WOR'S OWN RULES FOR RADIO FOOTBALL...

during the 1949 season

PASS INCOMPLETE
The boys at Ajax thought they could run that product on a 20% sales gain in greater New York without using WOR. PENALTY—A WOR personality like Martha Deane, Stan Lomax, or Barbara Welles.

PERSONAL FOUL
Charlie Bricker of Lamson thought he'd out-think the client; skipped WOR in schedule set to boost candy sales. Forgot that WOR could do work of almost all media. PENALTY—he must read Peter Paul and Colonial WOR success stories.

OFF-SIDE
Bill Fowler of Brecker & Brinker knew that WOR's news programs could perform miracles for his client's shoe polish. Thought he'd run around them; lost a market by doing so. PENALTY—a low cost WOR news show that outstripped all media used.

CRAWLING-BY BALL CARRIER
The v.p. in charge adv. for Cannonball Cleaner said his media list would run stuff to top position in jig time. Forgot to include WOR. PENALTY—a WOR news show that did the job in 8 weeks without other ad help.

INTERFERENCE WITH PLAYER
Bill Grum disagreed with Harley Transfer regarding Hannibal Nail Polish's use of a WOR woman's show. Wasted 4 weeks on media duds. PENALTY—WOR participation that boosted sales more than 30% in less than 10 weeks.

WOR
—that all-american seller at 1440 Broadway, in New York
“DINNERBELL TIME” on WLS is America's oldest, continuous farm service program, as old as the station itself, 25 years. Each noon our editors tell listeners about farm meetings in the area, interview leaders in all branches of agriculture, report news gathered by our large staff of Prairie Farmer-WLS field editors. Almost every week finds the program originating "remote" from some rural gathering. Anything that affects the business of farming or farm living is "Dinnerbell" copy. That's why "Dinnerbell" is "must" listening in so many homes throughout Midwest America. Thousands of listeners feel as Mrs. Thomas L. Marks did when she wrote:

"To me, Dinnerbell is an important part of my day. I always feel I know you folks."

Mr. and Mrs. Marks live on an acreage five miles out of Anderson, Indiana, where Mr. Marks is service manager for Pierce Governor Company. Both were born and raised on Indiana farms, and are still intensely interested in the many WLS farm service features such as Dinnerbell, Bulletin Board, markets and weather. They are regular listeners to the WLS National Barn Dance, every day hear Dr. Holland's Morning Devotions broadcast. "Happy Hank" is a favorite with the niece and nephew who live with them: 9-year-old Ann and 8-year-old Jimmy Davis. One of the best remembered events of the Marks' lives is when they met Dr. Holland, WLS staff pastor, and the late Henry Burr, at a personal appearance in Anderson. They think so much of their friendly entertainers at WLS that they have every Family Album published—since 1929!

This family is typical of the vast WLS audience concentrated in the four states of Illinois, Indiana, Wisconsin and Michigan. They like to listen to WLS because they feel we're their friends, because we broadcast entertainment they like, information they need and want. Through 25 years of serving these needs, WLS has built up a tremendous audience loyalty and belief. That's why WLS Gets Results.

A Clear Channel Station

HICAGO 7

B90 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY
1. **ST. JOHN PLANTATION**, near St. Martinsville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.

2. **THE DAIRY INDUSTRY** is developing fast in Louisiana. With year-round pasturage and growing markets, it’s adding millions to the state’s diversified farm income. Another reason 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.

   **WWL—LAND**

   The greatest selling power in the South's greatest city

   50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

   BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
Upcoming

FORD MOTOR Co. names Kenyon & Eckhardt, New York, for institutional advertising in addition to Lincoln-Mercury account and radio and television part of Ford Motor Co. Agency has Ford-Theatre starting first week in October on CBS-TV sponsored by Ford Motor Co. Ford products and Ford dealer accounts will continue to be handled by J. Walter Thompson, J. B. Davis, Ford vice president, announced.

CBS News caster Lowell Thomas seriously injured Friday in Himalaya mountains. News service reported he was hurt in auto accident, but his New York office learned he was thrown from horse. Army Air Force was called to rescue him from mountain village of Gyantse, in Sikkim, border wilderness between Tibet and India. Son Lowell Jr. was with him. Commentator, sponsored by Procter & Gamble, has been on world tour since last July.

MUTUAL contract with AFL for 15-minute across the board news program [Closed Circuit, Sept. 19], still unsigned pending selection of commentator and settling of other factors. Formal approval may wait AFL convention Oct. 3.

TED GRANIK'S American Forum of the Air to move to NBC from MBS. Broadcast arrangements not yet complete but will be Sunday afternoon program simulcast (AM and TV) with first broadcast in early October. Mr. Granik understood negotiating for sponsorship with several organizations reportedly interested. Number of stations both AM and TV carry program undecided pending sponsorship and other negotiations. Further details can be expected shortly.

GOODYEAR RUBBER Co., New York, expected to sponsor Paul White man in new television show. Negotiations currently going on between company, its two agencies—Young & Rubicam and Kudner—and Mr. Whiteman.

BROADCAST Advertising Bureau understood to be notifying stations of protest by Federal Adv. Agency involving recording titled "Cheap Cigars." Understood two Federal clients, General Cigar and Cigar Institute of America, have objected to record, with stations asked not to perform it on air.

PFEIFFER BREWING Co., Detroit, for its beer, planning regional spot campaign and

(Continued on page 86)

Business Briefly


SOAP SERIES • M. Werk Co., Cincinnati, buys Meet The Menjou, new open-end disc series produced by Frederie Ziv Co., to place in Cleveland, Columbus, Dayton, Louisville and Cincinnati through Ralph H. Jones Co., Cincinnati. Ziv program, Close Kid, expanded to five Alabama and Mississippi markets by Smith Bakery Co., Gulfport, Ala., after test.


DFS NAMED TO HANDLE FRANCO-AMERICAN

CAMPBELL SOUP Co., Camden, names Danzer-Fitzgerald-Sample to handle Franco-American Brands effective Oct. 31. Total billing on products is said to be $15 million. Move is return by company to its pre-war policy of dividing advertising responsibility for Campbell and Franco-American brands.

Franco-American brands include spaghetti, American macaroni and American beef gravy. DFS has been handling V-8 vegetable juice, V-8 tomato catup and V-8 chili sauce since acquisition of these brands by Campbell. Ward Wheelock Agency, Philadelphia, will continue to handle Campbell Soup's other products. Campbell sponsors Club 15 and Ed Murrow on CBS.

FCC Turns Down WHAS Sale to WLW

SALE OF WHAS Louisville properties for $1,925,000-plus to Avo's Crosley Broadcasting Co. denied by FCC Friday in final decision substantially same as earlier initial decision to ban transfer because of overlap between WHAS and Crosley's WLW Cincinnati [BROADCASTING, June 27]. Both are Class I-A clear channel stations, separated by 89 miles.

Counsel for both groups said no decision yet as to appeal, which if taken would be before special statutory three-judge court in Cincinnati or Louisville.

Because of expansion of other interests and desire for "complete financial self-containment," Barry Bingham family which owns WHAS-AM-FM-TV through Louisville Courier-Journal and Times, believed willing to entertain other offers should deal with Crosley be dropped. Bob Hope, radio-film comedian, and Fort Industry Co., multiple-station operator headed by George B. Storer, one time were competitors with Crosley for WHAS facilities but subsequently withdrew.

FCC concluded that in view of record and its duopoly ban contained in Sec. 3.35 of its rules, it could not conclude that "public interest, convenience and necessity" would be served through the multiple ownership proposal. Decision continued: "On the contrary, the control of WLW and WHAS by Crosley is so complete, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it affirmatively appears that the public interest would not be served by the multiple ownership proposed. Indeed, to permit a single corporation to own and control these two powerful stations would be to render Section 3.35 a nullity and to abandon the Commission's long established policy in favor of competition and against concentration of control."
YOU OUTFOX 'EM
ALL WITH WKMH

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* Based on share of audience—May thru July Hooper Report.

“MONEY-WISE TIME BUYERS ANALYZE HOOPERS.”

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus...

1000 WATTS

Fred A. Knorr
President and Gen. Mgr.

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

BROADCASTING * Telecasting
WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

WBIG

Monday thru Friday
8:00 AM—12 N 46.0
Monday thru Friday
12:00 N—6:00 PM 41.2
Sunday thru Saturday
6:00 PM—10:00 PM 59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingsbery
MILDRED BEDELL
ON THE AIR

This year for the first time, Portland's Bedell Store tried radio advertising. The program, featuring Mildred Bedell's fashion comments, proved so successful that it has now been increased to a 5-a-week, 15-minute schedule for the fall and winter season.

WHY are Oregon advertisers buying more 15-minute units on KEX than on any other station? Because KEX's popular 50,000-watt voice means more listeners per dollar in the BIG Portland trading area! To match the success of the three promotions outlined here, get in touch with KEX or with any Free & Peters representative.

BOB HAZEN
SHOW

An officer of Portland's Benjamin Franklin Building and Loan Association, Bob Hazen decided to tell his own sales story over KEX at 7:30 each morning. The program clicked from the start, with exceptional records for new accounts opened and for "dime-savers" requested.

WASHBURN
"BRADFORD'S NEWS"

Another radio advertiser is Bradford's, a leading men's store in Portland. With KEX newscaster Sherman Washburn on the air at 7 each morning, Bradford's has seen their sales jump... in the face of a general downward trend.

PORTLAND Oregon's
Only 50,000 Watt Station

ABC AFFILIATE
WESTINGHOUSE RADIO STATIONS Inc. • KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales
FOR LONG WEAR

PRESTO IS YOUR DISC

When you find your records sounding fuzzy and worn after a few playings, in spite of the most modern equipment ...

DON'T LOSE HOPE...

Switch to Presto Discs

Every disc bearing the Presto label has long-wearing qualities built into it. It will give you 100 playings or more on modern equipment.

World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

Page 8 * September 26, 1949
So quiet in operation you can make announcements right in the transmitter room itself*, type BTA-1L maintains its excellent reputation for economical and reliable service by continuing to prove it.

Ask any station man who runs one.
For complete data and suggested floor plans, see your RCA Broadcast Sales Engineer. Or write Dept. 19 ID, RCA Engineering Products, Camden, N. J.

*The BTA-1L uses no blowers or a-c contactors.
Not all of 'em have tough hides!
Not if you use the right materials.
And the same holds true for markets.
Take the case of Phillips Petroleum Company. They thought the Northwest market was tough to penetrate.
...Until a Radio Sales Account Executive came to the rescue—with first-hand material (gathered during his regular visits to the Northwest territory) about Twin City stations and their audiences.
That was 18 months ago. Now—to quote the client—"Business is booming. Now it's better than ever. What's more, our program on 50,000-watt WCCO has attracted many, many new dealers." All because "Phillips' 66 Talent Parade"—a WCCO local live talent half-hour that discovers and rewards talented youngsters—reaches and sells more than half the available audience throughout the Northwest.
If your advertising isn't made of the stuff that penetrates—and sells—13 of your best markets, call your Radio Sales Account Executive. His on-the-spot knowledge of the markets served by the stations he represents can help you get jumbo profits.

RADIO SALES
Radio and Television Stations Representative...CBS

Radio Sales represents the best radio station—the CBS one of course—in Boston, New York*, Washington, D.C., Philadelphia*, Richmond, the Carolinas*, Alabama*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast's leading regional network. (*And the best TV station in these markets.)
AGENCIES

JOHN PARISH, formerly president of Chester Parish Assoc., New York, elected a vice president of Deutsch & Shea Inc., also New York, following merger of two firms. Mr. Parish, whose staff has been absorbed by Deutsch & Shea, will head newly created public relations department, in addition to becoming member of plans board.


EDWARD FRANK named radio director and business manager of We, The People, succeeding NORMAN FRANK, who has been moved up to radio-TV department as expeditor for RODNEY ERIKSON, supervisor of operations for radio and television at Young & Rubicam, New York. Mr. Frank will report to JAMES SHELDON, radio and TV producer of show and LINDSAY MAC-HARRIE, a radio supervisor at agency.

DAVID ARNDT resigns from John Falkner Arndt & Co., Philadelphia.

GEORGE B. RICHARDSON named vice president in charge of San Francisco office of Foote, Cone & Belding.

BLOUNT SLADE, vice president of Brooke, Smith, French & Dorrance, Detroit, appointed director of creative services for agency. He is member of National Committee on Research of AAAA. JOHN S. PINGEL appointed to merchandising staff of agency.

LARRY KRAFT, formerly copy chief and account executive, Dan B. Miner Co., Los Angeles, joins Elwood J. Robinson Adv., same city, as creative chief. Prior to joining Miner agency, he was copy chief for Honig-Cooper & Bow Co. in San Francisco.

WILLIAM SMITH, with Campbell-Sanford Adv., Chicago, for past five years, named general manager of office.

EDWARD E. LOVETON, formerly account executive with John Freiburg & Co., Los Angeles, joins sales staff of Keenan & Eickelberg, same city.

KENNETH G. MANUEL, news commentator with WWJ Detroit for seven years and with WWJ-TV for past two years, joins D. P. Brother & Co., same city. He will serve on Oldsmobile creative staff on publication, radio and TV advertising.

DICK NEARY, formerly head of customer relations for Butler Bros., San Francisco wholesaler, joins Garfield & Guild, San Francisco, as copywriter.

WALTER F. MEADS, formerly with Norman Malone & Assoc., Akron, Ohio, joins creative staff of Griswold-Ehleman Co., Cleveland.

D'ARCY ADV. opens Hollywood office at 6532 Sunset Blvd. to handle CBS Edgar Bergen Show for Coca-Cola. DARIO SORIA heads office. Phone number is 2-7787.


WPWA Chester, Pa., appoints W. H. WATT ADV., Upper Darby, Pa. to handle its advertising.

FORD SIBLEY of Foote, Cone & Belding, San Francisco, appointed head of advertising agency committee for Northern California Community Chest appeal.

C. J. SCHUEPBACH named vice president of Jim Baker Assoc. Inc., Milwaukee. He has been with agency for more than two years.

In Hollywood for forthcoming are: THOMAS LUCKENBILL, vice president and radio director, William Esty Co., New York, in connection with start of NBC Jimmy Durante Show and Screen Guild; JACK SIEBOLD, radio director Russell M. Steeds Co., Chicago, in connection with start of NBC People Are Funny show, and LARRY ROEMER, television film and special effects director on CBS We the People for Young & Rubicam, New York.

KEN R. DYKE, vice president, Young & Rubicam, New York, and former administrative vice president in charge of programming at NBC, is the father of a boy, David Kimball, born in Lying-in Hospital, New York.

DONALD S. HARRIS, former account executive at Ruthrauff & Ryan, Chicago, joins Leo Burnett agency, same city, to work on part of Pillsbury account. At R & R seven years, he worked previously with Pillsbury on staff of McCann-Erickson in Minneapolis.

14-9 Rating
NOW TRANSCRIBED AND AVAILABLE
FOR LOCAL AND REGIONAL SPONSORSHIP IN THE U.S.A.

the most fun-sational show in radio history
—the show that holds the four topmost honors
over the Trans-Canadian network of the C.B.C.

LARGEST RADIO AUDIENCE
TOP NETWORK DAYTIME PROGRAM
TOP SPONSOR IDENTIFICATION
BEAVER AWARD (RADIO'S OSCAR)

And Here's the Proof . . .
FROM A LISTENER:
"May God bless each member of your cast in your efforts to cheer us and make our lives a little brighter."—N.M.L., Norwood, N. Y.

FROM AN AGENCY:
"I was not surprised when surveys taken in six cities gave the Happy Gang show a first in five out of six markets."—Mary R. Miller, Radio Director, Newman, Lynde & Associates Inc.

FROM A SPONSOR:
"Happy Gang sponsors will find themselves featuring a show that's sure to bring favourable comment, friends, contacts, and best of all—an increased sales."—Foremost Dairies

For exclusive rights in your locality, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER
Radio Productions
INC.
NEW YORK 364 Madison Avenue—Vanderbilt 6-3417
BUFFALO 1373 Fillmore Avenue—Bailey 6820

Page 12 • September 26, 1949
the stars shine brighter in Scranton, Pa. on WGBI

Take two looks at these ratings. They're high enough to be Station Audience Indexes. Actually, they are genuine Program Hooperatings, and you won't find many like them anywhere! WGBI scores astonishing returns like these all day long—morning, afternoon, evening. In fact, in the heavy listening evenings, WGBI sets the record for all CBS stations studied...a valuable fact for advertisers to remember!

It's a big market of 674,000 Pennsylvanians that stays tuned to WGBI. It's a rich market, too: one that will give you profitable sales results fast when you reach it with WGBI. Your John Blair man has the facts and figures on Scranton—Wilkes-Barre and WGBI. Ask him for the full story on both, today!

CBS AFFILIATE 910 KC
1000 WATTS DAY
500 WATTS NIGHT

MRS. M. E. MEGARGEE President
GEORGE D. COLEMAN General Manager

(Figures from Hooper "City Hooperatings"—Oct. 1948 thru Feb. 1949)
WSAI Cincinnati, interested to
know who is baseball's greatest
talker, decided to let the public
choose him.

Subsequently, the lung power of
two of baseball's best, Pat Mona-
han, Chicago Cubs scout, and Lee
Allen, WSAI sportscaster, was put
to the test.

The Baseball Talkathon sizzled
for seven hours cancelling all
WSAI regular scheduled programs
8 p.m. to sign-off time at 3:04 a.m.

Enquirer Columnist Jimmy Can-
non stated in his September column
that Mr. Monahan was "the cham-
pion talker in baseball," quoting
Eddie Brannick, traveling secre-
tary of the New York Giants, as
saying: "A lot of guys have tried
to steal Monahan's title. They're
all busters compared to him . . . ."

Taking exception to the "busher"
reference, Mr. Allen challenged
Mr. Monahan by long distance tele-
phone to defend his title of "Base-
ball's Barber" in a radio duel. The
Cubs scout quickly accepted.

Asked to phone in topics for dis-
cussion, listeners kept the red light
blinking on WSAI's switchboard
with an estimated 350 calls and

On All Accounts

WHITNEY HARTSHORNE
might be spreading good
diplomatic relations at some
foreign outpost at this very minute
if he had never gone to Naples.

Following his decision to go into
the foreign diplomatic field, Whit-
ney sailed for Naples to visit an
uncle in the service. Brief observa-
tion of the life of a diplomat served
to discourage him, but it ultimately
served to give Erwin, Wasey & Co.,
Los Angeles, its present radio and
television timebuyer.

Sitting in his quiet office on the
fifth floor of the new multi-million
dollar, nine-story Carnation build-
ing, Whitney Hartshorne has no
regrets. "Why, next to ad-
vertising," he says, "everything looks
dull!"

Under his sway comes timebuying
for the active Carna-

WHITNEY tion account
(Carnation Fellowship, Abers
Ice Cream, Albers Milling Co.
and other products), and
the E. F. Hutton &
Co. (investment banking) ac-
count. Carnation has on the air
its 18-year-old Carnation Cont-
tented Hour, now on NBC and go-
ing to CBS Oct. 2; Elmo Peterson
(for Friskies) on 12 NBC Pacific
Coast stations; Aunt Mary (for
Abers cereals) on 26 NBC western
stations; and new Carnation Fam-
ily Party, now on 14 Columbia Pa-
cific Network stations, with possi-

WILTED contestants at the close
of the seven-hour program. Both
Mr. Monahan and Mr. Allen look
weary. "Umpire" Shepherd looks
resigned.

FRESH at the start of WSAI's
Baseball Talkathon are Mr. Mona-
han (l) and Mr. Allen (r). Jean
Shepherd is the "umpire."

followed up these with 75 more
reports of an unpened "Champ.
Mr. Allen was the final winner.

Feature of the Week

...
"It's the NEW WDGY with 50,000 WATTS"

The NEW WDGY is now in operation

NEW TRANSMITTER... nine towers—only installation of its kind anywhere.

NEW POWER... 50,000 watts by day—25,000 after sundown.
Choice spot on the dial—1130 K.C.

NEW HOURS OF SERVICE... evening as well as daytime broadcasting.

NEW PROGRAMS... some already on the air—many more coming soon.

NEW OPPORTUNITY for SHREWDOG TIME BUYERS...

to get choice time at favorable rates—on a long-established station that has just entered a new era of expansion and progress.

KEEP YOUR EYE ON  THE NEW

WDGY
MINNEAPOLIS • ST. PAUL
NOW...
50,000 WATTS

Represented Nationally by AVERY-KNODEL, INC.
Study Helpful
EDITOR, Broadcasting:
...I have recently used the section on the Philadelphia market study and found it extremely helpful in buying radio time in that area. ...  
Herbert S. Stern  
Radio Director  
Hirshon-Garfield Inc.  
Boston

[EDITOR'S NOTE: Reprints of the Philadelphia Market story as well as the other 14 surveys are available at 15c each]. 

Cites LaRosa Story
EDITOR, Broadcasting:
It was with great pleasure that I read in the Sept. 12 issue of Broadcasting about the success story of V. LaRosa & Sons, who used our network caliber show... Hollywood Theatre of Stars. A very good job of reporting. ... 

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

...I would like to pay my respects to Broadcasting, for the MARKETBOOK with all the valuable data which has always helped me in the transcription business, with information that covers every phase of the radio field.
Nat V. Donato, Sales Mgr.  
C. P. MacGregor  
Hollywood 

Lauds Buyers' Series
EDITOR, Broadcasting:
Congratulations on the series, "How the Buyers' Market Can Mean Business for Broadcasting." I was delighted to learn that you are reprinting the seven articles in booklet form and will send a free copy to subscribers.

Please be sure to send me a copy of the booklet as soon as it comes off the press. Not only do I want to re-read the series, but I want to study the valuable information carefully and make notes of the many strong points for radio to use in my daily sales work.

The series should be required study for every radio account man in these days of aggressive selling.

Western Tunes... with a Mid-South flavor!
"The TOM REARDON Show"  
10 a.m. to 11 a.m.  
RANCH RHYTHMS  
Now Available the 10:45 a.m. to 11 a.m. segment  
6.7 Hooper  
(Latest Memphis Continuing Measurement)

Patt McDonald, manager  
W H H M  
Independent—but not Aloof  
MEMPHIS, TENNESSEE

LIKED 'VHF Video'
EDITOR, Broadcasting:
We read with enthusiasm the article "VHF Video" on page 47 of the Sept. 10 issue of Broadcasting.

We have long advocated that an effort should be made to acquire from IRAC additional VHF television channels, because we feel (Continued on page 18)

M. C. (Jim) Gregory  
Account Executive  
Frederic W. Ziv Co.  
Houston, Tex.

Draws Australian Query
EDITOR, Broadcasting:
Broadcasting surprised me this date with its vast coverage—and I've been a continuous reader since 1932.

A story of the school in OPEN MIKE drew an inquiry from Australia for course details. Now, some of our students are asking about job opportunities "down under."

Lloyd J. Halting,  
Instructor  
Institute of Radio Broadcasting  
Dallas, Tex.

Eats Ad 'Out of Place'
EDITOR, Broadcasting:
We have found each week that Broadcasting magazine has always contained a wealth of most interesting and useful information. Further, you have always been most cooperative with us in giving good space to our publicity releases. Everywhere in the industry, Broadcasting is most highly regarded. Your editorial stand on the need for fine quality and high standards in broadcasting has also been noted and admired.

You can, therefore, well imagine that discovery of the Pacific Northwest Broadcasters' ad in your issue of Sept. 12 certainly caused a distinct shock. That type of ad seems so completely out of place in your type of trade publication. Even more important is the fact that it is out of place in any kind of publication.

It is to be hoped that the commercial department of Broadcasting will, in the future, be as careful in its acceptance of advertising copy as the editorial staff of Broadcasting is in its insistence on good radio.

William H. Shriver Jr.  
Radio Dept.  
National Council of Catholic Men  
Washington

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(Latest Memphis Continuing Measurement)
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Are you sure you're on the right track? You are if you're headed for the Bonanza Beeline. That's a 3 Billion Dollar market—California's rich central valleys plus nearby Reno. Its total retail sales exceed those in any one of 36 States. And no U.S. city except the three largest can top its food sales.

But you're on the wrong track if you count on reaching the Beeline with outside radio. Beeliners live well inland from the Coast. They naturally prefer their own local stations . . . the five BEELINE stations.

Use all five to cover the whole market. Because those stations are on-the-spot favorites . . . located right in the Beeline's five major shopping centers. In the rich Stockton area, for instance, KWG is a top local favorite . . . and has been for nearly thirty years.

†Sales Management's 1949 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC) *
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
Open Mike
(Continued from page 18)

that if television is to expand in the reasonably near future, it must be on VHF.

We believe that our "planners" are thoroughly unrealistic as to the number of additional television channels required for adequate national service. It is our opinion that six additional VHF channels can be made to accommodate all reasonable demands for television broadcasting.

Frank G. Kear
Robert E. L. Kennedy
Kear and Kennedy
Consulting Engineers
Washington

Highly Hypothecated
EDITOR, BROADCASTING:
I have never been impressed so
much, as of late, of the stupidity and cupidity of advertising agencies. I have had on my desk in the past three weeks no less than nine requests from recognized, first-rate AAAA agencies for PI time. Now if we are going to get down in the gutter let's go.

I don't want to get there, but when top flight AAAA agencies query me about PI deals I am getting highly "hypothecated." I have not taken any of them but when these three and four million dollar a year businesses side in with the 5 & 10 guys, what can you expect? And, I ain't going to side in with them.

Lawson Taylor
Manager
KFMJ Tulsa, Okla.

Highly Hypothecated
Cites Grid Giveaway
EDITOR, BROADCASTING:
I have reached the end on "giveaways." One of our local sponsors called today and offered to give away a new hat to each man who makes a touchdown during the U. of Arizona football season.

The only string attached was this: We were to announce (while the man was on his way to a touchdown) that a new hat was going to be given away by (name of firm) to the (name of player) if he made it.

I can imagine our audience just waiting for this one. Believe me he was serious.
Wayne Sanders
Manager
KCNA Tucson

Corrects Affiliation
EDITOR, BROADCASTING:
You have not corrected the misstatement that KOB is the Mutual affiliate in Albuquerque. We shared the affiliation until Mr. Kehak left Mutual in May. Since that time...the last of the old commercial orders from Mutual were switched to KVER.

William T. Kemp
President & Gen. Mgr.
KVER Albuquerque, N. M.

Another Minister DJ
EDITOR, BROADCASTING:
Mark up another disc jockey minister on your record books.

WDIA, which has been programming to a large Southern Negro audience for almost a year, has its Rev. Dwight (Gatemouth) Moore, a Negro minister.

The Rev. Moore, known nationally as a blues singer, converted to the ministry last January. He has been with WDIA since Aug. 8, and has a hour-long program each afternoon during which he delivers sermons and plays recorded spirituals.

Jam Craigian
Dir. of News and Publicity
WDIA Memphis

On All Accounts
(Continued from page 14)

Street. Most of his career there was spent with Lionel Edie, Investment counsel, where he spent the next three years working his way from office boy to junior statistician. As an office boy, he remembers distinguishing himself by breaking thermos bottles.

