd., Toronto, the radio and television forum will consist of three parts. Leonard Bush, vice president of Compton Adv. Inc, New York, will discuss "What Happens to Radio With the Advent of Television." A special presentation on television success stories is to be shown, and A. D. Dunton, chairman of the Canadian Broadcasting Corp., will talk on "Canada's Television Future."
Time Off To Sell
SALES may be a problem when your station’s facility is limited but results may be surprising when the entire station staff is turned out to sell on masse. KVEN Television, in Redlands, Calif., tried this recently—on a Dollar Day, when Mort Werner, manager, transcribed an entire day’s schedule, except for news, and turned loose all but one engineer to sell. Under the direction of Harry Engel, commercial manager, the one data-entry blame force brought in $300 worth of business. . .big billing for a small station with a very low rate card.

Hickey Aids Goldman
When the counsel replied in the negative, the judge asked what was the difference. This exchange ended when Mr. Hickey, a special assistant U. S. Attorney General, came to Mr. Goldman’s relief with a new plea that in promulgating its rules, the FCC was only “an agent of Congress.” He argued that “the court grants this temporary injunction, it will be saying to the FCC, ‘You’re thinking wrong, you can’t think that way.’

Counsel for Radio Features closed his argument with the charge that it is an “unthinkable proposition when a government agency has an end in view that you can’t do anything about it even though your business is being destroyed. Mr. Tinsley stressed the point that Radio Features is “not an illegal business.” Before issuing the restraining order, Judge Igoe did not comment on the claim that the FCC exceeded its authority nor did he delve into

 hearings on lottery charges in an effort by the FCC to avoid prosecution. The counsel was in the process of listing steps taken to hear all sides of the WARL case, starting with hearings before an examiner, when the judge again interrupted to ask, “While these proceedings were underway, was the station required to suspend the program?”

Giveaway Setbacks

(Continued from page 85)

Mr. Goldman, assistant general counsel of the FCC, and chief spokesman for the government, asked that the court recognize that the relief which Radio Features in effect sought was a “declaratory judgment of the invalidity or inapplicability of the Commission’s interpretative rules to its programs, because the Commission’s threat to refuse to renew the license of any station carrying such (giveaway) programs—if it turned out to be within the scope of the Commission’s interpretative rules—was resulting in the cancellation of existing contracts.”

“A showing of this type of uncertainty or jeopardy may present the type of situation for which a declaratory judgment is designed to afford relief. It is, however, not the function of a preliminary restraining order to make a preliminary grant of the full relief, but rather to prevent irreparable injury resulting from the taking of the action threatened. A stay is designed to do what its name implies—stay the head of the agency until the court has determined whether the action is required or whether it threatens.”

Mr. Goldman contended that the FCC decision of Aug. 18 makes it clear that the Commission will not act to implement its policy in licensing proceedings until after Oct. 1.

“Thus, the Commission has extended to licensees a period of grace in order to afford the fullest and most adequate notice of its proposed policy. If it is plaintiff’s contention that it is presently suffering irreparable injury by reason of the fact that the announcement of policy and interpretation of law presented creates uncertainty resulting in the obligation of existing contracts, that is the uncertainty and jeopardy which it is desired to have removed by a final judgment of the invalidity of the proposed policy and interpretation of law or their inapplicability to plaintiff’s programs.”

Charges ‘Preliminary Judgment’

He charged that any injunction which purports to do more that what the Commission itself has done with respect to the period between Aug. 18 and Oct. 1 “would be in effect a preliminary judgment of the FCC’s order.”

Evidence presented by counsel for Radio Features specified that WBNS Columbus, and WIL St. Louis have cancelled their contracts with the company since the FCC’s ruling, that several others are ready to cancel, and that negotiations which were underway for sale of programs to 45 stations of the Don Lee network, and a dozen others, have fallen through. Mr. Schwimmer testified that unless the injunction was granted his company would be out of business by Oct. 1.

Judge Igoe deplored the fact that the FCC refused to postpone the effective date of its Aug. 18 order until after hearing and determination of the plaintiff’s application for an interlocutory injunction.

“I don’t understand the position of the FCC,” he said. “In our Interstate Commerce Commission cases, hearings on temporary injunctions are not required because the ICC postpones the effective date of a ruling until after a three-judge court has heard the case.

When the FCC counsel ventured the opinion this was a “unique” case, the judge declared it was “no more unique than the ICC cases that come in here.”