In 1941 Whitney answered the call and joined the Field Artillery, as first lieutenant and was promptly shipped to Panama where he stayed for the next four years. Shortly after joining he was shifted to Adjutant General Dept.

In 1945 he was separated as a lieutenant colonel.

Upon shedding his uniform he joined Erwin, Wasey & Co., New York, in their Service Detail Dept., later becoming head of that section. He had opportunity to gather great deal of knowledge when he later became junior account executive on such accounts as Lydia Pinkham, Pertussin Cough Medicine and Zonite.

In 1948 when the agency was about to open its West Coast branch in Los Angeles, Whitney was sent out to service detail and traffic. In April, one month after the office opening, he was shifted to the radio department, and a short while later was put in charge of all radio and television time-buying for the West Coast.

In spare moments Whitney tries to get as much sun as he can, swimming, playing tennis, and tending the garden around his garage apartment in Beverly Hills.

Taking his work so seriously has had one major effect on Whitney, besides maintaining his cheerfulness, he's still in the bachelor class—so far.
**A New Kind of Radio Program Listing**

**Gives the SPONSOR a Break . . . A Listing He Controls and That He Pays For**

Now sponsors of radio and television shows can feature their product and company name right in the program listings of the Herald-American, Chicago's leading amusement guide. This is the sponsor's chance to sell his product and his program at the time and place the listener is selecting his program listening choice. These program listings are one of the best-read features in the newspaper and in the Herald-American, they reach over 500,000 families each evening and more than a million on Sunday. Notice how the starred program listings stand out in the sample above and how inexpensively this high spot advertising can be purchased. For more listeners—listeners who will remember your product—spotlight your program in the

**RATES and REQUIREMENTS**

- $1.25 per count line Daily or Sunday.
- Minimum for advertisements 3 count lines. Maximum, 14 count lines.
- All ads are straight reader type. No illustrations or reverses permitted.
- The advertisements will appear in caps and bold face in the same style type as used for regular listings. However, advertisers so desiring may use caps for their entire advertisement or to emphasize points.
Appeals for Fire Victims

WCBS, Amsterdam, N.Y., broadcast an appeal for aid to a local family of nine which had been burned out of their home. Within three hours over 2,000 items of clothing, gifts and pledges of money were received. Family was given a ten-room house and almost enough furniture to outfit it. The Women's Club of Palmyra, Pa., asked WLBR Lebanon to mention over a newscast that they were collecting clothing for a family in that area that had lost its home in a fire. So much clothing was received that the club stopped further announcements and was forced to return some of the items. WLBR was the only medium used to cover the message.

Help Petition

SEATTLE City Council refused to grant operation rights to self-service gasoline stations, and petitions for a citywide referendum were introduced to bring the issue before the voters. Three days before deadline, only 4,700 signatures had been secured out of the 10,636 necessary. KIRO Seattle organized and aired a debate, with key figures in the issue participating, in order to call voters attention to the facts. The only editorial comment indulged in by the station was a brief sign-off announcement, telling listeners where petitions could be obtained. No other publicity was given to the drive, but three days later more than 14,000 additional signatures had been obtained—some 8,000 more than were required to authorize the referendum which would settle the problem.

Traffic Safety Campaigns

GRIM but effective campaign for reducing traffic accidents has been initiated by WATO Oak Ridge, Tenn. By special arrangement with city police, every traffic accident is reported to the WATO newsroom at the moment police radio cars are dispatched to the scene. Using a crash sound effect and prowling carsirens, the station makes the following announcement: "Another accident.... another person injured in Oak Ridge... time at... and... St. Drive Carefully! For further details listen to the news cast." Local sponsors permit interruption of their programs for these announcements, which most often come to listeners before prowled cars have reached the scene. Also in the safety side—AM, FM & TV—WPIL, Philadelphia is taking part in the $100,000 campaign for traffic safety conducted through virtually every type of advertising medium. Focal point of campaign is "Silly Willie" who is shown paying for his traffic violations. "Silly Willie" personifies careless pedestrians and motorists in the two month campaign.

Gas Hazard

WHEN gas service in Portsmouth, Ohio, was shut off suddenly at 10:45 one morning, the telephone company was deluged with calls. After an announcement on the 12:15 p.m. newscast over WPAY Portsmouth, calls dropped to normal. Three announcements for Boy Scouts to help notify people about turning off their gas appliances brought out 80 scouts within an hour. No fires or explosions occurred during seven hours of stoppage because entire community had been notified. Seven hours after the breakage took place, an announcement over WPAY newscast informed citizens that service had been restored.

Underprivileged Inc.

REGULARLY scheduled programs between 9 p.m. and 1:20 a.m. were cancelled on WGBF Evansville, Ind., in order to raise a trust fund for a group called "Underprivileged Inc." Corporation is made up of citizens desiring to help a five-year-old boy, Dennis Corbett, who was born without arms or legs. By playing and singing requests for listeners who called in and pledged money to the fund, $1152.02 was raised. A city contractor, nursery, and insurance agency donated their services to building a home for Dennis and his family. House will be in Dennis' name, and the family will pay $25 a month for rent. This money will go into a fund for his education. Local people connected with Underprivileged Inc. told its story during the evening's broadcasting.
Win with CKLW

ELEVEN top-notch AUDIENCE PARTICIPATION SHOWS that tempt the Detroit Area with solid cash and prizes!

"COFFEE QUIZ"—8:45-9:00 A.M.—Monday through Friday.
"GOOD NEIGHBOR CLUB"—10:15-10:30 A.M.—Monday through Friday.
Eddie Chase's "MAKE BELIEVE BALLROOM"—3:30-5:00 P.M.—6:15-7:00 P.M. Monday through Friday.
"OLD DETROIT QUIZ"—7:15-7:30 P.M.—Monday through Friday.
Oakite "HOMEMAKERS TREASURE CHEST"—11:15-11:30 A.M.—Monday, Wednesday and Friday.
"THREE QUESTION DERBY"—11:15-11:30 A.M.—Tuesday and Thursday.
"QUEEN FOR A DAY"—2:00 P.M.—Monday through Friday.
"FISHING AND HUNTING CLUB OF THE AIR"—8:30-9:00 P.M.—Thursday.
"MEET YOUR MATCH"—9:00-9:30 P.M.—Thursday.
"TRUE OR FALSE"—7:30-8:00 P.M.—Saturday.
"TWENTY QUESTIONS"—8:00-8:30 P.M. Saturday.
"TAKE A NUMBER"—8:30-9:00 P.M.—Saturday.

IN THE DETROIT AREA

Now! 50,000 WATTS at 800 kc.—means more good listening for more people!

Guardian Bldg., Detroit 26
Adam J. Young, Jr., Inc., National Rep.
MUTUAL SYSTEM
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

* also WPTF-FM *
JUSTICE DEPT. SUES WEOL COMPETITOR

Mr. Horvitz said the press had been notified Thursday noon of the Dept. of Justice action but the newspaper had not received a copy of the suit until Friday. The Journal has waged "a vigorous campaign" against the FCC, he added, charging the Commission was abusing its powers and jeopardizing the rights of free speech.

Cites Journal Story

He recalled the Journal carried an article May 26 disclosing that Dept. of Justice agents had been interviewing businessmen about their relations with the newspaper, followed by similar articles. The paper printed a transcript of what he called the department's only contact with him—an interview by Victor H. Kramer, investigator.

"We welcome any investigation," Mr. Horvitz said.

WEOL executives told BROADCASTING they had no quarrel with the Journal, merely objecting to pressuring of sponsors who bought time. Many of the station's sponsors, as well as those of WMAN, are said to have been critical of the Horvitz newspapers' competitive methods. Repercussions from large national advertisers and advertising agencies are said to have been important factors in bringing about the Dept. of Justice suit.

More than a score of business firms were reported by the Justice Dept. to have had advertising contracts cancelled by the Lorain Journal because they buy time on WEOL, or to have been pressured to give away more time to its rivals other than WEOL. These included local outlets for J. C. Penny Co., Sears, Roebuck & Co., The Kroger Co., B. F. Goodrich Co., and the local Buick agency.

The Justice Dept. suit seeks a preliminary injunction to require the Lorain Journal, while the case is pending, to accept at current rates all advertisements by those who advertise on WEOL-AM-FM as long as the proposed ads do...

(Continued on page 48)

GIVEAWAY

Ban Suspended Pending Court Test

FCC SUSPENDED its widely controverted anti-giveaway rules last week, postponing their effective date until at least 30 days after the pending court tests have been decided.

Commission authorities indicated that in the meantime license renewal applications would be treated just as though the rules had never been adopted, with action on no station's application held up because it carries giveaways. There had been a fear that, in event the rules were suspended, FCC might undertake to put such stations on temporary license pending outcome of the litigation (BROADCASTING, Sept. 19).

FCC's decision was reached Wednesday, two days after U. S. District Court in New York made plain that it would grant ABC, CBS, and NBC a stay order against the rules, similar to the one issued in Chicago before on motion of Radio Features Inc.

In its postponement order the Commission noted that the two temporary restraining orders of the courts suspended the rules' effectivness "with respect to the parties in litigation." The FCC order asserted that "The Commission believes that all parties who might be affected by the rules should be placed on an equal footing by postponing the effective date of the rules until the final determination of litigation involving their validity."

The rules had been slated to go into effect next Saturday (Oct. 1). The postponement is "until a date to be fixed by further order, which shall be at least 30 days after the final decision by the Supreme Court of the U. S., or 30 days after the time within which an appeal to the Supreme Court may be taken has expired without such an appeal being taken, in pending litigation with respect to these rules."

The three networks have served notice that they will appeal to the Supreme Court, if necessary, in their suits against the giveaway ban. FCC appears certain to do the same, if it loses in the lower court. The Radio Features suit is similar to the networks'.

Last Monday's hearing in the New York court was on the networks' motion for a temporary stay of the rules until they could move before a three-judge court for a temporary injunction pending trial of their action on its merits. Counsel for the networks argued not only the technical points but also detailed the business losses possible if the rules were not stayed.

Judge Simon H. Rifkind, before whom the hearing was held, left little doubt he was prepared to go far in granting a stay.

Max Goldman, assistant general counsel in charge of litigation for the FCC, sought to restrict any stay granted to what he called the "status quo"—to giveaway shows currently on the air.

The networks argued in opposition that the scope of the stay must be so broad as to permit them to put on not only current shows but new ones now being developed and even new shows necessary to maintain or better their competitive position one with the other.

Judge Rifkind, clearly supporting the networks, indicated he believed a stay should be wider in scope than merely permitting present programs to be continued. After so announcing, he adjourned the hearing to permit the...

(Continued on page 10)

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CBS HOLLYWOOD

Meighan, Jones Are In Reorganization

LONG-HELD belief of CBS that Hollywood is destined to be of increasing importance in radio and television was emphatically expressed last week when the network assigned one of its top executives to head West Coast operations and announced a reorganization of its western flank.

Howard S. Meighan, CBS vice president and general executive, was assigned to be chief CBS officer on the West Coast. Coincidentally Merle S. Jones, general manager of the CBS-owned WCCO Minneapolis, was ordered to Los Angeles as general manager of the CBS-owned KNX and the Columbia Pacific Network.

In an announcement made by Frank Stanton, CBS president, it was said that CBS in Hollywood would be reorganized into four groups—network programs, Hollywood; KNX and the Columbia Pacific Network; CBS operations, Hollywood; and the network program business management unit.

The Four Units

KNX, under the regrouping, will consist of: Local programming, including news and public affairs; sales and sales promotion. It will continue as the key station of the CBS Pacific Network.

Heads of the four major groups within the CBS structure in Hollywood will be: Mr. Jones, in charge of KNX and the Pacific Network; Harry S. Ackerman, continuing as vice president in charge of network programs, Hollywood; Kenneth L. Tourt, continuing in charge of business management of network programs, and A. E. Jocelyn, current director of KNX operations, assigned to the new position of director of CBS operations, Hollywood.

Departments Under Jocelyn

All operational departments, including accounting, construction and maintenance, engineering, legal, network sales service, personnel relations, press information, script processing and all operating departments formerly a part of KNX, will be grouped under Mr. Jocelyn as director of CBS operations.

The reorganization will establish the network's Hollywood offices on lines similar to those at New York. The appointment of Mr. Meighan, one of the policy-level executives of the network, to the Hollywood post was not unexpected. He recently completed a tour of duty at Hollywood where he had an important part in the plan to redesign the West Coast organization.

At week's end no successor to Mr. Jones at WCCO had been selected, although it was expected one would be named within a fortnight. Meanwhile the station will operate under the direction of Gene Wilkey, assistant general manager, it was learned.

Mr. Meighan has been with CBS since 1934, rising from account executive in Radio Sales, through eastern sales manager of Radio Sales, director of station administration, and vice president in charge of station administration until his appointment as general executive of the network in January 1948.

Joined CBS in '37

Mr. Jocelyn joined CBS in 1937, first serving as a member of the Radio Sales staff in Chicago and as eastern manager of Radio Sales in New York, manager of WBT Charlotte, N. C.—then a CBS-owned station—and manager of WCCO Minneapolis. In 1947 he resigned from WCCO to become vice president of Northwest Linseed Co., but he returned to CBS as director of operations of KNX in Hollywood.

NARBA PESSIONISM

Outlook Dim For Treaty

CHANCE for final negotiation of a new North American broadcast treaty continued last week as NARBA delegates meeting in Montreal disposed of most of the preliminary work. While many delegates were pessimistic because Mexican observers had not arrived, there were some who felt the nations eventually would reach an agreement on continental assignments.

Handicapping the NARBA negotiations was the lack of heat in the Windsor Hotel headquarters, delegates reported.

Word was received that Carlos Maristany, deposed Cuban minister of communications, was due to arrive in Montreal in his capacity as director of the Office of Inter-American Radio (OIR). Always a stormy petrel in negotiations, Senor Maristany appointed himself as OIR director while occupying the ministerial post.

United States and Canada withheld OIR funds and proposed its functions be abolished. Senor Maristany, while still minister, retaliated by paying Cuba's OIR dues for the first time in years.

Not Delegate Member

Feesing was apparently that he is the prime mover in Cuba's channel juggling following expiration of the NARBA extension last March, and suggestion was heard that he would not be too welcome to some of his countrymen. He is not listed as a member of the Cuban delegation which was augmented over last week by several engineers including Ventura Montez Cheng, CMQ Havana, key station of the Mestre network.

Hovering over the whole conference is the FCC's failure to decide the clear-channel issue. With Cuba driving hard for national classification of the clear channels [Broadcasting, Sept. 19], fear is expressed that he be no U. S. channels for either high-power operation and/or duplication.

Cuban Proposal Troubles

Still causing concern among U. S. delegates is the Cuban proposal to increase the normally protected nighttime interference-free contours of regional stations from 2.5 to 3.5 mi/m, as well as the plan to grant Class 3 protection to Class 4 stations on regional channels with severe effect on many U. S. regions.

The Juridical Committee engaged in long debate last week on procedure in connection with adherence to International Telecommunications Union regulations and national sovereignty. Sovereign rights to all channels are a big issue for Cuba. The Engineering Committee was preoccupied over last week's preliminary work at the weekend.

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Mr. MEIGHAN Mr. JOSCELYN Mr. JONES

GETTING together during an interlude in NARBA conference at Montreal are (l to r) Alan D. Hodgson, director general of aeronautical telecommunications, British West Indies, chairman Bahamas delegation; John H. Luck DeWitt, WSM Nashville, CCBS; FCC Comr. Rosel H. Hyde, U. S. chairman; Royal V. Howard, consulting engineer, Washington, and Goar Mestre, CMQ Network, Havana.
1950 CENSUS

THE 1950 decennial census will show the number of radio and television sets in the country by cities and counties [CLOSED CIRCLES], according to Philip M. Hauser, acting director of the Bureau of the Census. The questions will be included in the housing portion of the census, as was the case with the radio set question asked in 1940.

The bureau's decision to count television sets was based on a recommendation from Mr. Hauser, who felt radio receiver data would be incomplete without the TV tabulation [BROADCASTING, Aug. 22].

As now planned—assuming Congress votes funds for the entire census project—the census takers will first ask if there is a radio set in the dwelling, and then follow up with the television question. FM will not be tabulated due to public confusion over AM and FM transmissions.

The radio and TV questions will be asked in one of the fifty dwellings, according to Mr. Hauser, to keep down cost of the census. The bureau was faced with the choice of sharply cutting the scope and content of census schedules or of using the sampling system.

To Use Sampling Plan
For the first time the bureau will use its sampling technique in collecting data for small areas such as counties and county census tracts (3,000 to 4,000 persons).

"The sample will be an unusually good one, with the sampling error small enough to be entirely satisfactory and at a most reasonable administrative or marketing use," Mr. Hauser told the New York chapter of the American Marketing Assn. in an address Wednesday.

In the statistical field, he explained a 20% count is a "gargantuan" sample, including 30 million of the 150 million persons to be counted. The error in the housing census will be rotated on the questionnaire pads used by census takers.

Census Bureau technical experts, who have worked years to develop sampling techniques, say the sampling error in the 20% sample to be used in the housing census is smaller than the response error that occurs in the decennial project. Except in extremely small areas the sampling error is described as insignificant.

In past decennial censuses, 1940 and 1930, the radio question had been asked in every home. The 1950 data will be of comparable accuracy, it is believed, although in the case of areas far from a TV station the TV figure might show a higher sampling error if broken down into small areas.

The sampling error should not run over 2%, in the case of a 20% sample, for census tracts, according to census officials. In an average county of 20,000 persons, the average expected error is 1%, assuming 85% of the homes have radios, a result that would be higher in the case of television sets. In large counties of 100,000 or over, the expected error for radio sets will be negligible.

New Area Concepts
Two new concepts of areas will appear in the 1950 census of population and housing. First the bureau will use new metropolitan areas comprising sets of entire counties which will cover all cities of 50,000 persons or more and a metropolitan area population of 100,000 or more. These areas were first used in the 1947 Census of Manufacturers and the 1948 Census of Business, and the decennial data will be released for identically defined metropolitan areas.

A set of definitions has been adopted for urban-rural population.

The bureau classified as urban all those in incorporated places of 2,500 or more inhabitants in the 1940 census. In the next census the bureau is establishing boundaries for the built-up suburban fringe contiguous to each city of 50,000 or more.

The built-up area included in these boundaries will have a density of 500 dwellings or 2,000 inhabitants per square mile. Large nonurban unincorporated places with 2,500 or more persons will be classified as urban. This conforms to the popular concept of city areas.

In addressing the New York marketing group, Mr. Hauser said the 1950 census, besides providing the population count, will find for the first time provide data on total income for both individuals and families. This will be broken down for small areas.

Consumer market data will include information on age, sex, race, marital status and labor force status, along with educational attainment. Mr. Hauser said this information will be helpful to all elements of the industry interested in the delineation and measurement of class markets. Basic data on the number and composition of families will be provided.

The 1960 housing census will be the second taken by the bureau. It will measure the number of dwelling units, and their characteristics, and provide information about household facilities. Besides radio and television, the data will cover piped water supply, type of toilet, bath tub or shower, heating equipment, cooking fuel, refrigerator, electric lighting and kitchen facilities.

Augmenting this will be data on occupancy and tenure, showing how the nation is housed. New figures will be revealed on home financing.

GROSS time purchases of advertisers on the four AM networks in July totaled $12,090,679, according to figures released by Broadcasting by Publishers Information Bureau.

The figure is 8.6% below the network billings of $12,282,406 in July of 1948. The total also is 21.9% below that for July, when gross network time sales added up to $15,487,193 (BROADCASTING, Aug. 22).

For the year to date, PIB shows gross network time sales at $112,- 862,890, a decrease of 21.3% from the gross of $116,307,811 reported by PIB for the same period in 1948.

Procter & Gamble Co., spending $88,472 for network time during the month, was the leading network advertiser in July. Broadcasting's tabulation of PIB individual program billings reveals. Sterling Drug ranked second with gross network time purchases of $760,156, and Miles Labs was third with $646,431. (For the ten leading net- work advertisers in July, see Table 1.)

Food advertising was the leading network category in July, advertisers in this group buying $2,626,- 450 worth of network time. Toiletries advertising ranked second, with gross network time purchases of $2,994,478 in July. Smoking materials stood third, spending $1,689,703 for network time; drugs fourth with $1,548,570, and soaps and cleansers fifth with $1,147,676.

For the seven-month period, January-July 1949, the order of rank of the first five categories is the same as for July. While these five categories also stood first in July of 1948 and for the first seven months in that year, drug advertising ranked third and smoking materials fourth, both during the month and in the January-July period.

In July of this year, gasoline and oil advertising ranked sixth; candy and soft drinks, seventh; automotive, eighth; insurance, ninth and household equipment, tenth. Ranking order for the first seven months of 1949 is household equipment, sixth; automotive, seventh; candy (Continued on page 16).

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WHAT AGENCIES WANT

By ART LUND
Radio Director
Campbell-Mithun, Minneapolis

THE MEN in the advertising agency who contact clients must, like members of station sales staffs, also, in a sense, be salesmen. They must be able to present ideas, campaigns, and radio programs to their clients in a convincing, salesman-like manner.

But, unfortunately, too many salesmen feel their responsibility ceases once they see the color of the agency's ink on a contract. From this point on the agency must go to work to see to it that the program or campaign pans out for the client in terms of the sale of merchandise.

It is the agency that is responsible for the preparation of the selling copy or copy theme on the program—and this copy, in large part, can make or break the selling success of the show.

But there are many salesmen or station representatives who actually do make it a point to work closely with the agency during the life of a program—making suggestions on format, talent handling, promotion—yes, even on commercials. And it is this type of station selling that shows the greatest return in time sales over the long haul—in contrast to the one-shot selling job where the main objective is to make the sale—then hope the program somehow pans out.

Cites Approaches

Here are some typical approaches that we get from this class of time peddler.

First, we have Johnny "I've got to get an order today." He opens his presentation like this: "Say, Art, how about some business today?" Haven't you got something you can throw my way? I sure could use a couple of orders. I don't believe you've given me the nod in over six months."

This type of salesman apparently assumes the agency tosses out orders at will—anytime, anywhere. He doesn't even have the good judgment, or courtesy, to suggest some worthwhile or attractive availability that the agency might possibly find useful or productive for one of its accounts.

Next we have Billy Eager-Beaver, who's just about the busiest man in town and who uses all kinds of tricks of the trade to get his orders. He figures the best approach is to sell the client first, in the hope that the client will force the agency to buy his wares—or at least by running back and forth between agency and client he can cause enough confusion to somehow get an order out of the maze he creates. He opens his sales pitch something like this:

"I talked to your client, Joe Tomato, yesterday—well, that is I accidentally ran into him in a bar—and I told him about our Breakfast Show and he was ever hot about it. Wow! He says it's just what he's been looking for. He wants you to call him about it right away."

Mostly "False Alarms"

Well, in 90% of the cases, this all turns out to be a false alarm. The telephone call to the client usually reveals he did not say he was interested in the show, and many times the client will add: "I told him to call you to get him off my neck."

What the eager-beaver forgets is that the client is an expert on the manufacture and sale of his merchandise but he hires an advertising agency to select his radio programs and other advertising media. But some guys never learn.

I'd like to cover one more abuse in the selling of radio time, one that is the most common of all especially in the selling of spot announcements, but to some extent prevalent in the sale of program time. Let's say the agency has an order to buy a spot schedule in Market X. It is decided that Station WXX will best serve the requirements of the campaign. When the availabilities are brought in, we discover they are mediocre as to adjacencies and ratings. In order to prevent backing out from going to another station, the salesmen will say: "Look, you select the best ones from this list of availabilities. We'll have some darn good ones up in the next few weeks, and I'll give you first crack at any hot ones so that you can improve your schedule. Buy your schedule now, and we'll take care of you when the hot ones open up."

Either memories are short or intentions are forgotten easily. The cases are rare, indeed, when we can improve our schedule without prodding the station into it. In fact, the agency is forgotten completely unless the agency reminds the station about it.

All of these abuses are understandable to some degree—but they certainly are curable, too. It is so refreshing to have an experience such as I had the other day when a national radio representative was asked to get us a program availability on one of his stations.

ART LUND is one of the Northwest's biggest buyers of radio time. He knows what agencies want from radio salesmen, and from their stations. At the NAB District 11 meeting in Minneapolis last week he told broadcasters what he gets, and what he doesn't get from these salesmen and from their stations. In this article Mr. Lund bares the story of agency-station relationship from the viewpoint of the client. The promises may hurt, but they come from a topflight executive who buys some $4 million in time annually for such accounts as Glass Wax, Russell Miller, Campbell Cereal, Zins Master Baking, Our Own Hardware, Homn Brewing, Lund-O-Lakes and Hillex.

Lund Gives Tips

He has to run back to his office to get his selling tools.

What does the station have to do to convince the timebuyer that his facilities are best suited to the particular client problem at hand? First, it must be understood that the needs and problems of spot advertising are more or less uniquely owned. That's why a little study and planning ahead of time will make the selling job more productive and certainly much easier.

"The program you're trying to sell is not a good thing for every radio advertiser. Maybe it's good for just a few. Then there are the important, but difficult to sell, intangibles. I'm referring to "station loyalty" or "station prestige" with the listening audience. If your station has real listener loyalty and prestige, sell it and demonstrate it. These factors are just as important as Hooperatings; perhaps even more so.

Selling Main Interest

Let's face one fundamental truth. The advertiser and the agency are interested in just one thing as far as your radio station is concerned. Well, it's in the selling of merchandise or service to the consumer. The days of pride of sponsorship are pretty well over. That program they buy on your station is often used in out-of-town sales. Therefore, basically, the agency wants to use your station only if it can be demonstrated you can deliver the greatest number of advertising messages per dollar spent.

In determining the most economical and productive expenditure of the advertising dollar, I believe most advertisers primirily study the following characteristics of a given radio station:

(1) The physical coverage. Reliable information on this subject is of the greatest importance to the agency. If the product to be advertised is in widespread distribution, the agency is going to seek the station that covers as much of that distribution area as possible. If distribution is limited, or spotty, an entirely different line-up of stations may be called for. The timebuyer will try to coincide the distribution area with various stations' coverage as closely as possible.

So, the agency wants to know the number of radio homes in your coverage area. It wants to know (Continued on page 12)


**MIDWEST RADIO OUTLOOK**

By BILL THOMPSON

MIDWEST broadcasters are resigned to a fall and winter of hard plugging. But this is not most of them—they tightened their belts last summer.

A survey by Broadcasting at NAB district meetings in Three Lakes, Wis. (District 9) and Minneapolis (District 11) uncovered stories of unprecedented success at combating the summer hiatus; the tale of how a 250 w station is marshalling the top management of 15 similar operations for a campaign to sign the branch offices of a regional advertiser, and reports of many “unusually early” fall orders.

The canvass, covering more than a score of operations, shows a trend in most areas toward inter-station cooperation “for the good of broadcasting as a whole.” In only a few of the more populous centers does “dog-eat-dog” prevail.

**Hard Selling Rewards**

A North Dakota station dug in during the summer’s severe drought and found that hard selling paid off. A Wisconsin operation has been able to extend its “bumper summer” to October. And a Minnesota broadcaster who attributed a “sensational” fall last year to political advertising, is finding that sales, even in this non-election year, can be made “if you go out and hustle.”

WCCO Minneapolis and WMBD Peoria successfully bridged the gap between spring and fall by bringing into radio manufacturers and distributors of commodities in heavy demand during the summer months.

Al Harding, WCCO sales manager, set a 1949 goal of 15% more summer accounts than the station had last year. He got 25% more.

Charles C. Caley, executive vice president of WMBD, reported revenue for June, July and August topped that of 1948 by $6,300.

Such accounts as ice cream and other summer desserts, travel bureaus, lightening rods, wind mills, farm implements, and picnic supplies like paper napkins, wax paper, and potato chips, were among those signed by the two stations.

Mr. Harding anticipated the added summer business would give WCCO a substantial increase locally over 1948. National spot will be up, but not to compare with the local and regional upsurge, he said. Mr. Caley’s station will do about 3% more business this year.

Ray Livesay, general manager of WLBH Mattoon, III., has been instrumental in unifying the efforts of 15 mid-Illinois stations to bring into radio a large organization serving each of the towns. He is a strong advocate of cooperative selling among stations, and won commendation from NAB’s staffmen at the District 9 meeting for his enterprise in this direction.

He was one of those reporting that accelerated summer selling started to pay off in August. During that month, 1949 revenue reached a point 5% above 1948 and was climbing for 10% by late September.

Late summer rains brought prosperity to Mitchell, S. D., after weeks of parching heat, and KORN, managed by Harland Ohde, went into the winning column with a 4% overall increase over last year. Mr. Ohde reported fresh activity among automobile dealers. Near by KJUV Huron had a greater drop in revenue in July and August than during any summer in its four-year history. But early September sale of local accounts, all new to radio, promised to bring this month up 5% over September 1948, it was reported by Max F. Staley, president.

**Record for August**

KHOI Sioux Falls had the biggest August in its history, with 40% more billings than last year.

Another Sioux Falls outlet, KELO, predicts its revenue for the year “will be up 20%,” according to Evans Nord, commercial manager.

KDIX Dickinson, N. D., has maintained a 15% higher revenue level than in 1948 “even though the drought made it tough,” said Orrville F. Burda, general manager. Entering the national picture this year for the first time since its establishment in 1947, this station, in the heart of the beef and wheat country, will have outside revenue totaling 7%.

Swinging east into Minnesota, the broadcasting survey found Dalton LeMaurier, president of KDAL Duluth, predicting a overall 10% increase for the year. But KFAM St. Cloud, almost in the center of the state, will be “down slightly,” according to Fred Schlipin, president. At KLIZ Brainerd, just a few miles north, Ed Wilder, commercial manager, is fighting what he hopes will be a winning battle to keep business “somewhere near 1948’s political prosperity.”

In the southern part of the state, KYSM Mankato, headed by NAB’s District 11 director, John F. Meagher, hopes to whittle down the present revenue figure of 8% below 1948 before Christmas. Nearby KDHI Faribault is more optimistic.

(Continued on page 48)

**EXPANDED BMB**

RESOLUTION calling on the NAB board to “explore the possibilities of expanding BMB to include audience ratings by periods” was adopted by NAB District 11 Tuesday at the close of its two day meeting at the Radisson Hotel, Minneapolis. More than a hundred delegates, representing stations in Minnesota, North Dakota and parts of Wisconsin and South Dakota, attended the conference.

The BMB resolution was a last-minute “write-in” measure, introduced by the Resolutions Commit- tee after it earlier had submitted a recommendation that the district merely “urge continuation” of BMB. The later draft acknowledged that “many competing measurement organizations have somewhat confused the measurement picture by the publishing of conflicting techniques and results” and urged that BMB become a model for all to follow. Robert R. Tinch, general manager of WNYK Yankton, was chairman of the resolutions committee.

**Elaboration on BMB**

Earlier Dr. Kenneth H. Baker, NAB director of research and advertising, had won unanimous acceptance of his administration of the bureau with a detailed description of how BMB works. Using enlarged maps showing listenership of more than 40 California stations, many of them established since the war, he gave convincing proof that AM continues to grow “despite television.” At the suggestion of Howard Dahl, WBKM La Crosse, Wis., he promised to recommend that the new BMB survey, tentatively set for November, carry listenership down to 5%.

As at previous NAB membership meetings in Cincinnati and Three Lakes, Wis., Maurice B. Mitchell, director of NAB’s Broadcast Advertising Bureau, and Richard D. Pohls, director of the Employee-Employer Relations Dept., delivered informal talks which put the members at ease.

Then NAB’s president, Justin (Continued on page 41)

Dist. 11 Seeks Data

Broadcasting • Telecasting

September 26, 1949 • Page 27
CHARITY TRUSTS Would Lose Non-Tax Status in Bill

LEGISLATION that would deprive charitable trusts of their non-taxable status on gross income if they acquire stock in radio and television stations, was introduced last Thursday by Sen. Charles Tobey (R-N.H.).

The Tobey proposal was offered as an amendment to a current bill "a danger, also," he added.

The anti-monopoly legislator's proposal would amend Sec. 102 (a) of the code dealing with charitable trusts by adding this section:

Provided, that if any part of the capital, money assets, credits or income of a trust is loaned, advanced, or used to control or acquire, by purchase or otherwise, a business, enterprise, or service which is engaged in the dissemination of information, including but not restricted to the business of publishing a magazine, periodical, or newspaper, or of operating or maintaining a radio or television broadcasting station, then all charitable trusts of their non-taxable status on gross income if they acquire stock in radio and television stations, was introduced last Thursday by Sen. Charles Tobey (R-N.H.).

Sample Spots

IN ATTEMPT to advertise in the effectiveness of small-market radio advertising, Laurence W. Harry, manager of KSMR Santa Maria, Calif., has started an experimental sampling plan. According to the plan the station will accept spot announcements from advertisers, air them during a trial period, and leave it up to the advertiser to pay what he considers a fair rate. Station has sent out direct mail pieces to acquaint advertisers with the plan.

FRED C. BROKAW, vice president and partner of the Paul H. Raymer Co. Inc., station representative, will transfer his headquarters to the Chicago office of the company, effective Oct. 1.

He will continue as general manager of the national sales organization of the Raymer company and will be vice president in charge of the Chicago office.

The change is said to be one of several major steps in a program for streamlining overall control of the company and stepping up sales pressure and technique. It also is the major move in an expansion of the firm's Middle West and West Coast activities.

Garfield C. Packard will continue as sales manager of the Chi-

gago office and will report to Mr. Brokaw.

Mr. Brokaw joined the Raymer organization in 1932 as a salesman after several years experience in magazine advertising. He was made a partner in 1935. He became a vice president about two years ago and has been in charge of the New York office as well as directing the national sales of the firm.

Basil A. Caparell

BASIL A. CAPARELL, sales manager for International News Serv-

eice, series manager for King Features Syndicate, both New York, died last Wednesday afternoon at his Pittsburg, N. J., home. He was to have been 61 years old the following day. Death was due to a heart attack induced by a blood clot. He was a member of New York's Radio Executives Club and The Banhees, an organization of writers and newspaper-

Basil A. Caparell is survived by his widow, Ella Jeanne Caparell.

WLS CHICAGO was well represented at District 9 meeting by Harold Sal-

ford (II), program director, and George R. Cook, treasurer.
"WELL, I'LL BE DARNED!"

Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

New advertisers will be even more amazed when they learn that W-I-T-H can give them more potential buyers for less money than any other radio station in the rich Baltimore market.

If you are wondering how to make every advertising penny count... remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man. He'll tell you the whole W-I-T-H story.
ANNouncers doing specialized work are not entitled to overtime pay, being classified as “exempt,” under a preliminary report issued by the Dept. of Labor. First revision in wage-hour rules since 1940, the new standards will not be put into effect before mid-October pending possible objections by interested parties.

NAB last week had not yet decided whether to file objections to the report. The association had announced that all announcers would be classified as professional employees under the law rather than announcers doing creative work such as ad-lib assignment, master ceremonies and similar assignments.

William R. McComb, Wage-Hour Administrator, said the revisions do not materially change the number of the approximately 200,000 announcers affected by the law—about 2,500,000 employees.

Effect on the broadcasting industry, however, is important, according to the Dept. of Employee-Employer Relations, which had taken part in wage-hour hearings on the subject [Broadcasting, Jan. 12, 1948].

In general, the regulations would exempt from overtime pay all radio employees functioning as “masters of ceremonies; playing dramatic, comedy or straight parts in a program; interviewing; conducting farm, fashion and home economics programs; covering public events such as sports programs in which the announcers may be required to ‘ad lib’ and describe current changing events; and acting as narrator and commentator.”

Under the Fair Labor Standards Act, certain types of employees such as executive, administrative, professional and outside selling employees, have been exempt from overtime provisions. The new proposals redefine and clarify the job content of these exemptions.

Richard P. Doherty, director, NAB Employee-Employer Relations Dept., had appeared before the Wage-Hour Div., flanked by Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsay, WSOY Decatur, Ill.; J. Allen Brown, former NAB markets director, and Irvin H. Peterson, former NAB attorney.

It was stated at NAB that the report accepts the principle that many types of special announcing are professional. A sportscaster or farm director apparently will be exempt so long as his duties conform to those usually ascribed to such employees and as long as he fulfills the other administrative requirements.

The proposed rules contain another feature of interest to broadcasters. This is the requirement that an employee must receive at least $75 a week before being eligible for classification as exempt, compared to the former $200 per month salary. This reduction in minimum salary also applies to administrative employees. The minimum for executive or supervisory personnel is raised from $30 to $55 per week.

In its report, the Labor Dept. noted:

The determination of the exempt or nonexempt status of radio announcers as professional employees has been relatively difficult because the radio broadcasting industry is comparatively new in the field of entertainment and because of the merging of the arts of the job with the commercial. The problem has been complicated also by the novel system of payment which is performed by radio announcers. This is the ‘talent fee’ basis of payment under which sponsors of radio programs pay special fees for the services of announcers whose special announcing talents they particularly desire.

Work such as giving identification and time signals, announcing the names of songs, and similar routine work is nonexempt work. In the case of radio entertainment as in other fields of artistic endeavor, the line is drawn as between professional under the regulations is largely dependent upon whether they receive as their duties are original and creative in character, depending upon their imagination, intuition or talent.

The testimony indicated quite clearly that no general conclusion could be reached as to whether they were exempt or that all are nonexempt. It is apparent that the test in this respect will vary in the type of work performed by radio announcers, ranging from predominantly routine to predominantly creative work.

The wide variation in earnings as between the low paid or recently hired from the highly paid ‘name’ announcer who is a professional employee, and that paid in demand by sponsors to the staff announcers paid a comparatively small salary in accordance with the only large differences in personality, judgment, or inherent special ability or talent which management is able to demand of them is nevertheless real. The determination of whether a particular announcer is exempt as a professional employee must be based upon his individual duties and the amount of exempt and nonexempt work performed, as well as his special compensation.

U.S. Probes Copy

Rhodes, Dolcin Involved

A two-and-a-half million dollar advertising campaign by Rhodes Pharmaceutical Co., pushing its medicinal preparation, Imrind, through radio and other media, is currently coming under the watchful eye of certain government agencies, including the Federal Trade Commission. The company, with headquarters in Cleveland, Ohio, had authorized its agency, O'Neill, Larson & McMahon, to prepare and broadcast radio announcements.

The campaign involves the local radio stations and the agency's Office Dept. and the Food & Drug Administration, however, the company has been charged with printing advertisements that are misleading.

Rhodes, it is pointed out, has been accused of misleading advertising, and has been the subject of Federal Trade Commission's charges. The agency, O'Neill, Larson & McMahon, has been charged with using copy that is misleading.

As a result, the agency has been ordered to stop using the copy, and the company has been ordered to stop using the advertising.

In this case, Rhodes has been charged with using copy that is misleading, and has been ordered to stop using the advertising.

The company has been ordered to stop using the advertising, and has been charged with using copy that is misleading.

In this case, Rhodes has been charged with using copy that is misleading, and has been ordered to stop using the advertising.

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The company has been ordered to stop using the advertising, and has been charged with using copy that is misleading.

In this case, Rhodes has been charged with using copy that is misleading, and has been ordered to stop using the advertising.
Only a combination of stations can cover Georgia's first three markets.

**THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

—in Georgia's first three markets

**WMAZ**

Macon

10,000 W • 940 Kc

**WAGA**

Atlanta

5000 W • 590 Kc

**WTOC**

Savannah

6000 W • 1290 Kc

---

**The C.B.S. Affiliates in GEORGIA'S First 3 Markets**

WAGA

Atlanta

WMAZ

Macon

WTOC

Savannah

---

**THE KATZ AGENCY, INC.**

Represented, individually and as a group, by

- New York
- Chicago
- San Francisco
- Dallas
- Atlanta
- Detroit
- Kansas City
- Los Angeles

**BROADCASTING • Telecasting**

September 26, 1949 • Page 31
FIRST IN THE CITIES

Davenport, Rock Island, Moline, East Moline

AM 5000 W 1420 Kc
FM 47 Kc 103.7 Mc
Basic Affiliate of NBC, the No. 1 Network
Monday through Sunday morning, afternoon, evening

WOC-AM/WOC-FM, Davenport
WOC TV, Davenport

WOC-WLTV-WOCA, Davenport

WOC-AM/WOC-FM, Davenport
WOC TV, Davenport

WOC-WLTV-WOCA, Davenport

WOC-WLTV-WOCA, Davenport

Advertising Material
Issued by RMA

Advertising Material to National Radio and Television Week Oct. 30-Nov. 5 has been sent to newspapers as well as radio dealers by the special committee of the Radio Mfrs. Assn. handling the annual project.

W. B. McGill, advertising director of Westinghouse Radio Stations Inc. and chairman of the RMA committee, said full-page advertising mats have been prepared and will go out next week. Explanatory letters are included for newspaper advertising managers. NAB will provide radio and TV stations with a series of announcements promoting the week.

Television for the first time gets full recognition in the 29th radio anniversary celebration. Another new feature will be Canadian participation.

The RMA Advertising Committee, headed by Stanley H. Mason, Stromberg-Carlson Co., developed three themes for the advertisements. First TV ad was only, "See—heard of the world's talent brought to your home by television." Second, where both TV and broadcast facilities are available, carries the slogan, "A radio for every one . . . television in every home." It is supplemented by the message, "Enjoy the greatest array of talent you've ever heard—or seen."

Third slogan, featuring FM, AM and phonograph combinations, has this slogan, "A radio for every room—a radio for everyone—everywhere." With the slogan goes the message, "Listen, enjoy the world's greatest talent—with a new, finer radio—today."

Dealers will be supplied poster reproductions of the advertisements, which depict families and groups enjoying radio or television, or phonograph music. Listeners are urged to hear and see the greatest programs in industry history.

Mr. McGill said National Radio and Television Week offers retailers a chance "to improve their public relations along with their sales and to become closely identified with community organizations and activities. Dealers who have taken advantage of this opportunity in the past have been rewarded in both increased goodwill and sales."

Members of the RMA Radio & Television Week Committee, besides Chairman McGill, are L. E. Pettit, General Electric Co.; H. F. Guenin Jr., RCA Victor Div.; E. L. Redden, Motorola Inc.; James D. Secrest, RMA public relations director.

Le Wald to Weintraub

CURTIS C. Le WALD, former account executive and copy writer with Campbell-Ewald Co., BBDO, Ruthrauff & Ryan and Lawrence Fertig & Co., has joined the William H. Weintraub Agency as manager of its Willow Run, Mich., office and resident account executive on the Kaiser-Frazer account.

FORT INDUSTRY

EXECutives Buy Stock

EXECUTIVES of the Fort Industry Co. now share in company operations as full-fledged stockholders, under a plan of recapitalization announced by George B. Storer, president and majority stockholder.

In announcing the stock sale, Mr. Storer said the owners decided to give operating partners the opportunity to become shareholders "in recognition of the splendid job" they have performed over the years and as "a further incentive to the executives...."

Citing added responsibilities of television and recent acquisition of newspapers at Miami Beach, Fla., Mr. Storer said the company feels its executive and management personnel should share with us in the growth and expansion of this newest scientific marvel in the field of mass communication—television—as well as in the development of the newspapers."

Under the recapitalization plan, participants acquire not only common but also preferred shares of the firm which were declared a dividend to common stockholders at the time of the common purchase.

Those executives who have taken advantage of the plan by buying the radio and television shareholders in the company, in addition to Mr. Storer and J. Harold Ryan, senior vice president and treasurer, are: Lee P. Walles, John B. Poole, E. Y. Faust, William E. Rine, Allen L. Haid, J. Robert Kerna, James E. Bailey, Stanton P. Kettler, Richard E. Jones, H. A. Steenerson and Robert B. Harker, Glenn C. Boundy, Paul J. Miller, and Bertha C. Prestler.

Fort Industry operates AM stations: WSPD Toledo, Ohio; WWVA Wheeling, WMNN Fairmont, W. Va.; WLOK Lima, Ohio; WAGA Atlanta, WQBS Miami, Fla., and WJBK Detroit. In each of these cities, except Fairmont, FM stations are owned and operated by the firm in association with the AM outlets. In Toledo, Detroit and Atlanta, Fort Industry operates TV stations. Other interests are newspapers in Miami Beach and Coral Gables, Fla., and The Standard Tube Co., Detroit.

WNOE GETS CP
For 50 kw Operation

WAY was cleared by FCC last week for issuance of the construction permit which it had granted last January to WNOE New Orleans for switch from 250 w on 1450 kc to 50 kw day, 25 kw night on 1060 kc, directional night.

In granting the permit, FCC had conditioned its issuance upon WNOE's securing approval from the Civ-I Aeronautics Adm. for its proposed transmitter site and further upon satisfactory modification of its contract with the Church to comply with the Commission's new rules banning certain time contracts in station sales.

WNOE secured the CAA approval in April, FCC reported, and this month was able to work out an equally satisfactory modification of its contract with the church which would meet the FCC's stipulation. The pact was drawn up in August and had called for reservation of certain time for 99 years.
Then Jamison said...

"You need Weed, Sir!"

At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

"I hear a lot of talk these days about economic recession," Manager A was saying. "I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations."

"True in part," said Mr. Jamison. "But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful improves your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation."

"Then why is my station losing money?" the manager asked.

"If you don't mind my saying so," Jamison replied, "you are improperly represented. Spot Radio should be sold as carefully as it is used... You need Weed, sir!

"I have been employed by this fine organization for some time. We are doing more business for all of our clients than ever before. And there's no reason why we can't do the same for you."

Weed and Company
radio and television
station representatives

Broadcasting * Telecasting
September 26, 1949 * Page 33
IT’S 9:30 A. M.: Saturday: The doors of WRVA’s 1300-seat theatre open to admit housewives. Each one writes the name of her grocer on a card and may get a sample of your product or watch your own demonstrator.

IT’S 10:00 A. M.: WRVA’s handsome News Editor, George Passage, conducts the warm-up. Housewives are called up to the fully-equipped kitchen on the stage to tell all about themselves. They get a basket stacked with samples of each sponsor’s product. Plus a sales talk.

IT’S 10:15 A. M.: One lucky housewife wins the quiz that makes her the owner of a brand new modern kitchen sink.

IT’S 10:30 A. M.: “Calling All Cooks” is on the air with George Passage as emcee. He quizzes a group of chosen housewives on homemaking and homedoinings. With loads of laughs and lots of prizes for everybody... watches... fountain pens... clothing, etc. Plus a basket of groceries.

IT’S 10:30 to 11:00 A. M.: Each participant mentions the name of her grocer on the air. And early Monday morning he gets a dollar bill in his mail. With it is a card saying the dollar comes with the compliments of the “Calling All Cooks” sponsors... all named. The flood of dollar bills is an introduction for your salesman.

IT’S 11:00 A. M.: The on-the-air show is over, but the program lingers on. George Passage and WRVA’s home economist, Harriett Allen, show off the sponsors’ products. Some are cooked right on the stage. Others are demonstrated at the same time, housewives get an opportunity to win a radio... or a washing machine... or an ironer.

IT’S 11:45 A. M.: The show is almost over. But not before the theatre audience marches up to the stage to sample the cookery. And to ask all the questions they want of homemaking expert Harriett Allen.

All This...
Buy a participation on "Calling All Cooks"—WRVA's big new quiz and prize show for housewives aired from 10:30 to 11:00 Saturday mornings—and you get everything but the kitchen sink. *That goes to a lucky housewife!*

It's much, much more than you bargain for, too. Because you pay a surprisingly low cost for a participation on a half-hour broadcast. And you get two hours and fifteen minutes of product-pushing performance. As you can see, from 9:30 a.m. to 11:45 a.m., your product is made an important part of the show—before it goes on the air . . . while it's on the air . . . and after the broadcast. All adding up to lots of mentions and lots of sales . . . with a *Grocer Promotion* that makes *Your Salesman Welcome in His Store*!

To take advantage of all the sales opportunities that come with "Calling All Cooks," call us or Radio Sales. We'll show you how it can cook up big returns for you in a $1,412,700,000† market where 434,253 radio families* live and listen most to 50,000-watt WRVA.

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*Sales Management Survey of Buying Power, May, 1949
* 50-100% BMB Daytime Audience Area

Richmond and Norfolk, Virginia
Represented by Radio Sales

WRVA
**Editorial**

**Facing Agency Facts**

THERE'S nothing better for the soul, whether it be personal or corporate, than a frequent appraisal by a frank and sincere friend. Such a friend is Mr. Campbell-Mithun radio director, who buys millions in time every year. Mr. Lund is strategically located for the role of critic and counselor of broadcasters.

Mr. Lund told NAB District 15 radio managers—and some of their ears are still burning—just what's wrong with a lot of time peddlers (see his article on page 26). At first thought it seems incredible that trained salesmen would attempt to foist phoney or ill-planned arguments on skilled men whose business it is to get results from the money put up by sponsors. Yet Mr. Lund is sometimes forced to spend part of his busy day listening to silly salesmanship.

Having cited some of the station abuses that come his way, he proceeds to lay down a set of standards for salesmen and explain just what an agency expects from those who would help it sell goods. And he makes it quite clear that the agency must allocate its clients' funds to get the best results.

Every good sales manager—and station manager, too—should know exactly what factors influence an agency in buying time. But a refreshingly direct manner that government radio employees can't do any harm and probably can do a lot of good.

Mr. Lund, recalling that radio has sold billions in goods and services, is convinced it will sell billions in the future—television notwithstanding. He has one basic plea, and it's a timely one as the selling business becomes tougher—"Let's make it better than it is."

**Radio's Hen & Egg**

IN THESE days of hard grubbing for new business, radio is overlooking an opportunity in its own back yard.

Radio manufacturing is big business. Last year the volume in sets, tubes and parts totalled in the neighborhood of three-quarters of a billion dollars. This year, spurred largely by the war, it may exceed $1 billion.

In the trade it is estimated that consumer advertising may be allotted up to 10% of sales. In many cases funds set aside by the wholesaler and manufacturer are matched by the dealer to create an advertising budget on what amounts to a dealer-co-op basis.

If all dealers took advantage of these various cooperative arrangements between $60 and $70 million would be available to execute set sales. But of this total last year perhaps 90% went to the printed media—mainly newspapers. Radio got most of the niggardly balance.

A shocking story?

There must be reasons. For one thing, dealer-co-op advertising is made easy for the newspapers. Copy, via mat service, is prefabricated by the manufacturer or his agency. It is placed in local papers with a minimum of production effort, in part on the cost of the distributor and his dealers.

Newspaper display probably can never be replaced by radio. But radio can capture more than the pittance it is getting, just as it has made inroads into the department store advertising. It has pitched for it.

How better to sell radio than via radio? What better way could there be to reach television prospects than through aural radio? The story is a natural. First the mat habit must be overcome. Not much has been done to buttress the truism that the broadcaster (and telecaster) creates the market for the manufacturer, and that the latter constitutes the circulation department for the broadcaster.

Improvement and expansion of programming would stem from new money from the manufacturers. And these programs, on the local, spot and network level, would help create new audience incentive. Stimulate set sales.

There's a job to be done. It should be done by the Broadcast Advertising Bureau, which already is getting off to an auspicious start under the inspired direction of Director Maurice B. Mitchell.

**Room To Grow**

CURRENT EFFORTS to secure additional television channels in the VHF region (Broadcasting, Sept. 19) deserve—indeed, demand—the active support of all those interested in the development of television. For there may be a key to solution of one of the toughest of all the complex problems to be faced in the television hearings which FCC opens today.

There can be no doubt that FCC was forced in its decision on the time to explore, at this time, the prospects for immediate use of the UHF band. Twelve VHF channels simply aren't enough to meet demand. It is equally apparent, in the opinion of the experts, that any coinvestment between VHF and UHF, so far as immediate operation is concerned, is strictly no contest at this stage of the art. Even after years of use, there is little apparent evidence that UHF can now carry a job of the major channel size.

Those behind the most recent research for new VHF channels hope to postpone the move into the UHF until a great deal more can be learned about that upper region. They think a dozen-and-a-half or more new channels in the vicinity of the present 12 would meet the demand satisfactorily for several years. FCC obviously is thinking in larger figures; it proposes to open up 42 channels above 470 mc.

We don't profess to know the answer. We are confident, however, that the well-placed but as yet anonymous government engineers behind the FCC's thinking are looking in the right direction. For their eyes are focused on those seemingly sacrosanct chunks of spectrum assigned to (but not always used by) government agencies, including the military.

We have argued repeatedly that government should be required to justify its own demands for spectrum space just as explicitly as non-government users. Its requests are handled perfunctorily by the Interdepartment Radio Advisory Committee, nominally recommending to the President. We can see no justification for such a rubber-stamp operation.

There is more to be done and more economic use of the spectrum. Yet government agencies, including the military, are permitted to pre-empt precious frequencies and sit on them, seemingly according to whim, while other services go begging. The military's stock argument that it may need its unused space in time of emergency is hardly valid. There is no question of the government's right to recall frequencies in time of national emergency.

Past failures to pry loose some of these government frequencies should not deter the current attempts. Obviously a strong and concerted effort is required. It should be made with all the support that can be rallied. All that radio and television want is a fair shake. It is a cause which should be carried squarely to President Truman if necessary.

**Our Respects To**

MARSHALL NORTHWAY TERRY

PERSEVERANT DABITUR, roughly translated, means "we succeed through perseverance" and therein lies the secret of the success of Marshall Northway Terry, whose family motto it is.

Mr. Terry, vice-president in charge of Cros- ley Broadcasting Corp.'s three video stations WLWT Cincinnati, WLWD Dayton and WLWC Columbus, has embarked on a career which to a man of less stamina would seem like one of hyperthyroid activity.

Born in Cleveland 47 years ago, Marshall Terry started his business career at the ripe old age of eight. His first venture was a "water-route." After school and during summer vacatons for four years he filled bottles with the clear spring water from Rockefeller Park and sold it to "steady customers" for a dime a gallon.

His next job was delivering groceries for the neighborhood store and from this he graduated to selling Elwii brushes door-to-door. His phenomenal success in sales of the humble duster evoked favorable comment from Elwii officials.