“An entire industry has been disrupted and it would be no harm to the FCC to postpone its effective date,” Judge Igoe said.

Mr. Goldman suggested that perhaps the cancellation of Radio Features programs did not result from the FCC interpretation but from a belief that the Commission may be right.

This brought forth the judicial quip: “As you see it, you did threaten to do anything to anybody, but they’re mighty afraid you’re going to. Of course, you’re in the driver’s seat and can do as you please.”

Judge Igoe questioned Mr. Goldman as to why the FCC felt it necessary to interpret the lottery statutes, asking, “Aren’t the statutes clear?”

The Commission feels it is fairer to promulgates rules rather than render opinions on a case-to-case basis, announcing from time to time its policy regarding a law so that a station can’t say it doesn’t know the law, the counsel explained.

“Do you presume that the stations don’t know the law,” pursued the judge. “They have many conflicting views,” replied Mr. Goldman.

When the counsel was telling of the FCC’s referral of several lottery cases involving stations to the Attorney General, Judge Igoe interrupted to ask if any stations had been prosecuted on lottery charges. Mr. Goldman said he had only a vague recollection of a few.

“You say the FCC has referred certain cases to the Attorney General and he apparently has in most instances said ‘No case.’ Now isn’t it true the FCC is seeking to carry on its own prosecution,” asked the judge.

Denying this, Mr. Goldman cited the WARL Arlington, Va., case, which he said, was given many

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ANN MIMS, KNOE Monroe, La., receptionist chosen queen of the Louisiana Water Carnival, was entertained at the Shamrock Hotel in Houston, Tex. When her plane reached from Monroe airport are (l to r) Bob Dumm, manager who departed on some plane two weeks earlier from the Navy; former Gov. James A. Noc, owner of KNOE, and Jack Howard, president of Monroe Chamber of Commerce.
merits of the giveaway ban. merely said the plaintiff had a right to a "verified
vention, which has not been dis-
and the defendant has of-
ed no counter affidavits." He
ted the government had conceded
a court had jurisdiction, and de-
ared that under the statutes his
"has the right to issue an
unction until a three-judge cur
has been convened in this case."
Following custom, Judge Igoe
will be one of the three judges.
The other two will be selected by
Chief Judge J. Earl Major of the U.
C. Court of Appeals for the
Seventh District. One will be from
the Appeals Court and the other
from Federal District Court.
Judge Igoe asked that attorneys
for each side in the contro-
file briefs by Sept. 27.
Radio Features entered its
petition for the immediate pur-
protecting its investment in the
programs Tello Test and Tune Test,
stating that there are new
the type of programs that could
be covered by FCC Rules 3.192,
2.292 and 2.692 "if such rules were
in effect valid" [Broadcasting, Sept. 12].

UN BIRTHDAY
Draws Ad Council Assist
ADVERTISING COUNCIL board
of directors has approved a request
for advertising assistance in the
international celebration of the
United Nations' Fourth birthday on
Oct. 4. Samuel C. Gale, director of
advertising for General Mills, and
a council director, is chairman of the
subcommittee on advertising of the
National Citizens Committee
for UN Day and coordinator for
the project.
J. Walter Thompson Co., through
Thomas L. Greer, has been named
the council's volunteer agency for the
observance. Special radio pro-
motion material, including a kit
for local stations, is being prepared
by Barry Maho, radio director of the
American Heritage Founda-

Radio Buying Guide
ALLIED RADIO Corp. of Chicago
has announced publication of its
new 1950 196-page catalog, cov-
"everything in radio and elec-
tronics." Special emphasis has been
placed on equipment for broadcast
station maintenance including de-
tailed listings of power tubes, dis-
tortion analyzing equipment, pick-
ups, equalized line and arms, CAA ap-
proved tower light controls and other
types of electronic equipment in the
broadcast field. The 1950
Buying Guide may be obtained
without charge from Allied Radio
Corp., 833 W. Jackson Blvd., Chi-
ago 7, Ill.

H. R. BAUHAGE will originate his
ABC broadcast Sept. 20 from the
United Nations Assembly at Lake
Success, N. Y., when the UN opens.

A REPRESENTATIVE WHAS Louisville listener, Mrs. Paul
Eubank, moves the first shovel of earth for erection of
the station's television tower. Immediately in back
of Mrs. Eubank is Victor Sholis, WHAS director, and Loui-
ville's Mayor Charles Farnsley, in black bow string tie.
Holding the portable microphone is Master of Ceremonies
Pete French. Technical Director Orrin W. Towner is at
far right.