Young Terry received much of his inspira- tion from tales told to him by his Uncle Mar- shall Terry, who had risen from an Ohio farm boy to the post of New York State surgeo-general. Uncle Marshall counted as friends such men as Henry Ford and Teddy Roosevelt and told great stories about hard work and perseverance being the keys to success.

Grandfather Elisha Bigelow Northway was another source of family inspiration for Young Terry. Grandfather Northway was a school- teacher but when illness left him deaf he suc- cessfully invaded the piano sales field. "That old fellow could do anything," says Mr. Terry with great respect and awe. In northern and eastern Ohio the Northways outnumber the other citizens about five to one. "Why," says Marshall Terry, "there was an entire troop in the war between the states made up entirely of Northways."

Forsaking groceries and brushes for an industrials career, Mr. Terry worked summers for the Nickel Plate Railway, checking freight cars, and for the Jordan Motor Co., assembling brakes. During the declining years of World War I he stamped out three inch shells at the Cuyahoga Stamping Co., in his home town.

Mr. Terry's colleges were Yale and Kenyon; he holds a Ph.D. from the latter. At Kenyon, he sang a creditable baritone in the Glee Club and was at home on the theatre stage as well. His first post-diploma job was as ad sales- man for the Cleveland News. Later he joined (Continued on page 58)

**BROADCASTING • Telcast**
IT'S IMPORTANT that you consider these 65 South Texas counties as one, single, solitary market! That's what they ARE!

For food, clothing, general merchandise . . . for a thousand daily needs . . . people in this self-contained segment of Texas rely for distribution upon a single great city — San Antonio!

Just as San Antonio's lifelines of commerce flow forth in all directions, so does the penetrating signal of clear-channel WOAI. In these 65 counties, WOAI delivers a smashing 50 to 100% BMB Primary audience — BOTH DAY AND NIGHT!

According to C. E. Hooper's "Listening Area Coverage Index" of Fall 1948, WOAI takes you into more homes in these 65 counties than any other station . . . more by 2 to 1 in Daytime . . . more by 3 to 1 at Night.

Boasting 316,700-BMB 1949 Radio Families, the 1,337,500 people who make up this Self-Contained market rang up Retail Sales last year totaling well over $1,000,000,000!* Up 13.8% over the previous year!

Lassoed into a single, Billion-Dollar market . . . served by the single city of San Antonio . . . and by a single, clear-channel station, WOAI!

That's the story of these 65 self-contained counties. And, that's why advertisers acclaim WOAI as the "most economical means of selling more merchandise to more people who live, work and play in them!"

*Copr. 1949, Sales Management Survey of Buying Power; further reproduction not licensed.
PACIFIC NIELSEN-RATINGS
(TOTAL PACIFIC AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOUSES —including TELEPHONE and NON-TELEPHONE HOUSES)
JULY 1949

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<th>Current Rank</th>
<th>Program</th>
<th>Television %</th>
<th>Rating %</th>
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EVENING, MULTI-WEEKLY
1. Lunes Rangers | 334 | 7.5 | +1.8 |
2. Supper Club | 290 | 6.5 | +0.9 |
3. News of the World | 276 | 6.2 | +1.3 |

WEEKDAY
1. Backstage Wife | 406 | 9.1 | -1.0 |
2. Stella Dallas | 388 | 8.7 | -2.4 |
3. Drums | 383 | 8.6 | -2.5 |
4. Young Widder Brown | 379 | 8.5 | -2.5 |
5. When a Girl is Good | 366 | 8.2 | -2.4 |
6. Right to Happiness | 365 | 8.2 | -2.4 |
7. Pepper Young Family | 361 | 7.9 | -2.7 |
8. Welcome Travellers (2nd Qtr., WK3) | 344 | 7.6 | -2.7 |
9. Portrait Faces Life, Children (WK3) | 339 | 7.4 | -2.7 |
10. [Missing data] | 235 | 7.3 | -1.8 |
11. [Missing data] | 231 | 6.9 | +0.4 |
12. [Missing data] | 208 | 6.9 | +0.4 |

WASH Grid Plans
NINE leading collegiate football games and all the Baltimore Colts professional games will be carried play-by-play by WASH (FM) Washington, starting with the Navy-Princeton game Oct. 1. Five Navy games, Yale-Harvard, Pennsylvania-Columbia, Pennsylvania-Virginia and Penn-Cornell will be broadcast.

SECSEE PAGE 41

LIQUOR ISSUE
Lands Back in Congress
TREASURY DEPT., whose Alcohol Tax Unit supervises administration of the Federal Alcohol Administration Act on liquor advertising, has reportedly solved the issue of advertising on stations and networks squarely back at Congress, it was confirmed last week [Closed Circuit, Sept. 19].

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BOSTON REC
Record Attendance for Meet
RADIO EXECUTIVES CLUB of Boston started its 1949-1950 season with a record turnout of over 70 members at the first session Sept. 14, presided over by Craig Lawrence, general manager of WCOP Boston and president of the club.

Rudolph Bruce, advertising manager of New England Coke Co., was appointed chairman of the permanent committee on rules after his report for the special committee on organizations and elections was adopted. Rule committee members also include Wilbur S. Edison, assistant general manager WEEI (CBS) Boston; A. M. Morgan, general manager WLYN Lynn; Hervey Carter, manager WMUR Manchester, N. H., and Harold P. Newcomb, Harry M. Frost Co.

Other committees comprised: Membership—Hertha Bannan, chairman, assisted by James Asher, WJDA Quinlan; Paul Kanon, E. P. Hood & Son; Helen Harrigan, Chambers & Wiswell; Gerald Harrison, WHAS Springfield; Creighton Gatchell, WCAN Portland; A. F. Johnson, WHAA Pittsburgh; Arthur Newcomb, WOTW Nashua, N. H.; Charles W. Morton, Doremus & Co., and Connie Stackhouse, WEEI Cambridge.

Publicity, Marie H. Houalan, WEEI director of publicity and public relations, chairman; Beryl Kimball, director of advertising, Boston Consolidated Gas Co.; Claire Crawford, WNBC Boston sales manager; Paul Belaire, WBKA Brockton; Sally Larkin, R. B. Humphrey Co.; H. Roy Marks, WEEI; Harvey T. Newcomb; John C. Nicodemos, Kennedy’s Inc., and Paul Perreault, WTAO Cambridge.

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Western Electric
Power Tubes for AM and FM

WHETHER your station operates on low power or high power, AM or FM, you'll find the tubes you want in Western Electric's line.

Always known for long service life and top quality performance, these broadcast power tubes and rectifiers—all engineered by Bell Telephone Laboratories—are now being made for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

Look over the listing of types below—and for further information, call your local Graybar representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

Western Electric
— QUALITY COUNTS —

Western Electric's line of high power transmitting tubes includes:

- **212E** Air cooled triode, 275 watts
- **220C** Water cooled triode, 10 kilowatts
- **220CA** Forced-air cooled triode, 5 kilowatts
- **222A** Water cooled high vacuum rectifier, 25 kv. inverse voltage
- **223A** Water cooled triode, 5 kilowatts
- **223B** Water cooled triode, 25 kilowatts
- **223BA** Forced-air cooled triode, 8 kilowatts
- **223CA** Water cooled high vacuum rectifier, 50 kv. inverse voltage
- **226A** Water cooled triode, 20 kilowatts
- **240B** Water cooled triode, 10 kilowatts
- **241B** Air cooled triode, 275 watts
- **251A** Air cooled triode, 1000 watts
- **270A** Air cooled triode, 350 watts
- **277A** Air cooled triode, 1200 watts
- **279A and B** Water cooled triode, 100 kilowatts
- **308B** Air cooled triode, 250 watts
- **340A** Water cooled triode, 25 kilowatts
- **341AA** Forced-air cooled triode, 5 kilowatts
- **342A** Water cooled triode, 25 kilowatts
- **342AA** Forced-air cooled triode, 5 kilowatts
- **357B** Air cooled triode vhf, 400 watts
- **363A** Air cooled pentode, vhf, 350 watts
- **379A** Air cooled triode, 1200 watts
- **5530** Forced-air cooled triode, vhf, 3 kilowatts
- **5541** Forced-air cooled triode, vhf, 10 kilowatts

Giveaway
(Continued from page 23)

networks to try to work out with the FCC the terms of such a stay. If they failed to agree on terms, Judge Rifkind would write his own.

It was while the FCC was considering a stay order submitted by the networks that the Commission came forward with its own postponement, thus rendering unnecessary not only the stay sought by the networks but even a temporary injunction.

Accordingly the networks may now proceed to the merits of their case to have the rules thrown out as unauthorized and unlawful Commission actions. When the trial will take place may depend upon how much network attorneys are occupied in FCC television hearings that begin today, but one network legal authority said he believed it possible that the trial could start before the end of October.

How much importance the networks attached to the giveaway actions could be seen in the array of legal talent present at the stay proceedings, in the character of the arguments presented there and in the affidavits filed as part of that step in the proceedings.

Alfred McCormack, of Cravath, Swaine & Moore, attorneys for ABC, started the attack on the FCC in the stay proceedings.

He said the networks challenged the power of the FCC to make the giveaway rules. He said the rules in effect would impose a censorship and a restraint on programs previous to broadcast. He charged that neither the criminal statutes nor the courts define a lottery as the FCC has done.

Mr. McCormack emphasized the technical legal point that participants in giveaway shows did not give valuable consideration in order to participate and that if there is any consideration at all, it is given after the drawing of the lot. He argued that to be a lottery, the consideration should be given for being in on the lot itself. He said there is nothing in the giveaway cases to support the FCC view of consideration. (FCC Comr. Hennock, in a dissent to the giveaway rules, indicated she did not believe the legal requirement of consideration existed in the giveaway situation and that therefore the giveaway show is not a lottery.)

Cites Pending Renewals

Samuel Rosenman, former New York Supreme Court justice and a member of the CBS law firm of Rosenman, Goldmark, Colin & Kaye, also hammered away at the consideration angle and then pointed out that three CBS stations and one station owned by a CBS subsidiary would be up for license renewal Nov. 1.

"We'll be up against the gun if our status isn't decided, because if we continue broadcasting these programs without judicial decision, the licenses will be denied," he said.

Mr. Rosenman contended giveaway programs were nothing new, that since 1946 many had been on the air without prosecution either by the Dept. of Justice under violation of the lottery laws or by the Post Office for unlawful use of the mails.

He called attention to a program called Musicale, to which he said the Post Office Dept. had given the green light although Musicale required the listener to do more (by way of consideration) than any show now on the air. He explained that a Musicale participant had to go to a store to get a bingo-type card to fill in at the time of broadcast.

He then detailed the great loss CBS would suffer if a stay were not granted. CBS has five such programs on the air, all developed at the cost of thousands of dollars and bringing in thousands of dollars of revenue, he said. These would be discontinued, their audiences lost, he said, whereas a stay would impose no such irreparable harm on either the public or FCC.

Judge Rifkind broke in to ask whether FCC had said it was banning giveaways because they were not good enough as program material.

Upon a negative answer from Mr. Rosenman and from the FCC counsel Judge Rifkind observed that the FCC might therefore be able to issue a rule against giveaway programs of any manner and that no stay he granted could not insure against such an eventuality.

NBC Gross Billings

Paul Williams, of the NBC law firm of Cahill, Gordon, Zachry & Reindel, counsel for NBC by announcing that NBC had gross billings of $100,000 weekly from six programs in the giveaway category. This business would be lost without a stay, said Mr. Williams, "because we wouldn't dare operate for one day unless we had permission."

In the face of the arguments of irreparable harm the networks would suffer, it became apparent that Judge Rifkind would stay the FCC. It was then that the FCC counsel, Mr. Goldman and William J. Hickey, special assistant to the U. S. Attorney General, argued for a restricted scope of any stay to be granted.

Supporting affidavits of the networks were revelatory of the importance of giveaways to their financial returns.

For example, CBS in an affidavit signed by Joseph H. Ream, executive vice president, stated its Hit the Button program costs its sponsor $20,000 for each broadcast and that CBS made a "substantial profit" on it.

Sing It Again, he said, is under sponsorship of Carter products effective Oct. 1, 1949 to Sept. 30, 1950 at $8,000 for each quarter-hour period, giving CBS a "very substantial profit." Carter, however, had a clause in its contract permitting it to cancel its sponsorship unless a stay in the giveaway rules was not obtained prior to Sept. 30, 1949. Presumably Judge Rifkind's clear indication only the day before that he would stay the FCC would make that clause now inoperative.

Give and Take, said Mr. Ream, was sponsored by the Toni Co., at $5,500 a broadcast, again giving CBS a "substantial profit."

But Ream went on, has been sponsored on televising over CBS's own station in New York but sustaining elsewhere. Local Chevrolet dealers have been paying CBS $2,000 weekly for this show, it was said, but there was no allegation that it was rendering CBS a profit.

Altogether, CBS's investment in the programs was in the hundreds of thousands of revenue from them in the millions, he said.

ABC Files Affidavits

ABC filed affidavits signed not only by its president, Mark Woods, and its vice president, general attorney and secretary, Joseph A. McDonald, but also by Ray Vir Den, president of Lennan & Mitchell Inc., agency for P. Lorillard Co., which buys a 15-minute segment of Stop the Music on behalf of Old Golds, and by James M. Cecil, president of Cecil & Presby Inc., agency for Speidel Corp., another Stop the Music sponsor.

Mr. McDonald's affidavit pointed out that the threat to the network lay not only in the fact that renewal licenses could be withheld from stations broadcasting giveaway shows but that existing licenses could be revoked.

Mr. McDonald stated ABC and its affiliated and non-affiliated stations would be "hauling receipts" from giveaways, that such programs have wide public acceptance and that to lose, for example, Stop the Music, would mean loss not only of its audience but disruption of ABC's whole Sunday evening programming and make other hours on Sunday evening "less attractive to advertisers and therefore less salable."

He also said ABC has under contract at high salaries various artists and performers on the giveaways. Discontinuance of the programs would mean a big loss in that direction since such perform-
ers might not be good on other programs.

Mr. McDonald also indicated that Stop the Music will be an important cornerstone in the ABC attack on the government's rules.

That program, he revealed, in its television version, has had the approval of the Post Office. When ABC was considering the plan of having listeners pay in post cards with their names so they could be eligible for selection as participants, the network asked the Post Office whether such post cards were mailable and not in violation of the postal lottery statute. In a letter to ABC, the Post Office Dept. ruled:

"Submission of the postal cards would not be regarded as rendering matter relating to the scheme nonmailable under the postal lottery statute and the rule was not violated." Mr. McDonald said this meant the Post Office had ruled that Stop the Music was not a lottery.

The ABC affidavit by Mr. Vir Den, the Lennen and Mitchell president, related briefly the history of Old Gold's sponsorship of parts of Stop the Music. Said he:

"At the present time, we are spending on behalf of our client, P. Lorillard Co., Inc., approximately $112,000 per month for the Stop the Music radio and television programs and broadcasting facilities therefor."

Cite Expenditure

He also said considerable sums had been spent in advertising and promoting the programs in conjunction with Old Gold cigarettes in other advertising media in order that the public will associate Stop the Music with Old Gold cigarettes.

The ABC affidavit by Mr. Cecil, president of Cecil & Pressley Inc., told how important Stop the Music was to Speidel Corp., watchband manufacturers.

Mr. Cecil said Speidel had been unable to find a good means of merchandising its product because, being a small manufacturer, it could not buy network radio effectively. Stop the Music was then presented on a basis where the total advertising expenditure for Speidel's segment would be not more than $520,000 per year.

"No other such opportunity had presented itself to the Speidel Corp., or to Cecil & Pressley, to enable an advertiser of limited means to successfully compete with industrial and commercial giants with multi-million dollar advertising appropriations," said Mr. Cecil.

He then went on to say that the Speidel successes has boosted retail jewelry business throughout the country, boosted sales of other watch bracelet manufacturers as well as Speidel and has given employment to Speidel's town of Providence, R. I. "a black spot" in employment. He concluded . . .

Jobs Jeopardized by Ban

"All of these accomplishments were made possible through Stop the Music, and all of them would be in grave danger of falling to the ground with the banning of Stop the Music. In danger would be not only the jobs of the Speidel workers, the welfare of the entire watchband industry, and the welfare of 18,000 retail jewelry establishments, but far more ominous in our view, would be the nature of the blow directed against the single effective radio program, which made it possible for small business to compete successfully with big business, for the half-million dollar advertiser to compete successfully for the listeners' attention, and his patronage with the multi-million dollar advertiser."

The NBC affidavit was taken by President Niles Trammell, who stated that the network derived more than $100,000 in gross billings weekly from six giveaway programs. He, too, said NBC had spent much money, time and effort in developing new giveaways.
Midwest Radio
(Continued from page 27)

the year to be 14% better. WRJN Racine has been getting windfall of national spot—15% above 1948—and is holding up local sales to a level about 3% higher, said Station Manager Harold Newcomb. At WOBT Rhinelander, General Manager Hugh Rowlands says the year will be off only slightly despite a summer which fell 10% below last year's mark.

WHBF Prospects Gloomy
WLS Chicago will be "as good as last year," according to Treasurer George R. Cook, while Robert S. Dyer, station manager at WDAN Danville, Ill., anticipates a 20% increase in network revenue with slightly less in local income. At WOYI Davenport, in the center of Illinois, local sales "are climbing," it was reported by General Manager Merrill Lindsay.

But over at Quad-Cities on the Mississippi, WHBF Rock Island's prospects are gloomy. "We are having a rugged time," says Leslie Johnson, press agent from the other hand, WJPF Herrin, in the heart of southern Illinois mining section, looks for fall and winter sales to be up 20% above last year. "March was the only low month of the year in comparison with 1948," says General Manager Charles Cook.

WHAT AGENCIES WANT
(Continued from page 26)

where most homes are located—how many are urban, rural? And it wants to know only about the radio homes that are covered reliably and regularly, not just occasionally. There is little that a radio station can do to influence the selection of markets on a given radio schedule. That must be determined by the advertiser and the agency. But frequently the amount of money to be spent in a market can be influenced by the radio station that demonstrates the large size and quality of the territory it covers in a factual and provable way. Superlatives mean little to the agency. We are interested only in the facts.

(2) The agency wants to know about your station audience in the area it services. It is strange how many stations try to slough off this important factor. What is your share of the audience throughout the day? What is the actual audience at the time you have quoted as available? On these two factors—coverage and listenership—the agency bases its most important single calculation—cost per thousand radio homes. Any indications of listenership you may have are important and helpful. Hooper, Neilson, Conlan, telephone interviews, Diary surveys—they all help. If your station covers a wide rural area, as well as an important metropolitan center, the agency wants to know the difference in listenership characteristics between them. If you're better or worse in the country than you are in the city, the agency wants to know about it.

CITIES QUALITY NEED
(3) Program and production quality...this covers a multitude of sins but don't forget, the agency's thinking begins and ends with the sale of merchandise. The skill and regularity with which your station can deliver good programming and production means listeners to your station. It means sales for the advertiser's product. Some stations are noted in the advertising trade for the excellent standard of their programming and production which they maintain—day in and day out. By the same token, some stations are known among agencies to be just plain sloppy in their production habits. But even with bad copy, sales can be made to sell better than its quality would indicate if it is surrounded by good production and delivered by a radio salesman who wants to make it sell. Two wrongs don't make a right.

I'm sure all of us agree to the power of radio as a selling medium. Radio-home billions of dollars worth of merchandise in its short history and will sell billions more in the future—television notwithstanding. My only plea is: Let's make it better than it is. Let's get our production people and our talent to be "selling conscious" and "product conscious." The agency would like to know that your salesman on the air will do a job of sincerely, convincingly, and honestly selling the goods to the customer.

NAB DISTRICT 9

COMMITTEE appointments for NAB District 9 (Illinois, part of Wisconsin) were announced Sept. 16 at the close of the membership convention at Three Lakes, Wis., by Charles C. Caley, WMBD Peoria, district director. Heading the Employee-Employer Relations group is Arthur Harre, WJJD Chicago. Reappointed chairman of the Engineering Committee was Oscar C. Hirsch, WKRO Cairo, Ill.

Other appointments—Program, Forest W. Cook, WHBF Rock Island; Public Relations, Robert Burrow, WDAN Danville; Sales Managers, Forster Cooper, WDUZ Green Bay; Affiliated Stations, Hugh Boice, WEMP Milwaukee; Small Stations, Ray Livesay, WLBB Mattoon, Ill.

NINE football games of St. Bonaventure College, Olean, N. Y., will be aired by WJOY-1, Allegany, N. Y., with Atlantic Refining Co. sponsoring.

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND NOW—5000 WATT OUTPUT!

JOE W. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

HALIFAX
NOVA SCOTIA

NAB DISTRICT 9
APPPOINTS COMMITTEE HEADS

CONTACT Avery-Knodel for the proof story for your product in the Duluth-Superior Market, and learn how KDAL writes the happy ending for you.

Page 42 • September 26, 1949

AIR SPROUT

DULUTH, MINN.—Otto Mattick really didn't have to sprout wings, wheel-pants propeller and tail assembly to earn his Air Scout Merit Badge. "Matter of fact," grunts Otto, "I'm got up this way just to remind you of my get-up and go when it comes to making KDAL advertising pay and pay and pay. . . ." Otto's got the Indian sign on competition when it comes to corralling the listeners in the Duluth-Superior Market. And the Duluth-Superior Market has the Indian sign on others of comparable size. That's because it's such a stable area where folks always have money to spend for what you have to sell. Analysis of KDAL's territory will convince you that it belongs well up on the list for your next campaign. If you need help with that analysis, Avery-Knodel will appreciate the chance to supply it.

Justice-Neenah-Menasha, expects
Expanded BMB

(Continued from page 87)

Miller tied the loose ends together with an overall story of the association’s new streamlined organization and told how its “small but efficient” staff follows through on a personal basis in high government places.

The just-challenged critics of NAB’s legislative record to cite “a single law adverse to the industry enacted in the past four years.” He noted that while the whole history of broadcasting has been one of advance, the industry now is faced with its first “shaking down” period. He expressed the hope broadcasters would develop a championship complex during the period.

An added attraction at the Minneapolis meeting was a program featuring three of the North Country’s leading agency men. Edward A. Cashin, vice president of BBDO; Arthur H. Lund, radio director of Campbell, Lund and James D. McGlighen, radio director of Olmstead & Foley, spoke in plain language about station shortcomings with relation to agencies. (See article by Mr. Lund, page 26.)

Mr. Cashin said agencies need more ideas. He recommended that stations ask their personnel for “brainstorms,” just as BBDO does periodically. After requesting its staff in every city to contribute ideas for radio spots, Mr. Cashin said one he recently had 3,800 ideas to choose from, he reported. Citing a dearth of merchandising ideas for radio spots, he said few major advertisers know how to merchandise on the air.

The station’s failure to report to agencies about their programs, and station promotions were pointed out by Mr. McGlighen, who disclosed that Olmstead & Foley attempts to get a promotion budget with every program budget.

“I know you do more promotion for our clients than we hear about,” he said. “You should consider your promotion reports some- what as what you do your expense accounts. They’re both extra expenses for which you expect and deserve payment.”

He followed the pattern he laid down in Cincinnati and Three Lakes, Mr. Mitchell continued to unreel sales advice before the District 11 delegates at a mile-a-minute pace. Speaking both Monday and Tuesday, he gave out with such crisp paragraphs as:

The agreement of St. Louis Department stores against advertising on the air belongs in the hands of the Justice Dept.

Salesmen should know the cost of billboards, book matches and the circulation of major magazines in a local market. They should be aware when national manufacturers’ bulletins arrive at dealers, setting what local advertising is medium preferred.

Salesmen should never make collections, write continuity, or service an account. They should sell, and sell only.

Announcers should make it a practice of picking up the phone and giving the client an idea what his ad will sound like on the air.

Top station management should sit down with local bankers and convince them they will always get their money back when they loan to a radio advertiser.

When you get your license to go on the air, you thought it was a license to make money—probably 30% on your investment—but now the honeymoon is over and you must go to work.

AM hasn’t dropped dead in the TV markets despite the fact competitors are telling advertisers to “sit radio out and wait for television.”

Labor Discussion

NAB’s labor expert, Mr. Do- herty, spent considerable time at the Minneapolis meeting discussing the broad forces that affect radio station operations. He urged stations to deal with these forces collectively, to study “the prevailing winds that are beyond local control” through membership in national associations. He stressed the fact that running a station is “creative work,” and that certain

NAB BY-LAWS

BALLOTS giving NAB members a chance to vote to adopt the association’s by-laws by C. E. Arney Jr., secretary-treasurer. Most of the changes conform to recommendations made by the board of directors.

Ballots are to be postmarked not later than midnight Oct. 6. Mr. Arney wrote in an accompanying letter. First change would define in detail the rights and privileges of associate members.

Second change would legalize the board’s action in granting TV affiliates of AM members a special interim rate for the rest of the year. A permanent TV dues schedule is to be worked out but the board felt that since most TV stations are not making money, members’ TV outlets should be granted an interim rate of $5 a month, or $125 for TV-only out- lets. The low rate quickly increased NAB’s TV membership from six to more than 30. If the amendment is adopted, the board will have full power to grant such interim rates.

Third proposal merely legalizes the second one, should it be approved.

Two TV Directors

Number of TV directors-at-large is increased from one to two under the fourth proposal, bring TV up to equality with large medium and small stations as well as FM and facsimile. The “A” and “B” di- tinction in FM directors-at-large is eliminated. Directors represent facsimile at present because 25 members are required in a classification before it can be repre- sented on the board.

Proposal No. 5 would transfer conduct of nominations and elec- tions from an outside accounting firm to the NAB secretary-treasurer, saving about $3,000 a year. Two other clauses in this proposal increase from three to five the number of nominations a person must receive to qualify for a place on a final election ballot. One clause covers district directors, the other director-at-large.

The by-laws specify that nominations must be made by ballot but district directors may choose by written mail or by district meeting for the three elections. Purpose of the five-nominee requirement is to reduce the number of names on final election ballots.

Terms of directors-at-large would be increased from one to two years, under Proposal No. 6. At present they serve one year. District directors serve two-year terms. The proposal fixes the time when newly elected directors take office.

The board meeting usually held immediately after the annual con- vention is abolished by Proposal No. 7, which also provides that the president may call a board meeting on five days written notice. In addition, it provides that seven members of the board can call a board meeting by petitioning the secretary-treasurer and specifying subjects to be considered.

Conforming to board action in July, Proposal No. 8 abolishes the office of executive vice president and adds wording of other para- graphs accordingly.

BROADCASTING • Telecasting

Eight Amendments To Be Voted on by Members

Minneapolis Registration

H. G. Alexander, KWAD; Duane Allen, WOB; Douglas L. Anderson, KDIX; Kenneth H. Baker, NAB; Tom Barnes, WDNY; Bruce Beichl, WFFR; R. W. Behling, WOB; Carl Bloomquist, WDSM; H. J. Soothman, KTRF; Bob Bouchler, KLER; K. E. Bower, KBMW; Walt Bruzek, KLER; Jim Buchman, KWAD; Vivian H. Bulmer, Bulmer & Johnson; Orville F. Burda, KDIX; Charles G. Burke, KPGO; Paul Clark, RCA; Fred C. Clarke, KAAA; Howard Dahl, WKBE; Jerry Dale, Radio Tele- vision Pub. Corp.; Harold L. Dell, KGDE; R. P. Doherty, NAB; Bud Doss, KKIO; Palmer Dragsten, KDML; R. N. Ekstrom, WTCN; Jim Els, Bruce Els & Associates; S. Fante Jr., KELO; Robert Fornan, WLDV; G. David Gentling, KROC; Jerry Gill, AP; Margarette Graham, KDID; Hugh M. Grauel, World Broadcasting; Gus Hagenah, Standard Radio; Kolin Hager, SESAC; Ken Ilance, KSTP; Alfred J. Harding, WCBO; Bert Horswell, C. P. MacGregor; Carl E. Holt, KWAD; Harry S. Hyett, WOB.

(Continued on page 44)
INDEPENDENTS
TWENTY-TWO station managers, members of the Assn. of Independent Metropolitan Stations, met in Chicago Wednesday and Thursday to discuss mutual problems and opportunities of meeting network competition since organization last winter.

Although no policy decisions were made at the two-day meeting in the Stevens Hotel, station managers stripped to shirt sleeves and got down to basic issues during both day and night sessions. Tom Baker of WKDA Nashville was the only representative of the three new stations admitted to AIMS shortly before the meeting last week. Other new members were WBMD Baltimore and KLFY Dallas.

Members agreed to maintain the present structural format, which provides for no officers and only round-table discussions at informal business sessions. Seven major subjects were tackled by all participants. Topics, with the chairmen, were: national sales, T. S. Marshall, WOLP Case; programs, Patti McDonald, WHMM Mepham; costs, Elroy McCaw, KPOA Honolulu, Hawaii; systems and procedure, Mr. Ray Bovey, WJMO Cleveland; surveys, Hugh Felts, KING Seattle; engineering, John Engelbrecht, WIKY Evansville, Ind.; AIMS organization, Steve Cisler, WKYW Louisville, and promotion, Jerry Sill, WMIL (FM) Milwaukee.

Case Histories
Typical talk at the closed meetings concerned individual operations with case histories, including that of the Honolulu station which airs Japanese daytime serials employing casts of 100, and one of a 250 outlet which commands a 45 house Sunday afternoon in competition with four networks.

Applications of stations wishing to become members were discussed late Thursday, but no final decisions were made. Membership, issued by invitations, is open from stations in metropolitan areas with 100,000 or more population, although major markets such as Chicago and New York have been eliminated because of the difference in independent operation problems.

Several more AIMS stations are expected to be added shortly to the roster of Independent Metropolitan Sales, national representative firm. All IMS stations are members of AIMS, but most AIMS stations have another representative. IMS was established recently to handle a few metropolitan stations. Jack Koste heads the representative group, with Jack Mulholland as Chicago manager.

Attendance also included: Al Meyer, KMVR Denver; Ed Thoms, WPTF Fort Wayne, Ind.; King Robinson, KATL Houma; Bob Venn, WMBI Miami; Tom Barker, WKDA Nashville; Pete Schloss, WWW Pittsburgh; H. A. Jacobson, KKL Portland, Ore.; Howard Johnson, KNW Lake City; Cole Wylie, KREM Spokane; Ralph Stiffelman, KETL St. Louis; Frank Devaney, WMIN St. Paul; Ed Lovelace, KTBS Tacoma; John Hurley, WNEB Rochester, and Gene Trace, WBBB Youngstown, Ohio.

Edward D. Pulley
PIONEER radio engineer, Edward Danil Pulley, 38, general manager and vice president of WTAN Clearwater, Fla., was killed in an automobile accident Sept. 4 near Valdosta, Ga. Rated as one of the South's top radio engineers, Mr. Pulley built WTAN in 1947. He also had constructed 10 other stations in the South, including one in Nashville; Florence and Columbus, Ala.; and Columbus and Macon, Ga. The accident occurred when Mr. Pulley was on his way to Macon to bring home his wife and two children, Pamela and Steve, who had been visiting relatives.

For Sales

-Over a million in 79 counties of Georgia, South Carolina and Florida.
-3½ times more people than any other station in this market.

A $557,206 retail sales area.

WINZ LICENSED
Revocation Order Dropped

REGULAR license was issued to WINZ Hollywood, Fla., by FCC last week and the Commission's previous order of revocation was set aside [BROADCASTING, May 9]. Action was taken upon petition of the licensee, Hollywood Broadcasting Co., headed by Jonas Weiland.

FCC had ordered the revocation on grounds the licensee had violated provisions of the Commission's rules and standards, but WINZ in its petition contended the charges were not filed in error and that other technical difficulties had been caused by successive hurricanes which damaged facilities and delayed construction of new facilities.

WINZ is assigned 1 kw fulltime, directional, night on 970 kc.
Ad Practices Eyed
(Continued from page 28)
not violate any law. The injunc-
tion was requested, the complaint
indicated, because the defendants
"have threatened to and will con-
tinue to do offenses unless the
relief" is granted.

The suit charged that "commenc-
ing some years ago (the exact
date being presently unknown to
the plaintiff)," and continuously
thereafter to the date of the filing
of this complaint, the defendants
and others to the plaintiff
unknown, have been engaged in a
combination and conspiracy to
monopolize and in an attempt to
monopolize . . . interstate trade
and commerce in the dissemination
of news, advertising and other
information in violation of Section
2 of the Sherman Act."

The suit outlined the actions al-
leged and stated that from time
to time the defendants:

- Undertake to acquire owner-
ship of competing newspapers
and radio broadcasting facilities
in Lorain County, Ohio (including
WEOL).

- Threaten to refuse and do
refuse to publish advertisements
by those who advertise or propose to
advertise on WEOL-AM-FM or in
the Lorain Sunday News, an
independent weekly paper.

- Attempt to persuade and do
persuade employees of WEOL-AM-
FM and the Sunday News to leave
their respective employments.

- Agree with the Elyria Chron-
icle-Telegram not to circulate
within the city of Lorain and not
to solicit or accept ads from Lorain
merchants.

Actions' Effects
Justice Dept. contended that the
effects of such actions were to
restrain and monopolize trade and
commerce in the dissemination of
news, advertising and other
information, and to "irreparably injure
competitors of the Lorain Journal
in the operations of their busi-
nesses as a result of their inability
to obtain advertising contracts
from those . . . who advertise" in
the paper. It was further con-
tended that such actions denied
"various persons, firms or corpora-
tions free access to channels of
advertising in Elyria and Lorain,
Ohio, with consequent irreparable
injury to their operations."

In a civil suit of this kind, the
government seeks a court order to
stop the alleged objectionable prac-
tices. There are no penalties,
though failure to obey such an
order could mean contempt pro-
ceedings, punishable by a fine or
jail sentence.

Attorney General McGrath, in
announcing the filing of the suit,
said: "This is the first Sherman
Act case filed by the government
against a newspaper charging it
with conspiring to injure a com-
peting radio station. As the Su-
preme Court pointed out in the
Associated Press case, freedom to
keep others from publishing news
is not guaranteed by the Consti-
tution. Indeed, the Constitutional
guaranty of freedom of the press
goes hand in hand with the
application of the Sherman Act to
situations where businessmen
are combining to prevent competi-
tors from publishing."

Bergson Statement
Mr. Bergson, assistant attorney
general, who also signed the
complaint, said: "Since advertising
plays an important role in our free
television system, it is vital that
advertising channels not be closed
by private combinations. This
suit involves the remedial provi-
sions of the Sherman Act in sup-
port of that principle."

The case for the government
was prepared by Victor H. Kramer,
Badda J. Rashid, Herman H.
Seidler, Eugene C. Peck II and
Frank J. Oberg under the super-
vision of Edward P. Hodges, chief
of the trial section of the Anti-
trust Division.

The FCC's 1948 ruling to deny
CPs to the Mansfield-Lorain papers
had been a 3-to-2 vote, with the
dissenting Commissioners contend-
ing that the general disqualifica-
tions cited by the majority were
unsupported by the record and in
law. The attorneys for the papers
had repeatedly denied any use of
exclusive advertising contracts and
accused FCC of limiting free
speech, exceeding its legal au-
thority and usurping powers that
belong to the courts.

In latter 1948, WEOL through
a series of broadcasts charged
Messrs. Horvitz of engaging in ad-
vertising dictatorship, asserting
the Lorain paper refused to carry
even paid logs by WEOL while
carrying free the logs of major
Cleveland stations [Broadcast-
ing, Nov. 29, 1948]. The WEOL
manager described the Lorain situa-
tion as "simply a carbon copy of the
Mansfield situation."

WMAN this last July, in turn-
ing in its FM permit to FCC, al-
leged that the advertising policy of
the Mansfield Journal was in part
responsible for its decision [Broad-
casting, July 11]. WMAN charged
the newspaper would not permit
large store advertisers to buy ra-
dio time too, thus limiting the
field for FM time sales.

James S. Tyler
Is MBS Advertising Mgr.

APPOINTMENT of James S. Tyler
as MBS advertising manager,
a new title at the network, was
announced last week. Coinciden-
tally, it was learned that Jesse
Thompson had resigned as MBS
director of promotion and advertis-
ing, a title which has been elim-
nated.

Mr. Tyler served as advertising
manager of the network from 1941
to 1945, resigning to enter sales
promotion work for publica-
tions. Since that time he has served
with Time Inc., McGraw-Hill and
Pavcett publications.

In his new assignment he will
head the creative work in MBS
promotion and advertising. Harold
M. Coulter continues as director of
promotion and assistant to Robert
A. Schmid, vice president in charge
of program sales.

ABC Adds Two

WIMA, WKOK to Affiliate

ABC has added two new affilia-
tes, WIMA Lima, Ohio, and WKOK
Sunbury, Pa.

WIMA, a 1 kw station operating
fulltime on 1150 kc, will affiliate
with ABC as a member of its
northeast group on Oct. 10. R. W.
Mack is station manager.

WKOK, affiliating with ABC on
Dec. 1, is a 250 w station fulltime
on 1240 kc. Homer R. Smith is
manager of the station.

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on 1240 kc. Homer R. Smith is
manager of the station.
BOOMERANG!

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

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949, when KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 24% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC

5,000 Words

A "John Blair" station

Network Time

(Continued from page 25)

and soft drinks, eighth; gas and oil, ninth and insurance tenth.

In July 1948, the six-to-ten rank was household equipment, candy and soft drinks, gas and oil, automobile and insurance advertising, in that order. For the first seven months of 1948 the six-to-ten ranking classes, in descending order, were household equipment, automobile, candy and soft drinks, gas and oil, and insurance. (See Table II for full list of advertising classes, with gross expenditures of each group for network time for July and the seven-month period of both this year and last.)

Leading advertiser in each category for July is shown in Table III.

* * *

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN JULY 1949

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>$41,453</td>
</tr>
<tr>
<td>Apparel</td>
<td>41,542</td>
</tr>
<tr>
<td>Automobiles</td>
<td>47,127</td>
</tr>
<tr>
<td>Aviation</td>
<td>29,785</td>
</tr>
<tr>
<td>Chemicals</td>
<td>34,564</td>
</tr>
<tr>
<td>Clothing</td>
<td>72,885</td>
</tr>
<tr>
<td>Dairy</td>
<td>154,613</td>
</tr>
<tr>
<td>Drugs</td>
<td>141,564</td>
</tr>
<tr>
<td>Furniture</td>
<td>68,124</td>
</tr>
<tr>
<td>Jewelry</td>
<td>599,871</td>
</tr>
<tr>
<td>Lumber</td>
<td>340,340</td>
</tr>
<tr>
<td>Mills</td>
<td>84,622</td>
</tr>
<tr>
<td>Musical Instruments</td>
<td>129,666</td>
</tr>
<tr>
<td>Newspapers</td>
<td>43,205</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>134,611</td>
</tr>
<tr>
<td>Paper</td>
<td>167,512</td>
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<tr>
<td>Personal Care</td>
<td>26,345</td>
</tr>
<tr>
<td>Petroleum</td>
<td>93,990</td>
</tr>
<tr>
<td>Printing</td>
<td>18,492</td>
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<tr>
<td>Radio</td>
<td>25,072</td>
</tr>
<tr>
<td>Resort Supplies</td>
<td>43,212</td>
</tr>
<tr>
<td>Soap</td>
<td>457,826</td>
</tr>
<tr>
<td>Stationery</td>
<td>542,411</td>
</tr>
<tr>
<td>Transportation</td>
<td>234,294</td>
</tr>
<tr>
<td>Tobacco</td>
<td>69,726</td>
</tr>
<tr>
<td>Textiles</td>
<td>60,848</td>
</tr>
</tbody>
</table>

Source—Publishers Information Bureau

Fund Raiser

BENEFICIARY of a "blunder box" maintained at WWPA Williamsport, Pa., is the Lycoming County Community Chest. Kay Sasso, conductor of WWPA's Woman's Journal, has been contributing to the fund every time she uses her most-overused word—"wonderful." The Chest secretary, Arthur T. Snyder, accepted contents of the box while being interviewed by Miss Sasso, who uttered a couple of "wonderfuls" during the interview and made a publicity gag of the incident.

AD WORKSHOP

Cone To Open Chicago Meet

FAIRFAX CONE, chairman of the executive committee, Fote, Cone & Belding, will give the opening address of the 1949 Chicago Advertising Club workshops today (Monday) at 6:15 p.m. in the lobby studio of CBS. Mr. Cone will speak at a general session for enrollees in all five workshop clinics—research, sales promotion, creative advertising, layout and design, and media.

Clinics will be conducted by professional personnel among whom will be H. H. Robinson, advertising manager, Armour & Co.; H. M. Gross, president of the Chicago agency bearing his name; Fred C. Williams, advertising manager, Carson Pirie Scott & Co.; A. C. Ragnow, vice president, Campbell-Mithun; Joseph Betzer, Sarra Inc.; G. A. Shallberg Jr., advertising director, Borg-Warner Corp., and H. Fenholt, president, The Fenholt Co.

Participants in the radio and television session of the media clinic Dec 2 will be Ken Craig, radio director, McCann-Erickson, and James L. Stilton, general and sales manager, ABC's Central Div.

REC Speakers

DONALD W. THORNBURGH, president and general manager, WCAU Philadelphia, and Philip H. Willkie, member of the Indiana State Legislature, will speak Oct. 6 at the first meeting of the Radio Executives Club of New York for the 1949-50 season. Luncheon session will be held at 12:30 p.m. at the Hotel Roosevelt, New York.

Future speakers already scheduled for the semi-monthly Thursday noon meetings include: Ben Duffy, president, BBDO; and Clarence Goshorn, president, Benton & Bowles, and chairman of the AAAA.

CARSON

Confirmed for FTC Post

FEDERAL TRADE Commission last week picked up numerical strength for the remainder of 1949 but still was functioning at make-shift operation with Secretary confirmation of John J. Carson to succeed Robert Freer as FTC Commissioner. Mr. Carson, who was approved last Monday, was expected to be sworn in today (Sept. 26).

Meanwhile, the term of Lowell Mason, current acting chairman of FTC, expired yesterday (Sunday), but he will continue in office until his successor is named or his reappointment assured. President Truman already has indicated his intention to re-name Mr. Mason, but any action this session is believed doubtful.

Still another appointment pending is that of Garland Ferguson whose term ended last year but who has been serving in the interim. Nomination has centered on whether Mr. Truman will re-submit his name. His confirmation was blocked in the second session of the last Congress, and no action has been taken in the nine months of the 81st Congress. Allan Phelps, chief of FTC's export trade division, has been mentioned as his successor.

FTC has been functioning below strength of five commissioners all year. Aside from the Freer vacancy, Comr. Earle Davis has been hospitalized for over two months.

Mr. Carson, research and information director of the U. S. Co-operative League, Washington office, serves the unexpired portion of Mr. Freer's term ending Sept. 26, 1952. His nomination had been pending before the Senate Interstate Commerce committee since last April. The committee held hearings last June and July.

RETAIL SERVICE

BAB Bulletin in Mail

SECOND issue of the BAB retail service bulletin, designed to help stations do a better retail advertising job, is currently in the mails. It contains a complete outline and analysis of a successful radio campaign being used by Schurman's St. Paul department store, a Montgomery-Ward operation.

Stations have reported to BAB that the new bulletin is a result of the first retail service bulletin the group mailed, which was beamed to getting more radio money from watchmakers during the Jewelry Industry Council's "Watch Inspection Time" week, Sept. 21-27.

Small Space—Big Story

• MORE people
• MORE times
• LESS money

WGRD

Grand Rapids Michigan

BROADCASTING • Telecasting
Management

CAL SMITH, program director for KROC Rochester, Minn., appointed station manager. He will continue to handle his duties as program director temporarily.

JOHNNY LEE, former program director and later assistant manager of WROW Albany, N. Y., named station manager.

JOHN W. PACE, formerly with KROH Houston, Tex., and commercial manager of KLEE same city, appointed general manager of KLEE succeeding TED HILLS, resigned.

IRVING E. ROGERS, president and treasurer of Hildreth & Rogers Co., owner and operator of WLAW-AM & FM Lawrence, Mass., appointed member of Massachusetts Turnpike Commission.

JACK S. YOUNTS, president and general manager of WEEB Southern Pines, N. C., named public relations officer of North Carolina Dept. of WFF.

WILLIAM S. Hedges, NBC vice president and president of the Radio Pioneer Clubs, has advised British club members that the industry has adopted granting English residents privilege of establishing an English chapter.

BILL REA, owner of CENW New Westminster, B. C., presented with silver cup by Kitsilano Chamber of Commerce in Vancouver for his help in getting donations for building of outdoor stage.

HUGH B. TERRY, vice president and general manager of KZL Denver, spoke on "Television, Where Art Thou" before Denver Kiwanis Club recently.

Miller Chairman

JUDGE JUSTIN MILLER, NAB president, was chairman of the Federal Bar Assn. dinner held Sept. 22 at the Mayflower Hotel, Washington. He is a member of the association's national council. Speaker was Attorney General J. Howard McGrath. Members of Judicial Conference were guests.

SCHENLEY

SCHENLEY DISTILLERS Inc., New York, which for weeks has stirred the radio industry over its proposal to buy time for advertising its hard liquor products, announced Thursday it was continuing its "no radio" policy.

In making the announcement, the company indicated it had not abandoned completely its desire to use radio and television advertising but would continue to explore their possibilities.

J. L. Leban, president of Schenley, made the formal announcement. Schenley predicted, however, that the time would come when such radio and television advertising would be accepted.

Mr. Leban said Schenley reached its decision not to buy air time on recommendation of its own advertising department. He said:

"In preparation for our new advertising and promotion program and budget, the advertising department directed an exploration of possibilities in all fields, including late-hour radio and television shows, as well as newspaper and periodicals, outdoor display signs, spectacles and other media.

"In regard to radio and television, a careful weighing of the advantages and disadvantages caused the advertising department to recommend that we continue, for the present, our policy of advertising in all media except radio and television."

Mr. Leban cited part of his advertising department's report on radio and television which influenced the company to withhold budgeting any sums for broadcasting.

"Except among avowed prohibitionists, who wish to prohibit sale of alcoholic beverages as well as advertising, general reaction is markedly different from that of 10 or 15 years ago. The time is undoubtedly coming when distilled spirits advertising on the major radio and television outlets will be accepted as completely for our industry as advertising in the major magazines and in newspapers is not to carry programs advertising distilled spirits, although their right to accept such advertising was re-affirmed.

The Schenley statement also formally announced that managers and owners of over 200 stations, many of which are network-affiliated, are on record as willing to accept hard-liquor commercials. Schenley, through Biow Agency, had asked radio representatives around the country to make such a canvass. The decision to take spirits commercials was for most stations a departure from their traditional practice.

NEU TO N. Y.

CBS Switches Attorney

CBS Washington attorney James H. Neu has been transferred to the network's legal department in New York, effective immediately.

Mr. Neu, who joined the CBS legal department in New York in 1942, rejoined the network as Washington attorney in 1946 after a leave for military service. He will continue to handle CBS legal matters in the nation's capital.

Sterling Talk

COMR. GEORGE E. STERLING of the FCC addressed the annual convention of the National Assn. of Taxicab Owners last Wednesday at the Hotel Statler, Buffalo, N. Y. He discussed the benefits of radio communication now available to the taxicab industry and explained the allocation and other problems involved in the new taxicab radio service.

"This is the Columbia Broadcasting System"  

Twenty-two years ago, (Sunday, September 18, 1927) WFBV and fifteen other pioneer radio stations broadcast for the first time these now familiar words.

Through twenty-two years, the Columbia Network and WFBV have pioneered radio's great advancement as a medium of entertainment, education and public service. This Fall, WFBV and CBS bring Central New York listeners the greatest line-up of talent ever presented by any radio network, assuring advertisers of better and bigger audiences.

Syracuse

September 26, 1949 • Page 47
WORD WDXY (FM) 
Renew Baseball Sponsors

BEFORE the 1949 baseball season ended in the Tri-State League (North Carolina, South Carolina and Tennessee), WORD and WDXY (FM) Spartanburg, S. C., renewed the contract for sponsorship of all Spartanburg Peaches games to be played in the 1950 season. Announcement of contract renewal was made by Walter J. Brown, president of The Spartan Radiocasting Co., station owner and operator.

All games played by the Peaches in the 1949 season were jointly sponsored by the Spartanburg Coca-Cola Bottling Co., The Aug. W. Smith Department Store, Cudd and Coan Insurance Co. and the White Dot Grocery Stores.

As part of a package sale, the sponsors received a year-round program. Package price was in excess of $20,000, and sponsors renewed for 1950 on same terms of their 1949 contracts.

WORD and WDXY (FM) covered all games played, except on radio appreciation night when 4,000 fans turned out to show their appreciation for radio coverage of the games. Spartanburg finishes in second place and drew an attendance of approximately 129,000 for the season. The Spartan Radiocasting Co. has a contract with the Spartanburg baseball club for broadcast of all Peach games.

UTILIZE RADIO
Dameron Tells AFA Meet

UTILIZATION of radio to promote the advertiser to the public was pointed out by Dr. Kenneth Dameron, director of the Committee on Consumer Relations in Advertising, in an address a week before the tenth district annual convention of Advertising Federation of America meeting in Oklahoma City.

Dr. Dameron said the committee he has heads has secured radio-writing talent to make adaptations of a consumer-buyer and distribution lesson series for public service programs to be aired over radio. Containing 14 lessons, the series discusses aspects of marketing and distribution in relation to the consumer, such as advertising, pricing, retailing, channels of distribution, consumer credit, marketing costs and efficiency, etc. Dr. Dameron is a professor at Ohio State U.

Dissolve Partnership

HAROLD B. ROTHROCK and George B. Bairey, partners in Rothenbuehler and Bairey, consulting radio engineers in Washington, have announced dissolution of their partnership effective Sept. 30. Mr. Bairey will continue the consulting practice at the same location, 1727 K St., N. W. Mr. Rothrock is moving to Indiana.

A TEXAS fisherman who told the truth! B. W. (Barney) Ogle, general manager of KRGV Weslaco, Tex., with his pair of whopping "Silver Kings" caught during the Texas International Fishing Rodeo off Port Isabel, Tex., last month. Mr. Ogle won championship honors with 91-lb. and 75-lb. tarpon catches and proved that some of those tall Texas tales can be true.

EMPLOYMENT DATA
Switched to Labor Dept.

PROCESSING of industry data on employment, wages and hours has been transferred to the Bureau of Labor Statistics, the FCC has reported in an order making final the Commission's proposed amendment of Sec. 2006 (c) of its rules. FCC will continue to collect the data on forms it has used heretofore, but statistical compilation and evaluation of the data are transferred.

The rules section as amended retains the individual station or network reports within the confidential classification as previously, but in addition provides that the reports can be transferred to the Labor Dept. agency. FCC also stated that BLB will not make available to the public the individual reports although it will issue the general findings.

Seek Honor Month

PETITION seeking to declare June 1950 "Advertising in a Marketing Month" in California has been forwarded to Gov. Earl Warren by Southern California Broadcasters Assn. Purpose is to honor conventions scheduled to be held that month by National Industrial Advertisers Assn. and Advertising Assn. of the West in Los Angeles, and American Marketing Assn. in San Francisco. Idea also is being backed by Southern California Advertising Agencies Assn., California State Broadcasters Assn., and California Newspaper Publishers Assn.

GRADUATE engineering and science students from 25 foreign countries at second foreign student summer project at Massachusetts Institute of Technology visited RCA-Victor plant in Camden, N. J., as part of a tour sponsored by National Assn. of Mfrs.

'It takes a lot of horse sense to maintain a stable advertising program . . . .

in Memphis
you pick a winner when you harness

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

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.
COLOR and excitement of tobacco auctions are transmitted by WODG Greensboro, N.C., to its listeners each weekday morning. Carrying portable microphone, Wally Williams, station's program director, circulates through warehouse picking up chant of auctioneer, bidding of buyers and interviews with farmers, butchers, auctioneers and on-lookers. Shows are sponsored by Greensboro Tobacco Warehouse.

Hotel Quiz
QUIZ show, You're the Top, on WTOP Washington asks all daily contestants the same question. Person who comes closest to correct answer at end of 10-day competition wins trip to New York, tickets to World Series games and accommodations at Knott Hotel provided by sponsor, Knott Hotels. Ten-day contest will conclude with final round in which top winner will be chosen. Typical question is, "How many meals were served in the Knott Hotels last year?" Transcribed sessions of show are aired twice daily.

Recorded Interviews
IN order to add "spark" to afternoon segment of twice daily For Women Only show on WCAU Philadelphia, Creighton Stewart, show's m.c., asks question of general interest at end of day's shows and invites listeners to phone him and give their reactions. As many calls as possible are recorded in 15 minutes. Next day between six and ten calls are played back with live interjections by Mr. Stewart. First day idea was suggested, switchboards were so flooded that unlisted phone number had since been used. Typical questions are, "Do comic books have tendency to cause juvenile delinquency?" "Who should handle the money in the family?" "Should teenagers be allowed to drive the family car without a parent being present?"

Folio Warnings
SEVEN one-minute telephone conversations with physicians on subject of infantile paralysis, typical of conversations being carried on every day over telephone, have been made by WCOP Boston in cooperation with Massachusetts Dept. of Health's Div. of Communicable Diseases. Recordings are aimed to warn parents of dangers and symptoms of dreaded disease. Station has sent copies of recordings to several other outlets in states for local airing.

Hobby Parade
TV SHOW featuring famous hobbyists, popular hobbies and handicraft exhibits, interviews and actual "how to do it" demonstrations are presented via WBKB (TV) Chicago. Shows are sponsored by Handicraft Div. of Burgess Battery Co. Hobby talent search will be conducted in connection with show.

Rotary Clubs Aired
AIRING of highlights of Los Angeles Rotary Club meetings has been started as weekly public service feature by KMGM (FM) Los Angeles. Main speeches given by outstanding members of organization are aired in full during 40-minute programs.

Editors Speak
RADIO and newspapers combine to present Sunday afternoon program series entitled Country Editor Speaks on KFWI Wichita, Kans. Host for quarter-hour series is Bob Arthur, station's morning news editor. Guests are two local country editors who discuss some problem or phase of news of general interest.