WRQN Now WVOP
VIDALIA Broadcasting Co., Vi-
dalia, Ga., has changed the call
letters for its AM facilities from
WRQN to WVOP. General Man-
ger Howard C. Gilreath said the
WVOP stands for "the Voice of
Progress." Affiliated with the
Georgia Network, WVOP is a 250-
 Watt outlet operating fulltime on
1460 kc. Warren B. Smith is chief
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RADIO ALERT
RCA System for Emergencies
WFEA Manchester, N. H., and
WBZ Boston cooperated last week
in a radio alert system devised by
RCA for emergency use. It
was employed Thursday by Civil De-
fense forces participating in
"Operation Lookout," in which
more than 100 Air National Guard
pilots "raided" the East Coast
from Maine to Delaware.
As the raid was in progress, a
signal was sent from a command
post of the Continental Air Com-
mand in New Hampshire to
WFEA. There it was transmitted
as an inaudible tone to WBZ and
by that station to an "alert" re-
ceiver in the air raid warning cen-
ter of Montpelier, Vt.
In an earlier stage of "Op-
eration Lookout," which began Sept.
10, the warning signal originated
at a command post on Long Island,
passed over private wire to an
NBC transmitter at Port Washing-
ton. L. I., was added as an inaud-
ible tone to station program beams,
sent by an RCA alert re-
ceiver at WGBI Scranton, Pa., and
retransmitted to Civil Defense
headquarters in Scranton.

Landon Cecil Herndon
LANDON CECIL HERNDON, Jr.,
assistant chief of FCC's field en-
ingen and monitoring division at
Washington, died last Wednesday
at his home in Arlington, Va. In
radio engineering supervision since
1921, Mr. Herndon formerly had
been in charge of the central states
region for FCC's Bureau of En-
engineering at Chicago. He is survived
by his wife and a son.

Further Extension Asked
ANOTHER 30-day extension from
Sept. 19 was requested last week by G. A. (Dick) Richards
stations to petition FCC for changes in is-
sues announced for the Commission
hearing on license renewal and
trustee shop plan involving WGAR
Cleveland, WJR Detroit and KMPC
Los Angeles [Broadcasting, Aug. 1]. Present extension expires to-
day (Monday). WGAR is the only
station presently having a re-
newal bid pending but the trustee
plan covers all three Richards
outlets.

PAINT spray gun in hand, Lee Little,
KTUC Tucson, Ariz., president and
general manager, leads the station in
battle against traffic deaths on city's
streets. The slogan, "Caution Before
Stepping," promotes station's net-
work affiliation as well as serving
the public. First letter of each of the
words was painted longer to empha-
size CBS. With authorization of
the city council, the catch phrase
was painted 1,024 times on Tucson
sidewalks.

IRVE TUNICK (r) of New York City,
radio script writer and producer, re-
ceives Disabled American Veterans
citation from Gen. Jonathan M.
Wainwright at 28th DAV national
convention in Cleveland. Gen. Wain-
wright retired as national commander.
Mr. Tunick received the citation for
"his outstanding contribution in
bringing the dramatized story of the
disabled veteran to America's radio
audience."
MURRAY CARPENTER BUYS HALF OF WABI

MURRAY CARPENTER, of Cape Elizabeth, Me., becomes general manager and treasurer of WABI Bangor, ABC affiliate 5 kw on 910 kc, oldest standard station in Maine, according to F. B. Simpson, present owner. Mr. Carpenter, former manager of WPOR Portland, Me., which he helped establish in 1946, said he sold his interest in that station to acquire WABI.

Mr. Simpson said station will file shortly with FCC providing for transfer of ownership to be equally divided between Mr. Carpenter and Horace Hildreth, ex-Governor of Maine and president of Bucknell U. He said decision to sell was because of health. Before launching WPOR, Mr. Carpenter, 34, spent 12 years with Compton Advt., New York.

NINE NEW AM OUTLETS AUTHORIZED BY FCC

NINE new AM station grants authorized by FCC Friday. Logan Best Co., Logan, W. Va., granted regional outlet on 1290 kc with 5 kw day, 1 kw night, DA; conditional. Firm is in the person of John Baker, Bac. Wm. Meadows, who with William T. Lively and W. D. Stone also has interests in WYYO Pineville and WCWA Charleston, W. Va.