Good Looking!
THREE-WEEKLY, five-minute radio show to plug television sets has been started on KECA Hollywood. Sponsored by Hoffman Radio Corp. for Hoffman Television Dealers of Southern Calif., program titled The Best Looking, features review of one television show, introduction of video "personality of the day" and television news. Herb Ellis, commentator-reviewer, is featured.

NARND SESSION
Erwin D. Canham To Speak
EVALUATION of radio news as seen through the eyes of a leading newspaper editor will be a feature of the 1949 convention of the National Assn. of Radio News Directors at the Commodore Hotel, New York, Nov. 11-13 [Broadcasting, Sept. 19]. Convention program Chairman Jack Shelley, WHO Des Moines news manager, said Ervin D. Canham, editor of the Christian Science Monitor and past president of the American Society of Newspaper Editors, has accepted an invitation to discuss a newspaperman's views on how radio newsmen have measured up to the opportunities and responsibilities of their medium.

Other NARND convention speakers previously announced include Judge Justin Miller, NAB president; Edward R. Murrow, CBS commentator and two-time winner of the Peabody Award for radio news analysis, and Elmer Davis, ABC news analyst and wartime OWI chief.
THE EFFECT of transcasting on the "public convenience, comfort and safety" of bus and streetcar riders in the nation's capital will be thoroughly explored next month in a hearing which may set a precedent for transit FM activities in other cities.

This was indicated last week after the Public Utilities Commission of the District of Columbia set Oct. 27 for a formal hearing. Protestive agencies for Trans Radio Inc., parent organization for the operation, served notice they will file petition to intervene and are preparing joint presentations.

Details on the presentation were not disclosed but Capital Transit is expected to concern itself with the safety issue, while TR will introduce results of a forthcoming survey on rider reactions designed to uphold the popularity of the new medium. Previous tests showed that over 92% approved the service.

The Utilities Commission decided to hold the hearing after receiving over 100 letters attacking transit FM programs of music, news and commercials [Broadcasting, Aug. 8]. To date, the number of communications received represents only a small percent of all transit riders in the District, and some are "repeats" by the sender, PUC acknowledged.

In addition, many which scored transcasting also pressed Capital Transit Co. on other sources of irritation, it was noted.

Public reaction to transcasting already has been well established, in the opinion of its officials, and the new survey may be introduced at the October hearing as a secondary or counterpoint defense. It is believed that TR and CTC also may include in their joint presentation figures on the correlation between the accident rate on radio-equipped and non-equipped vehicles.

A recent study in Houston, Tex., reportedly showed a higher rate on the latter, which TR and CTC may use as evidence that the public safety is not endangered as frequently asserted.

TR's new study will be prepared by Ed Doty, Kansas City, survey expert, who handled the previous projects. It is expected to be available in time for the hearing.

Thomas Dowd, secretary of Trans Radio Inc., and member of Piersan & Ball, law firm, will serve as TR counsel, while Floyd G. A mortal will represent CTC.

**COMMERCIAL**

JOHN H. ROHRER, former commercial manager of KPDN Pampa, Tex., joins sales staff of KTIS, St. Paul, Minn.

WARREN F. HAAS, formerly with sales staff of WFEC Miami, Fla., joins sales staff of WVCH Chester, Pa.

DONN SPENCER, salesman at KVOE Santa Ana, Calif., named sales manager.

JAMES R. CUNNINGHAM, formerly with Bolling Co., radio and television station representative, joins Selective Radio Advertising Inc., New York, station representative for FM transit broadcasting. He will serve as national sales manager of firm.

WALTER BROWN, formerly of KRSC Seattle, joins KLAC Hollywood sales staff.

ROY V. SMITH, former account executive for R. D. Altman Assoc., Harrisburg, Pa., assumes same position in spot sales with Alaska Broadcasting System, and CHARLES E. SODEN, formerly assistant advertising and sales promotion manager in B & B, apointed account executive for Alaska Network sales at ABS, according to Pan American Broadcasting Co., international radio station representative in New York.

JUSTIN B. GUDELSKEY, former salesman with WXUS Muskegon, Mich., becomes account executive with WKBW same city.

LWK Cincinnati has issued rate card No. 18-D.

MOVING to new quarters are: EDWARD PETRY & Co. station representative, to 143 Park Drive, Boston 15; business office of KVOE Santa Ana, Calif., to Commercial National Bank Bldg., Fifth & Main Sts.

KSTP Minneapolis, Minn. has issued rate card No. 25.

KBTV (TV) Dallas, Tex., appoints Adam Young Television Inc., New York, as exclusive national representative.

W. D. EDOUARDE Leaves B&B&B for KFWB Post

WILLIAM DOTY EDOUARDE, radio timebuyer with Badger and Browning & Hersey, New York, has been named sales manager of KFWB Hollywood, effective Oct. 3, Harry Mainzlin, KFWB general manager, has announced.

Mr. Edouarde has been with B&B&B for the past seven years and prior to that was with Compion Adv. in a similar post. Before that he was in the motion picture business and was head of his own talent agency. Edward Whitley, who has resigned from McCann-Erickson, New York, as a timebuyer, will succeed Mr. Edouarde at Badger and Browning & Hersey as timebuyer.
EARL SHARLAND, chief announcer for WGLN Glen Falls, N.Y., appointed program director, relieving WILLIAM KROUG, general manager, of those duties. FRANK MULLEN appointed chief announcer succeeding Mr. Sharland.

BLAIRE BROWN, formerly of WQQW Washington, joining announcing staff of WWDC-AM & FM same city.

JOHN EDWARDS, chief announcer for KATL Houston, Tex., appointed program director succeeding W. S. NEWMAN, who has resigned to enter television.

ERNEST DAVIS, formerly with Sancadaga Broadcasting Co., Gloversville, N.Y., joins WCBS Amsterdam, N.Y., as staff announcer.

MAURICE J. MCGARRY, chief announcer at WBEC Pittsfield, Mass., named program director succeeding GEORGE NESBIT, resigned. Mr. McGarry was formerly with Fordham U. stations, WFUV, and WGGF New York.

AL FREEMAN appointed director-producer for Eddie Newman Show on WGEN Philadelphia.

WILLIAM L. CANDLER, former writer, announcer and newscaster for KSFT Trinidad, Colo., joins KOLL Phoenix, Ariz.

WARDE DONOVAN, radio and stage vocalist, signed as singing star of Don Lee Ladies First show.

VINCE LLOYD, former sports editor at WMED Peoria, Ill., joins announcing staff of WGN-TV Chicago. He will cover collegiate football telecasts. He formerly worked at WNAV Yankton, S. D., and KTRI Sioux City, Iowa.

LORRAINE HALL, women's editor for KOOL, Phoenix, Ariz., writes column, “Every Woman's World” which appears weekly in Spot Life, and monthly in Arizona Blockman. She also is editor of children's page of Sunday Life magazine.

FRANK G. OPIA, formerly with WEOE Elyria, Ohio, named music director at WMRN Marion, Ohio.

TED TOLL, named producer of ABC Ozie and Harry show starting Sept. 29.

BAMBI MILLER, formerly with Lang Productions, joins KFWB Los Angeles traffic department.

BOB JOHNSON, former news editor of WKIL Muskegon, Michigan, returns to station as program director. He also was with WTAM Cleveland.

BENNETT, formerly with WKBZ, also returns to station from WMUS Muskegon, to take charge of continuity, promotions, and publicity.

VICTOR CAMPBELL, creator of Houdy Doody and writer of radio and television programs, appointed director of production for WBAL-WBAL-TV Baltimore. Mr. Campbell began his radio career in 1932 when he joined WGIC Glass Falls, N.Y., as announcer, and later as program director. He transferred to WSYR Syracuse, N. Y., as own editor and publicity director in 1933, and later was with WOR and WKBW Buffalo, N. Y. After war services, Mr. Campbell spent six months as staff production director at WNBC New York.

SKEE WOLFF, writer and producer at WBMM Chicago, is teaching advanced radio acting and announcing classes two evenings weekly for Northwestern U. in studio station.

WALT SHEAHAN, with WROW Albany, N. Y. since 1945, named chief announcer.

BETTY MEARS, radio writer and playwright, joins KTTL (TV) Los Angeles.

EUGENE EUBANKS joins WBMM Chicago as producer. He was formerly with WCON Atlanta and Air Features, New York.

IRVING J. PASTERNACK, former art director for Redfield-Johnstone Inc. and Consolidated Business Service, joins WOR-TV New York as titling artist and animator. He also will assist in advertising and promotion departments.

JEANNETTE SMITH, formerly program assistant, writer and fashion commentator for KTBC Austin, Tex., and author of children's series for KTBC Austin, joins Neiman-Marcus, Dallas specialty store, as assistant to public relations director.

TONY CHASTAIN, sports caster for WORZ Orlando, Fla., since last December, appointed program director.

MARCIA ROEN of The Roena At Home show on WORZ, named director of programming.

DAVID CRANDELL, producer-director of studio telecasts for KGO-TV San Francisco, named director of 15-week course in TV production at U. of California's Extension Div.

RITA ASCOT, “Fay" in Ma Perkins for past 15 years, resigns effective Sept. 30. She will make her home in Chicago and continue with Sun-Times Funnies and Children's Hour each Sunday morning on WLS Chicago.

HARRY G. MUSON, formerly with Twin-City Television Labs, Minneapolis, becomes film editor for WDTV (TV) Pittsburgh.

SAM BECKER, formerly with WSUI Iowa City, Iowa, and WTAD Quincy, Ill., joins staff of U. of Wyoming in Laramie as director of radio.

ROBERT STANFORD, former actor and producer for WFAA Dallas, appointed chief announcer of KBTV (TV) Dallas. He also was formerly with Columbia Pictures.

BOB ACKERLY, KJR Seattle newspaper, is one of three sports experts from West Coast named to 15-man advisory committee for Heisman Award, given each year to "Outstanding College Football Player" by Downtown Athletic Club of New York City. He is only committee member from Pacific Northwest.

LEIF JENSEN, announcer for WDBC Hartford, Conn., and Virginia Coloff have announced their marriage.

BUZZ ASTOR, staff member of KDKA Pittsburgh, is the father of a girl.

Boris Mitchell, staff announcer with WORZ Orlando, Fla., is the father of a boy.

PETER STRAND, director of WXTZ-TV Detroit, is the father of a boy, Robert Denniss.

BYNG WHITTEKER, commentator of CBJC Toronto, and EDNA SMITH, receptionist of CBJC Toronto studios, plan to be married Dec. 8.

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, took part in production of “The Man Who Came to Dinner" at Oiney Theater, Olney, Md., during her vacation.

BRUNO ZIRATO Jr., staff member of CBS, and Barbara R. Keehe have announced their marriage.

LESLIE G. ARRIES Jr., program operations manager of WTVY (TV) Pittsburgh, and Elisabeth Logan have announced their marriage.

WILLIAM DRIPS, former farm director at KC, Mich., moves to Welch's Ore., near Portland.

ROBERT H. FORWARD, KTTV (TV) Los Angeles program director, named Hollywood radio and television coordinator of American Cancer Society for forthcoming cancer drive for second consecutive year.

JIMMY FULKERSON, single-instrumenotalist for KMNC-FKRM Kansas City Mo., and Bernice Andrew have announced their marriage.

Then you need KFYR and its five thousand watts on 550 kilocycles. Power, plus a choice frequency, amazingly high ground conductivity and 24 years of intense listener loyalty make KFYR the natural selection for the time-buyer who wants to make sure he picks the best buy. Ask any John Blair man.
September 16 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KWIK-AM-FM Burbank, Calif.—Designated for hearing application for assignment of license of KWIK, CP for KWIK-AM-FM and application for CP to replace expired permit KWIK-AM-FM; hearing to be held in Burbank.

Transfer Granted

WJBO and WURL (FM) Baton Rouge, La.—Granted permit to transfer from executive of estate of Charles P. Manhasset, Jr., to Leo D. Charles P. Jr., and Douglas L. Manhasset; no monetary consideration.

WANN Annapolis, Md.—Granted permit to relinquishment of control by Morris H. Blun present majority stockholder; corporate reorganization.

Authority Granted

KQFE Needles, Calif.—Granted authority to suspend operations and remove KQFE from air for period of 30 days from Sept. 15, in order that station might be taken towards恢复正常 station's operations.

Hearing Designated

Stetzel Newspapers Inc. Lebanon, Pa.—Designated for hearing application for new station on 1540 kc 500 w D. WGWD Gadsden, Ala.—Designated for hearing application to change power from 1 kw D to 570 kc to 1 kw D 500 w.

A consolidated hearing on renewal of WGWD and made WYSO Station: WYRO Asheville: WREST Youngstown, WFAA Dallas and WBAP Fort Worth; parties to be heard.

Selma-Smithfield Best, Co., Smithfield Bests, Smithfield—Designated for hearing application for new station on 951 kc 250 w D.

Application Denied

WORM Easton, Md.—Denied application for renewal of license for hearing application to change frequency from 1 kw D to 1450 kc 500 w D.

CP Granted

WSUN St. Petersburg, Fla.—Granted CP to change DA mount FM and AM tower, change trans. location, and install new trans. end cond.

Hearing Designated

Gretna and Lower Coast Radio and Best, Co. Inc., Gretna, La.—Designated for hearing application for new station on 1460 kc 250 w D. A consolidated proceeding involving applications of Charles Wilbur Lamar Jr. et al., commencing on Oct. 3 at New Orleans before Hearing Officer Jack.

WWMB Washington, D. C.—Granted extension of completion date Class D FM station, from Sept. 1 to March 1, 1950, on condition construction of station commence before operation.

Cabling were granted mod. of CP:

WSPA-FM Spartanburg, S. C.—Change ERP from 262 kw to 40 kw D. kw; ant. from 2120 to 233 ft.

WWMB-B-FM Franklinville, Fla.—Change ant. height from 500 ft to 380 ft.

WVGR-AM-B-FM Waycross, Ga.—Change power from 1 kw D to 8 kw D. kant. from 500 ft to 360 ft.

WXRC Buffalo, N. Y.—Change power from 50 kw to 1 kw D.

WKFU Sandyhook, Ohio—Change power from 5 kw to 2 kw D. and ant. from 366 to 210 ft.

BY A BOARD

L. on Rubinstein, New York—Granted permit to accepted petitioner's compromise and gave him permission to participate in television hearing scheduled to commence Sept. 4 in San Francisco, asking to be originator and principal owner of new color TV system.

KPIX San Francisco—Granted STA to open KPIX and associated relay trans. during other than period of regular program schedule for 45 days beginning Sept. 16, using color transmission system of Color Television Inc.

KO-GO-Television San Francisco—Granted STA to open KGO-TV and associated relay trans. on Sept. 16, using color transmission system of Color Television Inc.

September 16 Applications . . .

ACCPTED FOR FILING

SSA—1150 kc

WSV Pekin, Ill.—Request for SSA to operate station for 100 w D. in addition to licensed facilities 1140 kc D. to 1150 kc D.

License for CP

License to cover CP new AM station: KNEM Nevada, Mo.; WJMA Orange Va.; WNWN Elgin, Ill.

KWWE Clinton, Okla.—Granted mod. CP for WNWE licensed on AM tower.

WPSX Tallahassee, Fla.—Granted CP, license covering change of station location.

The Outlet Company, Area of Operation, 1.—Granted license for new experimental TV relay KA-414 (form-

WTHC Indianapolis, Ind.—Granted license for extension of completion date to 12-15-48.

WRCM (AM) and WJMR (FM) New Orleans, La.—Granted application for change in corporate name to Supreme Broadcasting Company from Supreme Best, Inc.

WMBF WVBS Baltimore, Md.—Granted license to operate new FM station.

BROADCASTING . . .

**SEE PAGE 41**
### Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Broadcasting Offices, National Press Building</td>
<td>212-362-1234</td>
<td>Broadcasting</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 15th St., N.W.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td>202-362-1234</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>Specializing in Antenna Problems</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers</td>
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### Consulting Radio Engineering Firms

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<tr>
<td>A. D. RING &amp; CO.</td>
<td>Munsey Bldg., Republic 2347</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>363 E. 75th St.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Ave.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>ROYAL V. HOWARD</td>
<td>1600 16th St., N.W.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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### Consulting Radio Engineering Companies

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<tbody>
<tr>
<td>GLENN D. GILLET</td>
<td>Munsey Building District 8215</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>CRAVENT, Lohnes &amp; Culver</td>
<td>1828 Jefferson Place, N.W.</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N.W.</td>
<td>202-362-1234</td>
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<td>NANDA I WILLIAMS</td>
<td>124 Clarence St., Phone 7-277</td>
<td>202-362-1234</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>ROYAL C. ADALTR</td>
<td>Executive 8551 1833 M Street, N.W.</td>
<td>202-362-1234</td>
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### Consulting Radio Engineering Experts

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<tr>
<td>GEORGE C. DAVIS</td>
<td>Munsey Bldg.—Sterling 0111</td>
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<tr>
<td>GAUTNEY, RAY &amp; PRICE</td>
<td>1052 Warner Bldg.</td>
<td>202-362-1234</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave.</td>
<td>202-362-1234</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>H. V. ANDERSON</td>
<td>124 Clarence St., Phone 7-277</td>
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FCC Actions
(Continued from page 52)

Decisions Cont.

Keven, Conn. to 1-30-50; KMV Hutch-

ison, Kan. to 1-1-50; WICAL-FM North-

field, Minn. to 3-28-50; WRBL-FM Colum-

bus, Ga. to 11-14-49

WMIC M. Carlisle, Ill.—Granted li-

sence for new AM station; 1360 kc 500

watts effective radiated power.

KWBW Hutchinson, Kan.—Granted

to install new vertical antenna and

transmitter directly above the old.

WA JW Picayune, Miss.—Granted

mod. CP for approval of antenna and

transmitter location, specify studio location, and

change type from quad to single.

KNOX Norman, Okla.—Granted mod.

CP for approval of new antenna and

transmitter locations and change of type of trans-

mitter. WMRQ Passaic, N.J.—Granted

mod. CP for extension of completion date to

7-1-49.

ACTIONS ON MOTIONS

By Commissioner Webster

KKBO Indio, Calif.—Granted petition

to accept written appearance in pro-

ceeding upon application and that of

KCAP Banning, Calif.

KMCN Los Angeles; WJR Detroit and

WGAR Cleveland—Granted extension of
time within which to file motion to

change issues in proceeding in Dockets to

Oct. 19.

William and Lee A. Odessky, Los

Angeles, Calif.—Dismissed as mor-

tally defective petition requesting Commission accept

written appearance in re application for

WFRQ Cooke, Houston, Tex.—

Granted dismissal of application; denied

inso far as it requests denial with

prejudice; on Commission's own mo-

tion decision is made with prejudice and

further ordered application of

Polaris II, Morales be removed from

hearing docket.

St. Cloud Beacon Co., St. Cloud, Minn.,

the granting of an application for CP;

therefore, to Sec. 1366 of Con-

mittee's Rules and Regulations, ap-

plication dismissed with prejudice.

Frank M. Helm, Modesto, Calif.—

Granted petition to dismiss without

prejudice its application for CP.

By Examiner Blume

WJAX-TV Jacksonville, Fla.—Grant-

ed leave to amend application so as to

change estimated completion date from

Oct. 8 to six months after date of

Commission's decision in proceeding.

WGRT Evansville, Ind.—Granted

leave to amend application so as to

secure required DA array, revise

estimated cost of construction and

make other changes in engineering por-

tions.

By Examiner Bond

The Times-Picayune Pub. Co., New

Orleans—Granted leave to amend

application for mod. CP to specify re-

duced nighttime radiation in direction of

Canada.

By Examiner Lutvin

WHHD Boston; KOA Denver; WXKW

Albany, N.Y.—Granted petition for

indefinite continuance of hearing now

scheduled for Sept. 22.

By Examiner Johnson

Jesse Ramon Quinones, San Juan, P.R.

and WPTF Raleigh, N.C.—Granted

continued hearing date to Oct. 24.

York Boat Co., York, Pa.—Granted

continued hearing on application for

CP from Sept. 20, to Dec. 21, 1949.

WBNN Burlingame, Calif., N.C.—

Granted petition to advance hearing date on

application and that of WINC Win-

chester, Va. from Sept. 28 to Sept. 21.

Bessemer Becht Co., Bessemer, Ala.—

Granted leave to amend application in re ant. array, etc., and remove from

hearing docket; dismissed in so far as it requests amendment amended as

considered and granted.

By Examiner Smith

Gralla and Gralla, Tulalip, Calif.—

Granted petition to accept late appear-

ance in consolidated proceeding of

applications of KWKW Pasadena, Calif. et al.

KWKW Pasadena, Calif.—Denied re-

quest for indefinite continuance of hearing application, to be


By Commissioner Webster

WINC Richard Field Lewis, Jr., Win-

chester, Va.—Denied dismissal with

prejudice of application for CP to

Jackson, Tenn. Grant of CP.

Calif. CP

By Examiner Litvin

California, as usual not to be out-

done by Florida, cooked up a storm of

its own fortuitous and then the twister

did the about damage to tower of

K YO R Blythe, Calif. Loss was esti-

mated at $70,000.

Ad Women Named

APPOINTMENTS of committee

chairmen for Los Angeles Adver-

tising Women Inc. were made last

week by club president Beatrice

Kenz, assistant media director,

BBDG Los Angeles. They in-

clude: Glad Hall Jones, KRED Los

Angeles account executive, Adver-

tising Assn. of the West and Lect-

ure Course; Virginia Henning, tra-

ffic manager, BBDO, Bedf- or;

Anita Chester, CBS administrative

counsel; Margaret Zoll, copywriter; Dana Jones Co., mar-

keting account executive, Biglow, KFOX Long

Beach, and Beatrice Kindn, 

Palm, Gerda Nelson, office manage-

ring, Caples Co., Roster.

children E. F. Huse Jr., Jean Huse

and William Powell and Charlotte Huse Phelps.

Appointment of License

WVOT Wilson, N.C.—Request for

assignment of license of Wilson Radio

Co. to Wilson Radio Co. Inc.

—AM 590 kc

KGNU Eugene, Ore.—CP to change

frequency of operation from 1460 to

1370 kc 1 kw untl. to 1270 kc 1 kw 500 w.

DA—N.

APPLICATION DISMISSED

WMHJ Joplin, Mo. — DISMISSED

Sept. 15 request to change from 1450

kc 500 w uns. to 1500 kc 500 w 2 kw.

DA—N.

(Continued on page 88)

Announcing:

Christmas Wreaths The World

* 25 one shot half hours.

* Low cost, one man production.

* Exclusive rights.

For FREE Sample Script and
complete details contact:

Radio Script Services

218 N. Duke Street

Lincoln, Pennsylvania.
DIGNITARIES from both Canada and the U. S. were present when CKLW Windsor-Detroit began broadcasting with its new 50 kw transmitter on Sept. 7. J. E. (Ted) Campeau, the Mutual outlet's president and general manager, pulled the switch at a party given for radio, press, and agency men.

In keeping with CKLW's 17-year dual coverage of Windsor and Detroit, G. Mennen Williams, governor of Michigan, and L. T. Gov. Lawson of Ontario represented the two countries in the opening ceremonies. Highlight of the affair was the "kick-off" broadcast at 8 p.m. The hour long program originated in CKLW's studios and included good wishes and congratulations by MBS artists as well as screen stars.

In reviewing CKLW's power increase, Mr. Campeau said $400,000 was invested. With the new power, he pointed out, CKLW now covers 185 counties in 6 states, plus 24 counties in Canada, with combined population of 17 million.

Station is licensed to Western Ontario Broadcasting Corp. Ltd. It also operates a 250 w FM station and has an application for a television license before CBC's board of governors. E. Wilson Wardell is commercial manager of station.

**DRAKE ELECTED**

**Heads Minn. Broadcasters**

MELVIN DRAKE, general manager of WDGY Minneapolis, was elected president of the Minnesota Broadcasters Assn., at a breakfast meeting Tuesday held in connection with the NAB District 11 sessions at Minneapolis. Carl Bloomquist, general manager of WEVE Eveleth, was named vice president, and K. M. Hance, vice president of KSTP Minneapolis, was elected secretary-treasurer.

Two new directors were added—G. David Gentling, general manager of KROC Rochester and L. L. McCurnin, general manager of KAUS Austin. Five directors were held over. They are: Odin Ramsland, commercial manager, KDAL Duluth; E. J. McKellar, president, WVOX Moorhead; C. T. Hagman, vice president, WLOL Minneapolis; H. W. Linder, vice president, KWLM Willmar and John F. Meagher, general manager, KYSM Mankato.

Guests of honor at the breakfast, attended by 25 association members, were NAB President Justin Miller and General Counsel Don Petty.

Talking informally during the ceremonies are (l to r) Mr. Campeau, Lt. Gov. Lawson and Gov. Williams.

**BLATZ SIGNS 'DUFFY'S'**


**NOBLE HONORED**

**Gets Bill of Rights Award**

ABC Board Chairman Edward J. Noble last Friday received the 1949 award from The Bill of Rights Commemorative Society for his "distinguished services and contributions to the appreciation of and furthermore The Bill of Rights."

Presentation was made by Society President Measmore Kendall on the steps of the Sub-Treasury Bldg. in New York, the spot where the first ten Constitution amendments were adopted by Congress.
Classified Advertisements

Payable in Advance—Checks and money orders only. Situations Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. Change for blind box number. One inch eds, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting, 570 National Press Bidg., Washington 4, D.C. Publisher’s name and address not necessary on response. All names and addresses not necessary for classified ads. (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Combined station and commercial manager local New England midwestern city. 35,000. Management 20 years in broadcasting. Must have hotel qualifications of leader in community. We’re looking for man with ingenuity and executive ability to build large volume with a guarantee of per cent profit. Opportunity to purchase substantial interest in business to prefer. Someone presently employed looking for something better. Write Box 676c, BROADCASTING.

Salesmen

WANTED—Salesman with experience and ability to sell and promote diligently for Virginia’s progressive 1 kw station. Must have solid experience in metropolitan market station. Extensive background an advantage. Must be aggressive, independent, detail oriented. Send photo, disc, complete background and salary requirements first letter. Box 645c, BROADCASTING.

Sales representative. Well-known network station in small New England city. Must have excellent qualifications. Established state qualifications, Box 509c, BROADCASTING.

Experienced commercial man for network sales position in southwestern city. Must have full knowledge of business. Must have clean sales record. Send photo, disc, complete background and salary requirements. Write Box 581c, BROADCASTING.

Salesman-announcer needed to take over ad sales in studio of 2,000 kw. Box 701c, BROADCASTING.

Salesman for 5 kw. Independent. If you have experience and are interested in the area, please write. Intelligently and have a car, we offer you this good-size location. Box 591c, BROADCASTING. Information to: Allan Curtin, KJAY, Tecumseh, Kansas.

Announcers

Disc jockey. Experienced, able to build a large audience on your station. Must have proven past performance in similar programming. Plays top billings, highest Hooper, greatest coverage. Must have car, best possible picture, background, salary requirements first letter. Box 571c, BROADCASTING.

Experienced announcer capable of doing disc jockey, sales, and work. Must have excellent qualifications, background and highest character references. Tell us your qualifications. Write Box 677c, BROADCASTING. Confidential. Box 659c, BROADCASTING.

Experienced disc jockey, recently heard in several markets. Many, many in studio of 1,000 kw station. Write Box 601c, BROADCASTING.

Newscaster 5 kw Mutual west. Must have a complete background of current news. Send photo, disc, complete background and salary requirements first letter. Box 671c, BROADCASTING.

Wanted—Announcer for station in town of 2,000. Must be able to work at night. Box 702c, BROADCASTING.

Situations Wanted

Managerial

Manager, superior qualifications, can combine programming, sales and management responsibilities. Has experience in large metropolitan market. Box 35c, BROADCASTING.

Help! Since attending my first NAB Convention in New York, I have taken to the air for over 25 years. Have established many of you station owners and managers readers listening. Write for a complete background. You are my personal friend. Will you please as a favor to me, take a moment of your time to give a little help? After many years as a sales and station manager in this metropolitan five station group I have established a known and highly creditable record in the metropolitan market. I endeavor to interest (strictly personal reasons) to negotiate a position open to you where you tried to uncover or line up opportunities. It is my experience and believe me it’s the most promising. You must appreciate your help very much if you’ll drop me a note or call me on the phone at your convenience or reported changes you know about. I have a large number of friends who are the like of you and friends. I’ll do the same for you. Thanks. Box 560c, BROADCASTING.

Manager, commercial manager experienced in all phases of advertising. Also two years of FM only experience. Recently supervised large advertising. Available immediately. Box 822c, BROADCASTING.

Experienced manager seeking permanent association with station owner—offices Memorial Day, Washington. Handle complete operation. Outstanding references. Good future opportunity. Middle thirteen. Willing to move at notice. Have independent and network operation. Must have complete background. Box 511c, BROADCASTING.

Manager, commercial manager experienced in all phases of advertising. Also two years of FM only experience. Recently supervised large advertising. Available immediately. Box 681c, BROADCASTING.

Play-by-play sportscaster. All fields of sportscasting included. High school graduate. Graduated 5 years ago from college. Pittsburgh northwestern. Box 644c, BROADCASTING.

Students (Cont’d)

Top sportsmen answer fully experienced, serious, professional opportunities. Present station can’t carry, will move. Expect to make $600 per week. Skillful, confident, hard working, fast rising. Box 652c, BROADCASTING.

Chief announcer, employed. Seeking new position in situation within five years' experience and good references. Six years varied experience, established and dependable. Work well together. Box 655c, BROADCASTING. Prefer midwest.

Two extremely capable announcers, employed by prosperous New England metropolitan station. Excellent references. Will travel. Box 649c, BROADCASTING.

Announcer—3 years experience New York City. Has been on the Board, production, programming and writing. Excellent references. Box 683c, BROADCASTING. Please include references. Box 671c, BROADCASTING.

A livewire announcer of high “voltage” caliber and “electric” type personality seeks position with powerful metropolitan station. Desires extra-ordinary opportunities. Single. Box 647c, BROADCASTING.

Disc jockey, not in love with my voice, have fast moving show with brisk personality. Box 651c, BROADCASTING. Also available for night work. Five years experience records a high pick position. Must able to control two listeners. Box 674c, BROADCASTING. Also but desire station with ideas. Pack a quick bag. Box 675c, BROADCASTING.

Announcer, 1 year experience. Single. Desires position with commercial program. Experiences available in small midwest. Box 650c, BROADCASTING.

Disc jockey, just graduated, two years first string music critic on major New York paper; later columnist with daily feature on music and recordings. Author of several books and recordings and the radio industry. Following one year on large eastern regional in major metropolitan market have genuinely impressive sales record and excellent knowledge of the competitive market. Program is distinctive, friendly, defined. Billboard’s No. 1 music director, country’s largest single record library, editor of the world’s largest private record library, network and industry’s most important “disc jockey” in 1955, because present station is leaving the air. Must have sincere desire and do conscientious job for coming to broadcasting. All references and letters will be confidential. Will guarantee show to attract listeners. Desires the satisfaction of knowing that you are a credit to your station. Also capable of handling all types of special events, act, anything, etc. Box 673c, BROADCASTING.

Announcer, 66 single, wants employment. Has worked on all types of music and educational programs. Box 668c, BROADCASTING.

Announcer-operator, Armed Forces Communications Photo. Box 672c, BROADCASTING.

Assistant sportscaster. Single graduate School of Radio, Television, Film and Fine Arts. Strong on classical music, news. Has worked with K.L.A. Photo. Box 669c, BROADCASTING.

Experience—Over six years announce- ment experience. High school graduate. Was known as personality-specialize audience shows, worked with all types of talent. Box 674c, BROADCASTING. Married, thirty years old. Desire east coast half U.S. Box 690c, BROADCASTING.
Situation Wanted (Cont'd)

Sports announcer. All Play-by-play sports announcers. Box 69c, BROADCASTING.

Announcer, experienced all phases. Presently a P.D. net affiliate. Family man. Age 50. Must have money. Box 490c, BROADCASTING.


University graduate in radio Journalism desires opening. Can handle news operation of small part-time station, rewriting, airing newscasts. Single. Prefer Midwest or Southeastern states. Box 52tc, BROADCASTING.

Top newscaster. Age 30. 3 years experience.Particulars on request. Box 534c, BROADCASTING.

Young lady, fully experienced in continuity, traffic and production. Box 489c, BROADCASTING.


Experienced assistant director. Solid background of theatre, radio, television. Also involved in production of own TV show. Best references. Box 699c, BROADCASTING.

Commercial copy written by mail low rates, dependable service. Box 697c, BROADCASTING.

Versatile Northwestern University graduate, music, radio training. Prefer radio experience. Continuous income, not intermittent, not announcing. Sales. Presently employed as assistant manager, small business. Desire responsible position, Marion. Married. Family. Box 67c, BROADCASTING.

A man and wife team have fostered the idea of a new radio station and wish to know Box 68c, BROADCASTING.

Audience survey expert. Five years experience with both owned and independent stations. Qualifies as listener survey, field work through printed report. Can prove how to improve listenership figures. No sales contact, but will supply base knowledge of advertising. Prefer position in Northeast. Box 686c, BROADCASTING.

Editor-commentator-continuity, young programmer, 5 years experience, all phases radio. Box 689c, BROADCASTING.

Television

Announcers

Engineer, 34 years experience all phases broadcast. Enjoys all phases of broadcasting. Many years experience in radio and television. Has knowledge of the industry. Box 607c, BROADCASTING.

Production-programming, others

Producer-director. Over two years experience in network origination. Worked for I.R.E., Studio, remote, film, traffic, network training. A responsible character. Ability to train inexperienced person. Paying position. Produced andNarrated College. Present station knows of this ad. Full particulars, references on request. Box 690c, BROADCASTING.

Production assistant, capable, energetic young graduate of Eastern television school. Can assume varied responsibilities. References. Box 692c, BROADCASTING.

For Sale

Stations

For sale, well established radio station in Texas. 250 watt, making money. Owner in bad health reason for selling. Box 697c, BROADCASTING.

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio equipment, remote and monitor. BX new. Save $300. Write Box 454c, BROADCASTING.

For sale one kilowatt Western Electric transmitter. Also self-supporting Blaw Knox tower, 250 feet. KSAL, Salina, Kansas, N. E. Kansas. Box 458c. BROADCASTING.

RCA No. 768 console, serial 1098, splendid condition. Now in use. $350.00. SHAR, Clarion, West Virginia.

(Continued on next page)
Respects
(Continued from page 36)

Griswold, Eschelman as an accountant executive and for several years headed the sales department of the Miller Rubber Co. in Akron, Ohio. During the war production years of 1940-1944, Mr. Terry was with Trailmobile Co. of Cincinnati and like many a U. S. business executive, worked tirelessly in cooperation with officials of the armed forces.

In 1944 Marshall Terry came to the Crosley Corp.'s WLW Cincinnati in the merchandising department. Long recognized as a leader in the radio field, the department moved ahead under Mr. Terry, and new plagues appeared in the Crosley Square lobby and promptly drew up plans to correct them.

Mr. Terry stresses need for teamwork in video and couples it with advancement within the organization. In a letter dated Jan. 26, 1949, he now has assembled the nucleus of an executive reserve capable of meeting Crosley's mushrooming needs in the television field. Marshall Terry reflects the Crosley policy of advancement from within the ranks to new firing lines. He was the firm's careful choice for television vice president.

Setting high standards for himself, characteristically Mr. Terry sets high standards for his staff. "I'm satisfied," he says, "with less than 100% performance—but not less than 100% effort."

Under his leadership video costs are being pared, programs and timing between Cincinnati, Dayton and Columbus are being improved. Mr. Terry's thoroughness has resulted in many improvements—new afternoon programming, unique commercial treatments, novel program ideas and the "TV classified section" on Crosley video.

As vice president he is constantly on the look-out for new ideas and welcomes suggestions from everyone. His weekly TV program meetings are open to ideas from traffic, engineering and publicity. One program meeting was thrown open to a Cincinnati advertising agency representative who criticized WLWT honestly and thoroughly. Mr. Terry listened carefully, admitted the station's shortcomings, and promptly drew up plans to correct them.

Mr. Terry also is a leader in civic and fraternal organizations. He is president of the Cincinnati Retail Executives Club, vice president and director of the Cincinnati Economy Drug Co., a member of the Walnut Hills Christian Church, the Cincinnati Club and Country Club Press Club. He still finds time to indulge his hobbies, gardening and fishing, and he is a master of outdoor cook, specializing in grilled chicken.

The Terry—she is the former Margaret Carpenter of Cleveland, a graduate of Sweetbriar—have three teen-aged children, Marshall, 18, Lee, 16 and Sandra, 12.

RED INROADS
In Radio Shown In Probe

THE INROADS of Communism on electrical and radio worker unions in the United States, and on commercial broadcasting at the licensee level, loomed sharply out of testimony revealed within the past fortnight by the House Un-American Activities Committee.

The group has been probing Communist infiltration of American unions, in particular the UERMA (CIO)—United Electrical, Radio and Machine Workers of America Local 601. A former Communist, Joseph Zack Kornfelder, testifying on those infiltration tactics and committee exhibits branded several UE agents as either Communist or fellow-travellers during hearing.

Commercial radio appears to be one target in Moscow's master plan to dominate the engineering and electronics fields, according to exhibits introduced by Louis Russell, a senior investigator for the committee. Cited was People's Radio Foundation Inc., which applied to FCC in 1945 for a FM broadcasting license. It finally was denied by the Commission last year [BROADCASTING, April 12, 1948].

Files showed that the largest single stockholder in the Foundation was UE's District 4, with others including the International Workers Order, International Fur and Leathers Workers Union, and the Russky Golos Publishing Corp. The Foundation was cited as subservient by then Atty. Gen. Tom Clark.

Testimony by Mr. Kornfelder indicated unequivocally that Moscow has its eye on Uncle Sam's more than two million radio electrical and related workers whose agents maintain nationwide bargaining relations with large electrical and engineering firms.
DEFENSE PLAN
Setup Includes Radio

A BLUEPRINT sketching the role of communications in overall civil and military defense planning was furthered last week with assignment by the Munitions Board of Army-Navy-Air Force personnel charged with responsibility for mobilization production of communications and electronics equipment.

The board announced members to the reconstituted Joint Communications and Electronics Equipment Committee, to be headed by Maj. Gen. Patrick W. Timberlake, USAF, Munitions Board's director for military programs. The committee is responsible for industrial mobilization, rather than strategic planning, on behalf of the military, and is part of the overall civil-military defense plan effort.

It falls within the entire program being developed by the Federal Works Agency and previously announced by John R. Steelman, the President's assistant. National Security Resources Board is charged with coordination of the planning effort within the federal government.

A host of federal agencies and departments are participating in the effort by furnishing plans to include estimates for manpower, facilities, services, etc., looking toward civil defense in the event of war. Communications plan would deal with "emergency measures for the regulation of ... communications facilities and services and the restoration of order," including conditions under which martial law would be declared and methods for invoking it.

FCC and the broadcasting industry would be included eventually in the plan, furnishing services and counsel with respect to mobilization of resources.

WESTERN Electric Co., New York, board of directors declared dividend of $1 per share on outstanding capital stock payable on Sept. 30 to stockholders of record Sept. 23.

Edna Barnes, WCBS New York record librarian for eight years, joins Lang-Worth Feature Programs, New York. She will serve as assistant to Winifred O'Keeffe, vice president in charge of artists and repertoire, and will work on music research, copyright data and new catalog to be issued concurrently with new Lang-Worth 8" transcription library.

TELEVISION RESEARCH Assoc., Hollywood, changes name to Coffin, Cooper & Clay and moves to new offices at 17574 N. Ivar. In addition to television research, firm will do all types of media and commercial research. Joseph H. Coffin is president. Phone is Hudson 2-7211.

Equipment


RCA Tube Dept. has prepared "Radio-Repair and Tune-Up" merchandising campaign for use by service dealers. Campaign is aimed toward encouraging owners of estimated 10 million defective radio receivers in U. S. to have them repaired at reasonable prices.

Woods-Cobb Nuptials

Patricia Walton Woods, daughter of Mark Woods, ABC president, was married on Saturday, Sept. 17, to George H. Cobb, 2d, of Columbus, Ohio. Wedding was held at Christ Church, Short Hills, N. J., the bride's home town.

RCA Fellowships

Awards Go to 14 Students

RCA fellowships for the academic year 1949-50 have been awarded to eight graduate engineering students chosen by the RCA Fellowship Board of the National Research Council, two graduate students selected for fellowships established at Cornell and Princeton, and four engineering employees of RCA picked on a competitive basis by the RCA education committee.

The 14 award winners and the schools they will attend are announced Tuesday by C. B. Jolliffe, executive vice president in charge of RCA Labs Div. and chairman of the education committee.

They are: Arthur LaVerne Aden, Harvard; Robert William Othmers, Michigan; Charles K. Birdsall, Stanford; David Carter, Stanford; William A. Craven, Princeton; Gerald Ehris, Wisconsin; Bob Fennie Naka, Harvard; Howard C. Poitier, Stanford; David F. Woods, Cornell; T. H. Williams, Princeton; Joseph Rees, Polytechnic Institute of Brooklyn; Alan D. Sutherland, Harvard; Jerome L. Grever, Purdue; Joseph P. Ulasewicz, Rensselaer.

Hoopering Ad

Effective with the Sept. 15 issue of the Hooperings pocket-piece, covering audiences of network programs for the week of Sept. 1-7, the percentage of available homes is reported for each quarter-hour period of the week. Available homes is defined as the "percentage of total homes in which someone was at home and awake."

KPOJ at New Studios

KPOJ Portland, Ore., has moved to new studios at Odd Fellows Bldg., 1019 Southwest 10th Ave. The Mutual-Don Lee outlet was formerly located in the Taylor Bldg.

Just Arrived!

More Binders

At Reduced Prices

... to keep your weekly issues of Broadcasting handy; instantly available for reference and research.

Holds 6 Months' Issues

Pictured here, this 9 1/2" x 13" binder is of sturdy blue leatherette cloth, haw lining, suede joints, constructed to last for years.

Send coupon today, Orders filled promptly.

Send coupon today, Orders filled promptly.

Gentlemen:
Enclosed please find check money order for $... binders to be sent direct to:

NAME
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ADDRESS
CITY
STATE

Broadcasting Magazine
870 National Press Blvd.
Washington 4, D. C.

September 26, 1949 • Page 59
Hower Book Dissects Agency


As its title indicates, the book chronicles, digests and interprets the entire advertising field from its "drummer" days to its present status as a billion-dollar industry. The author, Prof. Ralph M. Hower, of the Harvard Graduate School of Business Administration, records the history of the Ayer agency through World War II up to the present time, tracing the firm's recovery from a critical transition in ownership and management.

**Commission System**

Along the way of this revised edition (the first printed in 1939), Prof. Hower delves into the story of the agency commission system, introduction of packaged foods, rise of institutional advertising and adjustments wrought by the advent of commercial radio and the rise of television.

Because the book covers so much, specific references to radio and television advertising are interwoven throughout its pages. Packed into the 647-page volume, reprint with studies, charts and analyses of the various aspects of agency operation, are the author's detailed interpretations.

**MODESTO GRANT**

**Goes to Schacht Group**

INITIAL decision to grant new AM station at 1360 kc with 1 kw fulltime, directional night, to Radio Modesto Inc., Modesto, Calif., was reported by FCC last week. Report was that of Hearing Examiner James D. Cunningham.

Radio Modesto formerly had received a proposed grant for the facilities from the Commission last February ([BROADCASTING, March 7]), but the FCC had subsequently set the grant aside upon finding that the proposed transmitter site for the station had failed to be approved by the Civil Aeronautics Adm. At the time of the original decision, the Commission had favored Radio Modesto's bid over that of Frank M. Helm, who had sought the same facilities there.

Mr. Helm in mid-September requested that his application be dismissed, thus leaving the way open for grant of the Radio Modesto request. FCC has concluded in the new initial grant that Radio Modesto already has received legal and other approval and the grant is conditioned upon the applicant's securing a transmitter site which will meet CAA specifications.

Radio Modesto includes John H. Schacht, general manager of KSmo Station, Modesto, Calif., who is 50% owner and is to be general manager; Richard J. Giddings and William W. Giddings Jr., in real estate and insurance, 16% each, and John E. Griffin, attorney, 16%.%

**Canada Receivers**

CANADIAN radio receiving set production for first five months of 1949 totaled 274,900 sets, according to figures released in mid-September by the Dominion Bureau of Statistics at Ottawa. Shipments for domestic consumption totaled 240,900 sets valued at $18,002,000. Average set price by manufacturer's list price was $31. Exports during the period totaled sur-
passed imports from the United States, exports being 17,300 sets, imports 12,300 sets.

**Si (Too) Willing**

A STAFF announcer at KWTQ Barstow, Calif., is being very careful these days of the liberties he takes with figures...of speech, that is. In telling about a sale the local Paul's Shoe Market was having, Si Willing announced that the shoes were marked down to $3.98...that they were "giving them away for peanuts." Shortly after, Announcer Willing received a call from a very irate Paul. Seems that a literal-minded lady customer just had come in, picked out her pair of shoes, handed the clerk 398 peanuts, and left.

The commercial was revised.

**PAIGE VICE PRESIDENT Of Intermountain Network**

APPOINTMENT of Jack Paige as vice president in charge of programs and promotion of the Intermountain Network was announced by George H. Hatch, president. Mr. Paige with headquarters at Salt Lake City. Mr. Paige is manager of MBS in New York takes effect.

Mr. Paige started in radio as a producer at NBC in 1938 after a career in the theatre, both as actor and director. Later he served as a freelance director in Chicago; manager of WSLB Or
densburg, N. Y.; Cowles stations promotion director; director and coordinator for MBS at WOL Washington. He was promoted to special events director for Mutual, and became program manager of the network Dec. 1, 1948.

**REASON WHY**

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

**WIBW The Voice of Kansas in Topeka**

**BROADCASTING** **Telecasting**

[Image of The Texas Rangers, stars of "AMERICA'S FINEST WESTERN ACT"]

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Oklahoma City, where they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner. The Texas Rangers transcriptions, used on severe to severe from coast to coast, have scheduled Hoopings as high as 27.4.

Advertisers and stations–ask about our new sales plan–write, wire or phone ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

**SCRIPTS** written by Carl Person for [Invitation to Vacation, five-minute vacation] tourist promotion show on KIRO Seattle, will be included in the U. of Washington's permanent Pacific Northwest Collection of Literature.

[Byline: N. W. AYER]
Every major operating cost, plus installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. TUBES: Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!

2. POWER: High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.

3. INSTALLATION: Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.


Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*Trademark
r

Promotion

Two men disagreed on everything from pronunciation of word to number of fish included in dish. Mention of argument was heard from Clifton Fadiman, producer of Morning, and from chefs as far away as New Orleans.

Invited to Inform

INVITATIONs were sent to 500 churches, service organizations and clubs in Lcworth County, Pa., by Ray Sasso, conductor of WWPA Williamsport's Women's Journal, urging clubs to notify station of meetings and other activities. Results were good, according to station, and are being put to use on Miss Sasso's program.

Jewish Market


Numbers Game

UNIQUE contest serves as promotion for Jon Massey record show on WWDC Washington. Serial numbers from popular records are read in on-air program. More than 1,500 numbers have been sent out to listeners, who have had numbers in same order on his social security card or drivers license can collect $100. Prize was won in first week.

Free Trip

PROMOTION sheet from WCOG Greensboro, N.C., poses query, "How Would You Like a FREE Trip to Hollywood as a Guest of Frankie Laine?" Pictures of Red Munro, disc jockey for station, and Mr. Laine are shown. Readers are told that details of contest may be had by listening to Red Munro show on WCOG.

Rating Claims

PROMOTIONAL mailing calls city's number one TV station has been issued by WABD (TV) New York. Claims are based on Telecasting reports for August. Figures are given and interpreted in bulletin.

Club Picnic

SEPTEMBER picnic was held for members of club conducted via WCGO's "Club show in baseball park next door to WLSI Pikeville, Ky. Women members brought their own food with bread being furnished by local bakery and soft drinks by local beverage company. Broadcast direct from ball park was aired and prize for workmanship was awarded. Though station has been on air for less than year, membership in club is over 1,500. Picnic was annual affair.

Horse Show

NATIONALLY outstanding event, Oglesby Park Horse Show has been awarded by the American Horse and the WWVA Wheeling, Va. staff members present awards to winners.

Du-Mailing

ILLUSTRATED bulletin from KSTP Minneapolis tells story of the city and Main Street, Minnesota. Pictures of talent on two shows are featured and statement in bulletin reads, "In many cases, the bulletins go to advertisers to give two performances in order to accommodate people who come to see (Du-Mailing). It is not unusual for the card to exceed the population of the town." Another mailing concerns "Boy from Bold Eagle Bogs, Rootstown, Ohio," who is local news commentator. Pages are reprints from trade magazine.

No Hurt Trouble!

AFTER reading letter from listener who cannot send to station, at time on-agers over his Man On Chestnut Street show, on WCAV Philadephia, Jim Hallowell's memo, asked his fans to write him their opinions of question, saying, "This is your show. What do you want!" Mail pull was 1,713 cards asking for opinions on program continuing present policy. WCAV has sent out sheet with pictures of Mr. Hart interviewing fans and leaning against huge stack of mail. Story of incident is recounted and titled, "It Happened on WCAV!"

Elkman Parade

ELEPHANTS suited with names of Winnie, Gay, Alice and Yvonne, were led through streets of Silver Spring, Md., by personal fan's band coming to town from WAGY, that city. Parade took place during evening and was witnessed by thousands of shoppers and workers on their way home. Elephants were loan from Hunt Bros. Circus and circus jacks ended parade.

Memo to Food Brokers

OVER signature of A. N. Armstrong Jr., commercial manager of WCOG Boston, letter telling of success of Mildred Bailey's program on station has been sent to full membership of grocery manufacturers of New England. Letter states that availabilities are sold out at present, but adds, "When discussing advertising plans . . . we believe it will be to your advantage . . . investigate the Mildred Bailey story. Other 11 products currently being advertised on show is included.

The Pay-Off

AS RESULT of wager concerning relative standings of big league ball teams, Band Leader Sammy Kaye broadcast two-toning inst of WCOG baseball game on WLOW Norfolk, Va. Wager had been made between Mr. Kaye and Jack Smith, sports director for station. Had Mr. Scott lost, he would have had to lead Mr. Kaye's band.

Help for United Nations

SIX-BULLETIN from NBC announces seven network programs concerning problems of UN and how the American people can meet and help to solve them. Show is part of NBC United Nations Project and assistance from UN Dept. of Public Information and other United Nations was received in their production. Cover of bulletin shows pictures of representatives of various nationalities affected by last year's world events.

Grid Mailing

DURING fall college football season, Fred Gardner Co., New York, will again mail football schedule of each week's 28 leading games to advertisers and press.

"YOUR business is your bread and butter! When that butter is Cot- tage CREAMERY—it's good business and you become a butter buyer-winner! Packed to 500 outlets in area of WHBC Canjon, Ohio. Letter an- nounces spots campaign begun on behalf of Cottage Creamery. Other promotional mailings include giant postcards sent to "America's Best Baker" Nickles Baking Co., Navarre, Ohio, calling attention to their Telephone Quiz series. Card features show's cooperation and encourages dealers to promote program on their bread racks. Another card has been sent to 500 dealers on behalf of Chase & Sanborn coffee's spot campaign on Col., WJLK daily show. Card reads, in part, "Stock-up Display—Suggest—Remember: WJLK reaches more people MORE quickly MORE often." Greasers in area also have been sent card announcements of Post's Puffed Rice and Puffed Wheat spot campaign on station.

Radio Sundae

COLORFUL sign covering entire mirror over fountain of Liggett's Rexall drugstore is Ashbury Park, N. J., has been provided by WJLK (FM) city. Antenna with station call letters are at each end of mirror. In middle is June sign reading, "Looking for the air? WJLK Sundays 30 every day WJLK 943 on Your FM Dial!" Cloud-like wire flag of "Better with WJLK" suggests other ice cream dishes. Antenna, clouds and sign are connected by radio balls.

Peach of a Pair

PEACH harvest of western Colorado is utilized by KFXJ Grand Junction, Col., for annual promotion. Calling itself and station "A Peach of a Pair," station sent out mixed packages of peaches and pears to agency per- sonnel. Fruit was sent by pears minis- ters at airlines and railroad terminals and spot interviews with recipients were aired.

Town Crier


National Mention

REPRINTS of articles referring to WCC Minneapolis taken from Time, New York Herald Tribune and New York Times have been combined on promotional sheet sent out by station. Articles refer to experiments with commercials conducted at station by Howard S. Meighan, CBS vice presi- dent; study of new sources by Sig Mickelson, news and special events chief for station, and WCCO's broad- cast of Pillsbury Mills stockholders meeting.

'Ideally Suited'

BRIGHT pink card is used by KSD-TV Louis to announce that its telecast of 1949 Velled Prophecy Parade and Ball Oct. 4 and 5 will be "ideally suited for the promotion of television re- ceiver sales in dealer's showrooms." Card adds, "Plan now to have YOUR best television prospects in YOUR store on the evenings of Oct. 4 and 5."

Hoe Many Baseballs?

SHOWING result of FM exclusive baseball for past two years over WACE-FM Springfield, Mass., contest awarding free baseball tickets and bus transportation to Boston for Red Sox game was arranged by station. Listeners were asked to try to answer question, "How many baseballs did the Boston Braves use in the 1948 season?" Only one spot announcement concerning question was aired on station but 1,877 letters attempting to answer it were received from five states, station reports.

Booklets and Signs

FREE booklet containing information concerning CBS-TV stars with back- ground information on station will be sold during coming year to viewers of WBKTV (TV) Chicago, which affiliates with CBS starting September. Additional promotion for tie-up is installation of neon signs giving station call letters in windows of several hundred stores and shops in business districts.

Soup Stew

NATIONAL controversy was stirred up recently by Mary Biddle Chatter- ies, producer on WIP Philadelphia. Mrs. Biddle asked Louis Turco, presi- dent of Epicurean Club of Boston and executive chef of Somerset Hotel, Boston, and Andre Brossfield, chef of Trenton Country Club, what they thought of an article in a magazine containing a recipe for bouillabaisse.