Other permits went to Carbonate Best Co., Carbonate, Pa., 1320 kc, 250 kw, fulltime; Grady-Mitchell Best Co., Cairo, Wash., 1300 kc, 1 kw day; Richmond Enterprises Inc., Sitka, Alaska, 1400 kc, 250 w, unlimited; Interstate Radio Inc, Coffey, Wash., 1650 kc, 250 kw, unlimited; Akron Best Co., Akron, Ohio, 1510 kc, 1 kw daytime, directional; Ark.-Valleymed Best Co., Aurora, Colo., 1590 kc, 1 kw daytime; Maple Leaf Best Co., Wasco, Calif., 1990 kc, 250 kw daytime; Prairie Radio Corp., Lincoln, Ill., 1370 kc, 500 kw daytime.

KGST FRESNO SOLD

KGST Fresno, Calif., sold for $55,000 subject to FCC approval to group of Chicagoans. Buyers are Morris Mindel, Sidney Mandel and Milton Gerloff. John Baker holds 62 1/2%. Other owners, Peter K. Ognigian, Dr. George F. Baker and Harry Hartunian.

COMMISSIONERS GUESTS

FCC COMMISSIONERS were luncheon guests of Defense Secretary Louis Johnson at Pentagon Friday, and described it as “purely social.” All attended except Commr. Rosel H. Hyde, who’s at Montreal NBAE conference.

CIGAR TEST CAMPAIGN

CIGAR Institute of America inaugurating test paid advertising campaign for 1950 through Benton & Bowles, New York, to cost $70,000. Campaign will serve as pattern for future advertising activities. Media to be used will be announced shortly.

TV TAVERN FEE UPHeld

FEE OF $120 levied by Pennsylvania Liquor Control Board on about 15,000 Philadelphia taverns showing television upheaved by Dauphin County Court at Harrisburg, Pa. Suit was filed March 11 by 27 taproom operators on behalf of 1,000 licensees in city.

SODERLUND NAMED BY KFAB

HAROLD A. SODERLUND, in charge of regional sales at KFAB Omaha for five years, appointed sales manager of station, Harry Burke, general manager, announced.

FOUR STATION TRANSFERS GET FCC APPROVAL

SALES OF WLIB New York, WEAT Lake Worth, Fla., WNTT Augusta, Ga., and WERD Atlanta, Ga., approved by FCC Friday. Commission also ordered hearing on proposed assignment of license for KWKW-AM-FM Burbank, Calif., from Leslie S. Bowen, bankrupt trustee, to Union Bestg. Corp. of Calif., ILGWU subsidiary, for $40,000. Details of transfer grants:


WNTT Augusta, Ga.—Granted transfer of control to E. F. R. Foster, new manager WCAM Augusta, for $75,000. Grant conditions: right of control 25%, 10%, 10%. WNTT sellers include Edgar W. Teasley and Walter J. Smith, Jr., both of Augusta.

WERD Atlanta, Ga.—Granted transfer of control to Harry Hartunian in consideration $150,000.

TV CONTRACT CHECKLIST SUBMITTED BY AAAA

AMERICAN ASSN. of Advertising Agencies today (Sept. 19) released checklist of “points for consideration in negotiating television facilities contracts.” Drafted by AAAA Committee on Radio and TV Broadcasting, headed by Carlos Franco, Young & Rubicam, checklist contains suggestions for TV problem areas not covered by AAAA standard spot radio contract form or video station contracts. Highlights:

The music licenses carried by most stations and networks cover performance of music in non-dramatic form, only. Broadcasters must therefore limit their indemnification to limits of the license. If music is reproduced on records or film or is used in a dramatic form, it is agency’s responsibility to get proper clearance.

It would be to agencies advantage to obtain written agreements and cancellation privilege in remote pickups, because of complexities of union regulations. Agencies should ascertain whether use of props is permitted at point of pickup.

Proposals with use of kinescope prints, it is advisable for agency to have clearance on following points: infringement of patent rights; contractual obligation on violations of AFRA, theatrical, and motion picture union contracts; film rights for talent; synchronization and mechanical rights on music, etc.

POPULATION GAIN

U. S. POPULATION jumped to 149,452,000 as of Aug. 1, representing 13.5% increase over 131,669,276 for April 1, 1940, according to estimates released by Philip M. Hauser, acting director, Census Bureau. First seven months of 1949 showed increase of 1,401,000, or same as that for corresponding period last year. Figures include armed forces overseas.

STERILE-AIRE TEST

CHEMICAL Air Purification Corp., Chicago (Sterile-Aire germ killer), starting chain-break and comparison minute spot test on WSBE South Bend, Ind., with results of 13-week series to determine national expansion plans. Time to be bought in Chicago next, then one market at a time, agency, Morris F. Swaney, Chicago; Harry Ault, account executive.

SEIDEL TO RCA VICTOR

ROBERT A. SEIDEL, vice-president in charge of Victor Div. as vice president in charge of RCA Victor Div. as vice president in charge of RCA Victor Div. of RCA, is known for his role in the activities in the National Retail Dry Assn., where he served as a member of the board of directors, chairman of executive committee and chairman of association’s committees on government affairs.

Closed Circuit

(Continued from page 4)
towers into cities. Where original proposal would have allowed station’s approval for towers up to 170 feet unless located in airport or approach areas, aviation interests now pushing for 150-foot limit. Tentative standards, worked out in CAA-FCC-industry conferences last spring, currently in CAA hands but ultimately due for FCC action. However, suspicion prevails they’re being followed in principle by CAA in passing upon current applications.

BUCHANAN & Co., New York, re-opened spot schedule for Eskin Pies, Blomfield, N. Y., on 11 stations in 9 Midwest markets. Contracts are for intensive four-week period in markets where distribution is established.

KIRKMAN SOAP FLAKES considering spot announcement campaign. Agency, Newell-Emmett, New York, also recommending television spot schedule.


WITHIN HOURS of all-network wire Wednesda, New York, to interconnected TV stations on handling of World Series on “no pay, no charge” basis despite Gilbert commercials, telecasters were burning up telephone wires. (See page 47, also editorial page 44.) Independent telecasters were believed unanimous that move could alter whole economic philosophy of sponsorship of special events for both audio and video and leave them holding empty money bags. They plan concerted, independent action next year.

LAMBERT & FEASLEY, New York, quitting stations on behalf of its Phillips 66 gasoline account to determine radio time spent by competitive advertisers with ultimate plans to recommend increase in spot announcements for 1950.

DR. PETER GOLDMARK, CBS color TV inventor, planning shortly to leave for England for another study of his sequential color system in London and on continent. His mission understood to have been in some measure responsible for FCC decision to launch Sept. 26 TV hearings with color testimony.

HAMILTON WATCH Co., through Hirschon-Garfark Agency, New York, shopping for half-hour network show.

ALTHOUGH NBAE conference in Montreal is expected to run two months unless it hits impasse early in sessions which would result in postponement or worse, Commr. Rosel H. Hyde, chairman of committee on coordination of his sequential color system in London and on continent. His mission understood to have been in some measure responsible for FCC decision to launch Sept. 26 TV hearings with color testimony.

BROADCASTING • Telecasting
The Television Service of The Nation's Station — the combined three-station coverage of WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus — now offers advertisers the 10th largest (*) television market in the country.

Linked by micro-wave relay, these stations serve an area embracing 3\(\frac{3}{4}\) million people...935,000 families with 52,000 television receivers now in use — 76,000 predicted by the first of the year.

Advertisers, both large and small, have already learned this fact; simulcasts on all three stations provide the ideal method of reaching this important television market — at considerable savings in program, production and technical costs.

During one week last month (August 14-20), a total of 127 advertisers bought 315 advertising units (programs, participations or spot announcements) on all three stations...reaching this significant, responsive audience for as little as $1.25 per-thousand-viewers.

* NBC Research Department Estimates

For further information, contact any of these sales offices:

<table>
<thead>
<tr>
<th>WLW-D</th>
<th>WLW-T</th>
<th>WLW-C</th>
</tr>
</thead>
<tbody>
<tr>
<td>4595 S. Dixie Highway</td>
<td>140 West Ninth St.</td>
<td>3165 Olentangy River Rd.</td>
</tr>
<tr>
<td>Dayton 9, Ohio</td>
<td>Cincinnati 2, Ohio</td>
<td>Columbus 2, Ohio</td>
</tr>
</tbody>
</table>

TELEVISION SERVICE OF THE NATION’S STATION

Crosley Broadcasting Corporation
Amos ’n’ Andy Back on

Like ole man river, these veteran comedians keep on rollin’ season after season. They’ve rolled up 21 impressive years in broadcasting, and a fabulously faithful aggregation of followers (not the least of whom is the widely known radio editor, John Crosby.)

Out in Eastern Iowa these enduring favorites will again be heard this fall on WMT. With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm and industrial market. Ask the Katz man to show you how WMT sells in WMTland.