GATES

100% EQUIPMENT SOURCE
Over 5,000 items in stock from soldering

Male Gates your one source for all broad- casting equipment needed. Six daily air frequency times serve your emergency needs

IN QUINCY, ILLINOIS

GATES RADIO COMPANY

TELEPHONES:

BROADCASTING - Telecasting

Pull Out for Filing
Sponsors’ Choice

In the first half of this year, sponsors spent more advertising dollars on NBC Television than on all other networks combined.
Unquestionably the oldest unbroken series of telecasts in the industry, this fall WPTZ’s television coverage of the University of Pennsylvania football games goes into its 10th consecutive year!

For nine of those years, the games have been sponsored by the Atlantic Refining Company. During the 1949 season, Atlantic will again sponsor the games in Philadelphia with duplicate WPTZ crews and cameras making an NBC network pickup of the Penn home schedule for American Tobacco Company!

At the same time WPTZ personnel was gaining 10 years experience in televising football, our crews were also gaining similar experience in all phases of television broadcasting and production. Today, there are few television stations in the world that can match WPTZ in experience, facilities, equipment and the over-all ability to create and present a television program. The long list of commercial sponsors who continue to buy time on WPTZ is the best testimonial to this fact.

If you’re interested in reaching the Philadelphia television audience, second largest in the nation, give us a call or get in touch with your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building * Philadelphia 3, Penna.
Telephone: LOCust 4-2244
WITH MILLIONS of dollars in construction and manufacture awaiting the outcome, FCC’s far-reaching television hearings open today (Mon-day) with color as the first and most spectacularly contro-ver-sial subject for exami-nation.

On the outcome depends not only the immediate fate of color-casting but also decisions on a series of fundamental questions including: any changes in VHF standards, national-wide allocations, Stratovision, Poly-casting, non-commercial educa-tional TV, use of synchronization and off-air reception, directi-ional antennas—and the lifting of the licensing freeze, in effect now for a year.

With three weeks set aside for color testimony, demonstrations and cross examination, the full hear-ing is expected to take six to ten weeks. Authorities have hazarded no guess as to the date of the final decision and/or the lifting of the freeze; hope for a spring thaw is regarded as optimistic.

Agenda for Hearings

For the hearing itself, which will be held before the Commis-sion's own FCC has made only general plans beyond the color phase. When that is completed (about the end of the week of Oct. 10, FCC hopes), other "gen-eral" subjects such as changes in standards, educational channels, Stratovision, etc., will be consid-ered. The third and last phase will consider specific allocations to spe-cific communities. A short recess may be taken after the color phase, and again after the "general" phase.

Meanwhile, FCC granted request Webster-Chicago Corp., Chicago, to testify concerning the color con-version adapter the firm has been asking for use with the CBS sys-tem. The firm told the Commission has been engaged in "engineer-ing and development" of the adap-ter and has arrived at the point where it believes it can present a commercial design that can be used with practically all types of existing television receivers although it is equally adaptable to new receivers."

Apart from the concentration on color, hope that a few additional VHF channels might be obtained for TV—and thus perhaps delay the need for moving into the "unknown" UHF region—continued to spread following disclosure that two groups of government engi-neers are working independently toward that end [BROADCASTING, Sept. 19]. It is the hope of these engineers that arrangements may be made for TV's use of about half-dozen military channels, per-haps in exchange for space in the 600-mc region.

Like the 1946-47 color hearings, the sessions opening today find CBS and RCA in the roles of principal antagonists. But this time non-commercial systems will be consid-ered—likely those of Color Tele-vision Inc.; Dr. Charles Willard Geer, physics professor at the U. of Minnesota; and Len Hubenstein, New York color photography and optics expert.

There will be anti-color testi-mony and cross-examination to match the ardor of those support-ing the various systems.

Among the principal opponents of immediate color standards will be Allen B. DuMont Labs., which filed comments last week finding fault with three principal systems thus far advanced and urging FCC to adopt "a path of action less than two years" for "development, experimentation, and field testing of presently known and other possible systems of color television."

Other who have called for further experimentation and addi-tional hearings include Phihlo Radio Corp. and the Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn. and Institute of Radio Engineers.

Three of the five color systems reported to FCC are now being "publicly" tested or will be under-going tests by the time the sessions get into swing.

Systems Being Tested

These are the CBS sequential method (which can be disc-type or all-electronic), which has been tested via WCHS-TV New York since late July, was used by WMR-TV Baltimore during Au-gust, and will be employed on WOIC (TV) Washington starting this week, aside from the American Medical Assn. demonstrations which have been made in recent months; RCA's "completely compat-ible" all-electronic system, to be used in the presentation of a re-gular color schedule on WNBT (TV) Washington starting probably this week; and Color Television Inc.'s "fully compatible" electronic system, now undergoing 30-day tests via KPIX (TV) San Francisco and used also by KGO-TV San Fran-cisco last Monday (see story page 66).

Formal FCC grant of au-thority for the RCA-WNBT test was issued last Wednesday, good for 90 days.

Assuming that "compatible" means an existing TV set can utilize color signals with no modifi-cation except the addition of a frequency converter and UHF an-tenna and the adjustment of con-trols on the front panel, DuMont con-tended that Color Television's system is "not compatible in prac-tice"; that Columbia's "is not compat-ible"; and that the compatibility of RCA's is "questionable."

To adapt existing sets for color reception on either of the three systems, DuMont continued, "involves expensive and bulky equipment which would pose serious trade product quality. In the case of RCA's system it was thought the "cost of even an adapter would be sev-eral times that of typical existing receivers."

DuMont's analysis, pre-pared by Research Director Thomas T. Golden, Jr. continued, "No practical live-action cameras have been demonstrated by Color Television Inc. or RCA.

No portable remote pickup equipment for this system has been dem-onstrated."

No satisfactory motion-picture film scanners have been demonstrated by Color Television Inc. or RCA.

No telecommunication equipment has been demonstrated."

Comparative monochrome reception has not been demonstrated with any system. However, monochrome re-ception with existing receivers, without modification, is theoretically possi-ble with ... of Color Television Inc. and RCA. In both systems the probability of degraded resolution is present, (and) both systems are possi-bly subject to small-area flicker, which would be apparent at short viewing distances.

Color reception with minor modifi-cations of present receivers is im-possible in all three cases.

While it is theoretically possible to adapt for color recep-tion on either of the three systems, this involves expensive equipment and degraded pictorial quality. Therefore, any state of the art it is possible to use single direc-tive antennas and two-segment field-segmental systems (Columbia's).

In all three systems, the use of tubes up to 12½ inches diameter is needed in view of the ... circuit and optical requirements, it is apparent that the cost of color adapters would be a major expenditure.

All of the the proposed systems can employ electronic projection ar-range ment. The resolution of all three, how-ever, is seriously limited by prob-lems of stray light. Since monochro-mine projection receivers leave much to be desired from the point of view of highlight brightness and intrinsic contrast, and will be expected to be a very difficult task, any color projection systems will have even lower highlight brightness and intrinsic contrast ratios.

None of the suggested systems have been adequately field tested for operation under remote and special pickup conditions, various propagation condi-tions, and subject to weather conditions.

Although recommending that de-velopment and further testing pro-ceed and that a hearing on color standards be held after two years, DuMont suggested a hearing might be held "in the meantime if a "competent industry committee" was formed" (Continued on page 66).
should propose a color system for standardization.

CBS meanwhile notified FCC last week that it plans to demonstrate reception of color motion picture scenes during the hearing and asked for a letter to use in securing the consent of organizations which must approve the telecasting of recently made films. CBS felt it desirable to use "fresh and modern" film rather than any of "ancient vintage, which may well have lost its color fidelity."

Elsewhere on the TV front, charges were leveled by President John Meck of John Meck Industries, Plymouth (Ind.) television set manufacturer, accusing "broadcasting interests" of using color as a "spotlight" to halt the video industry's growth.

He said "selfish AM broadcasting interests" are creating confusion and skepticism about TV's future, making misleading claims about the prospects of obsolescence of present-day sets, and creating fear in a market otherwise growing rapidly.

FCC Chairman Wayne Dow will preside over the sessions and all members are expected to be on hand except Comr. Rosel H. Hyde, who is in Montreal as chairman of the U. S. delegation at the NARBA treaty conference. Harry M. Plotkin, assistant general counsel in charge of broadcasting, will serve as Commission counsel, assisted by John E. McCoY, chief of the Law Bureau's Television Section, and Joseph N. Nelson, also of the Television Section. FCC's technical experts will include Curtis B. Plummer, chief, and Hart Cowper, thwart of the Engineering Bureau's Television Section; Edward W. Allen, chief of the Technical Information Division, and E. W. Chaplin, chief of the Laboratory Division.

demonsntrations have been completed.

FCC Chairman Wayne Dow will serve over the sessions and all members are expected to be on hand except Comr. Rosel H. Hyde, who is in Montreal as chairman of the U. S. delegation at the NARBA treaty conference. Harry M. Plotkin, assistant general counsel in charge of broadcasting, will serve as Commission counsel, assisted by John E. McCoY, chief of the Law Bureau's Television Section, and Joseph N. Nelson, also of the Television Section. FCC's technical experts will include Curtis B. Plummer, chief, and Hart Cowper, thwart of the Engineering Bureau's Television Section; Edward W. Allen, chief of the Technical Information Division, and E. W. Chaplin, chief of the Laboratory Division.

WELCOMING KECA-TV to the community as Los Angeles' seventh operating television station Sept. 16 [Broadcasting, Sept. 19] is Mayor Fletcher Bowron (center). Others gathered for the occasion are Frank Samuels (l.), ABC western division vice president, and Robert Kimmer, ABC executive vice president.

COLOR TELEVISION Inc., of San Francisco, last week began closely preparation for this week's FCC guarded color transmission tests in color systems for FCC approval (see story page 65).

Initial test conducted through the telecasting of KPIX San Francisco were made to work out modification of picture wave form and to insert special pilot signal for control of color. No attempt was made to transmit actual color.

A standard monoscope Indian head test pattern was transmitted by microwave relay an air distance of approximately one mile from Color Television's headquarters at 80 Sterling Street to the KPIX transmitter atop Mark Hopkins Hotel. The picture, transmitted with color equipment, was received and picked up on KPIX black and white monitor screens without mishap.

 Authorities said the tests proved what has already been claimed in Color Television's engineering data filed with FCC—that the system will have no effect on black and white reception by present sets.

No Discoveries

Arthur Matthews, head of Color Television, said the initial tests were conducted only to accumulate engineering information and were not expected to prove anything not already known.

Mr. Matthews left for Washington to attend the FCC hearings...
Cosgrove To Present Data At FCC TV Hearings

BASIC case of the Radio Mfrs. Assn. for its appearance at the FCC's TV hearings starting today (Sept. 25) was approved by the RMA board at its Sept. 15-16 meeting held at White Sulphur Springs, W. Va., with final details of the appearance completed last week.

RMA President Raymond C. Cosgrove, Crosley Div., was selected to present the association's position. He will be flanked by W. E. E. Haver, General Electric Co., director of the RMA Engineering Dept., and other members of the special committee that has conducted a detailed study of color TV systems. Former Sen. Burton K. Wheeler was retained as special TV counsel [BROADCASTING, Sept. 19].

RMA's recommendations call for orderly introduction of TV color and point out that much laboratory, field, and factory work must be done before a suitable system can be placed in general service. The association's position is based on months of investigation, committee meetings and technical research by the RMA Color Television Committee and its four subcommittees.

Plans for observance of National Radio Week, Oct. 10-Nov. 5, were approved by the RMA board. The event, which includes television this year, also will be observed in Canada. The Canadian RMA board met jointly with the U. S. board during the two-day session.

To Name Committee

Special committee of set manufacturers and sales managers will be named by Chairman George M. Gardner (Wells, Gardner & Co.) of the RMA Set Div. This committee will draw up recommendations concerning TV receiver advertising.

Plans for a "Town Meeting" for television and radio service technicians in Washington Nov. 1-3 were approved. The Washington Electric Institute along with local set and parts distributors will conduct the meeting.

A series of short TV educational films was previewed by the board. They cover the operation and causes of ordinary TV receiver trouble and are designed for TV broadcasting. Television Broadcasters Assn. cooperated in production of the films, which will be released later this month.

An intensive membership campaign will be staged by RMA, with 14 new members admitted at the meeting. J. J. Kahn, Standard Transformer Corp., is chairman of the membership committee. In addition he was named as one of two RMA representatives on the Parts Show Corp. board, in anticipation of the next part show May 22-25 at the Stevens Hotel, Chicago. R. C. Sprague, Sprague Electric Co., was named as the other representative.

Max F. Balon, Sylvania Electric Products, past president of RMA, reported on behalf of the Tube Div. that cathode ray tube data will be put on a monthly instead of quarterly basis starting

WTTG (TV) RATES

Revised Schedule Issued

WTTG (TV) Washington has issued its revised rate schedule No. 4, which became effective Sept. 12. Time rates in Class A (7 p.m. to sign-off Monday through Saturday and all day Sunday) range from $56.25 for five minutes 250 or more times per year to $300 per hour for one to 12 times a year. Class B spread (6 p.m. to 7 p.m. Monday through Saturday) runs from $24.15 for 5 minutes to $225 per hour same number of times as in Class A. In Class C (sign-on to 6 p.m. Monday through Saturday), top one-hour rate is $150, rates scaling down to $23.15 for five minutes.

Class A and B rates for one-minute or less range from $37.50 to 260 or more times per year to $50 one to 12 times, and in Class C from $18.75 to $25. Rehearsal charges run $25 for first hour to $50 for each succeeding half hour or any portion thereof.

TV Bee-Bop

WSAZ-TV Huntington, W. Va., scheduled to begin commercial operation Nov. 15, has passed one painful experience in its construction job. Station reports bulldozers and "flame-throwers" thrown into the battle against defending bee battalions in grading operations for an auxiliary road to WSAZ-TV's transmitter site. To ferret out the stingers, construction workers pushed forward over the terrain which was said to be comparable to that once invaded by Marines and Seabees. Elwood E. Wilson piloted the bulldozer while Chief Engineer Leroy Kilpatrick softened the warming enemy with a make-shift "flame-thrower." Operation Bee-Bonnet moved along with time-tabled success.
WDAF-TV

THE CURTAIN on WDAF-TV Kansas City, Mo., plans for the future was raised early this month in a three-day pre-television show held by the station and the Kansas City Opera Assn. at the Municipal Auditorium.

Roy A. Roberts, president of the Kansas City Star Co., which owns WDAF and WDAF-TV, opened to an audience-filled exhibition hall that the TV outlet would launch its commercial operations Oct. 16 with programs scheduled seven days a week on a four-hour basis.

Dean Fitzer, general manager of both Star stations, followed with a description of personnel staffing. Mr. Fitzer said the new project would be manned by a joint supervisory staff taken largely from veteran WDAF personnel. Already named in addition to Mr. Fitzer are: V. S. Batton, assistant manager; Bill Bates, program director; Randall Jesse, producer-director; Joseph A. Plaherty, chief engineer; Bryan Carlisle, assistant chief engineer, and Manne Russo, sales manager.

72 Feet High
WDAF-TV claims one of the highest antennas in operation. It climbs 724 feet above ground at one of the highest spots in Kansas City.

According to the station, the pre-television telecasts during the three-day period were received with unanimous enthusiasm among distributors and dealers in television equipment. Specially arranged

HOLE RESIGNS
DuMont Network Post

LEONARD HOLE has resigned as manager of network operations of the DuMont TV Network, he announced last week. His immediate plans are for a vacation trip of several months to Europe, after which he will announce his future business plans, he said.

A radio-TV veteran with 14 years at CBS before his move to DuMont in the spring of 1948, Mr. Hole presumably will continue in this field.

Commenting on Mr. Hole's resignation, Mortimer W. Loewi, director of the DuMont network, expressed regret on the part of the entire organization, but noted that the resignation resulted from "an unavoidable chain of circumstances."

"When confronted with the new economies that the DuMont Television Network is forced to institute," Mr. Hole was the first to realize that it would be unrealistic for him to remain," Mr. Loewi stated. No replacement is planned, he said, in line with a general tightening of the network's organization.

Special Show Previews
October Debut

SIMULCAST originations of the opening of the U. of Minnesota football season was slated for this past Saturday (Sept. 24) by WTCN-TV Minneapolis-St. Paul as a highlight of its first week of full-time operation. Sportscaster Rollie Johnson gave play-by-play from the radio booth while image-orthicon cameras were to pick up the video from atop the south press box. Monitoring screens were to be provided to enable Mr. Johnson to key his comments to both television and AM listeners.

WORLD SERIES
38 Take DuMont TV

BOB JAMIESON, DuMont Television Network's operations chief who is coordinating television details for the World Series baseball events Wednesday afternoon that two stations that had definitely refused to carry the games, at least 38 had accepted and 12 have yet to be heard from. The stations that refused were: W M A L-TV Washington and W T M J-TV Milwaukee [Broadcasting, Sept. 19]. W M A R-TV at a meeting last Monday voted not to accept the telecasts.

Those taking the games: W B Z-TV and W N A C-TV Boston; W J A R Providence; W N H C-TV Denver; W F I L-TV Philadelphia; W A A M (TV) Baltimore; W T T G (TV) and W N B W (TV) Washington; W D T V (TV) Pittsburgh; W N B K (TV) and W E W S (TV) Cleveland; W H I O-TV and W L W D (TV) Dayton; W B N S (TV), W T V N (TV) and W L W C (TV) Columbus; W C P C (TV), W C P B TV and W K R C -TV Cincinnati; W W J-TV, W W W X-TV Detroit; W E M TV and W E R N-TV (TV) Chicago; K S D-TV St. Louis; W L A V-TV Grand Rapids; W I C U-TV Erie; W B E N-TV Buffalo; W H A M-TV Rochester; W E N T-V TV Syracuse; W D C-TV Johnstown; W O R -TV, W P I X (TV), W J Z-TV, W A B D (TV), W N B T (TV) and W C B S -TV New York.

N. J. Theatre TV

WILBUR SNAPER of South River, new president of the Allied Theatres of New York, named a committee at the 30th annual convention in Atlantic City on Sept. 14 to explore the possibility of telecasting special events or any other theatre events. "We intend to make it possible for our patron to see both their favorite movies and a special television event on the same evening. We will not, however, show the same event that television shows. Our plan concerns only such outstanding events as a Presidential address or other events of national interest," Mr. S na per said.

NATIONAL TELECASTING
TWO TOPPERS RETURN TO TELEVISION

TUESDAY
MILTON BERLE
on the
TEXACO STAR THEATER
COAST TO COAST

beginning 8 PM EDST
September 20th over NBC-TV Network
and every Tuesday night thereafter

See local papers for starting dates on non-network stations.

presented by
your TEXACO dealer

THURSDAY
OLSEN AND JOHNSON
on the
FIREBALL FUN-FOR-ALL
COAST TO COAST

beginning 9 PM EDST September 22nd over NBC-TV Network and every Thursday night thereafter

See local papers for starting dates on non-network stations.

presented by your BUICK dealer

KUDNER AGENCY, INC.
CONCERT music, news and sports are the radio programs which best withstand the ravages of television audience competition during evening hours, according to a Pulse report made especially for WOR New York.

Hardest hit by the inroads of video are dramatic, popular music and quiz shows, the report reveals.

Second in a semi-annual series of special surveys initiated by the station to indicate programs which best compete with television, the report "cannot be used as predictive research, but merely to emphasize the June 1949 picture according to Robert M. Hoffmman, station's director of research. First report of the series was made in January.

Drama held a slight edge over other program types in the 6 to 8 p.m. period during June with radio comedy having the least appeal among TV families. Later, in the 8 to 11 p.m. period, news and sports led the list.

Dramatic shows, quiz and audience participation programs were those shows most hurt by video during the later evening hours.

OPENING ceremonies of United Nation General Assembly were telecast by CBS in two separate programs covering more than four hour period.

WOR-TV DEBUT

WOR-TV New York will begin regular programming Oct. 11, when it inaugurates an operating schedule of four hours a night, five nights a week-7-11 p.m., Tuesday through Saturday. Station will make its official debut the preceding week, however, when it joins other TV stations in covering the World Series.

Piel Brothers, Brooklyn, is the first advertiser to contract for a regular series on the new video station. Company will advertise Piel's Beer with partial sponsorship of the telecasts of the Tuesday night boxing bouts from White Plains County center, starting Oct. 18. Jimmy Powers, sport editor of the New York News, will act as commentator for the bouts. William Esty Co., New York, placed the Piel business on WOR-TV.

According to preliminary plans, the 20-hour weekly schedule will be divided roughly as follows: Sports, 8 hours; musical variety, 2 hours; variety 2 hours; audience participation quiz, 2 hours; forum and discussion, 2 hours; comedy, 1½ hours; drama, ½ hour; sports commentary and review, ½ hour.

Programs Set

Programs already set include: Dinner at Sardi's with Bill Slater as m.c.; Barry Gray show, Meet Your Match, Old Knickerbocker Music Hall, Thursday night boxing from the Broadway Arena. Sports programs also are being lined up.

Regular Program Schedule Oct. 11

TV INROADS

Reported by Pulse

WIDELY varying opinions on how to operate a television station were projected at a panel session of the NBC affiliates convention at Washington Sulphur Springs last month [Broadcasting, Sept. 12].

William B. Ryan, general manager of KFI-TV Los Angeles, reported his station had decided "price ourselves in the market" by confining its operations to daytime programming, from noon to 6 p.m. each day.

"There are two factors here," Mr. Ryan said, "we're in black and white and we're priced too low," he said Mr. Ryan, "but with the best advertising buy in Los Angeles we are confident."

KFI-TV is giving "amazing results" to advertisers by this practice, Mr. Ryan said, particularly in daytime sales. "We're in black and white, and we're priced too low," he said Mr. Ryan, "but with the best advertising buy in Los Angeles we are confident."

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F. Seebach Jr., vice president in charge of programs for WOR and WOR-TV, stated, adding: "The names of these programs will be announced as the signages take place."

Seventh video station in the New York metropolitan area, WOR-TV operates on Channel 9. It has been making test broadcasts for the past month from its new transmitter at North Bergen, N. J., across the Hudson River from Manhattan Island.

NEW AFFILIATES

WSAZ-TV, KTLX (TV) to CBS

WSAZ-TV Huntington, W. Va., and KTLX (TV) Phoenix, Ariz., affiliating with CBS-TV effective Nov. 16, brings to 49 the network's total. WSAZ-TV is owned and operated by WSAZ Inc. Lawrence H. Rogers is general manager. Station also affiliate with NBC-TV [Broadcasting, Sept. 19], is expected to join ABC-TV.

KTLX, a Phoenix Television Inc. operation with Rex Scheppe general manager, is currently negotiating with NBC-TV but affiliation agreement is as yet unsigned.

WOIC (TV) Washington, has completed arrangements to telecast 13 games of D. C. inter-high football series.

HOW TO RUN A TV STATION

NBC Affiliates Meet Holds Special Panel

TV Multi-Man Job

PROOF that television is not a one-man job has been brought home to KFI-TV Los Angeles workers.

When working on a live tag for a film spot in which an advertiser wanted to emphasize a price slash by having a fist break through a picture of the product's old price, it turned out that a crew of seven men was required for the process-two men to hold the frame the fist went through, one to supply the fist, and two camera crews of two men each to shoot the scene.

On the Air September 22

a new TELEVISION STATION

Serving North Carolina's
Rich-Tri-City Market

GREENSBORO WINSTON-SALEM
HIGH POINT

CHANNEL 2
GREENSBORO, N. C.

CHICKS - BURLINGTON MILLS - VICKS
Camels - Furniture Center of South

Now, for the first time, WFMY TV makes it possible to sell this rich area as one market.

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Sure, Television's amazing — and it's practical, too!
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<td>Saturday</td>
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*Programs in italics are sustaining.*

**CBS Daytime**
Monday-Saturday, 9:30-12:30 p.m.
Sunday, 9:30-12:00 p.m.

**CBS Evening**
Monday-Saturday, 9:30-12:30 p.m.
Sunday, 9:30-12:00 p.m.

**CBS Early Morning**
Monday-Saturday, 9:30-12:30 a.m.
Sunday, 9:30-12:00 a.m.

**CBS News**
Monday-Saturday, 9:30-12:30 p.m.
Sunday, 9:30-12:00 p.m.

**CBS Sports**
Monday-Saturday, 9:30-12:30 p.m.
Sunday, 9:30-12:00 p.m.

**CBS Weather**
Monday-Saturday, 9:30-12:30 p.m.
Sunday, 9:30-12:00 p.m.

**CBS News**
Monday-Saturday, 9:30-12:30 a.m.
Sunday, 9:30-12:00 a.m.
CAN WE RECONCILE ESTIMATES OF TV OWNERSHIP?

The tables below compare Pulse figures for June, 1949 with the estimates of a monthly publication. In all cases, the areas surveyed by Pulse contain fewer total homes than the 40 mile radius areas, and Pulse estimates of total TV home sets are also smaller. The % of TV homes in the areas surveyed are very close, however, which means that if the original samples had been of equal size the estimates for number of TV homes would also have been much closer.

TOTAL HOMES IN AREA

<table>
<thead>
<tr>
<th>City</th>
<th>Pulse</th>
<th>40 Mile Radius</th>
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</thead>
<tbody>
<tr>
<td>Boston</td>
<td>842,820</td>
<td>1,175,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>265,740</td>
<td>384,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>1,343,410</td>
<td>1,438,000</td>
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<tr>
<td>New York</td>
<td>3,038,900</td>
<td>3,597,000</td>
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<tr>
<td>Philadelphia</td>
<td>895,420</td>
<td>1,184,000</td>
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NUMBER OF TV HOMES

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<tr>
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<tr>
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<td>69,950</td>
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<tr>
<td>Cincinnati</td>
<td>21,256</td>
<td>24,700</td>
</tr>
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<td>Chicago</td>
<td>135,683</td>
<td>142,100</td>
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<tr>
<td>New York</td>
<td>499,768</td>
<td>634,500</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>134,290</td>
<td>175,000</td>
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% OF TV HOMES

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<thead>
<tr>
<th>City</th>
<th>Pulse</th>
<th>40 Mile Radius</th>
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<tr>
<td>Boston</td>
<td>8.3</td>
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<tr>
<td>Cincinnati</td>
<td>8.0</td>
<td>6.4</td>
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<tr>
<td>Chicago</td>
<td>10.1</td>
<td>9.9</td>
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<td>New York</td>
<td>16.5</td>
<td>17.6</td>
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<tr>
<td>Philadelphia</td>
<td>15.0</td>
<td>14.8</td>
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</table>

For further information about this and other telefacts in New York, Boston, Chicago, Cincinnati, Philadelphia, Los Angeles.

Ask The Pulse

The Pulse Incorporated
One Ten Fulton Street
New York Seven
With Television only one year old, CBS-TV picked up the ball and ran away with it. Here's what Variety said: "CBS-TV network on the basis of programming, production and showmanship in promoting video as a medium is awarded a Variety Showmanagement plaque for general industry leadership... CBS outstripped its competition."

CBS-TV

NOW OPERATING IN 40 MAJOR MARKETS
KBTV(TV) OPENS

Vice President Barkley Snips Ribbon

VICE PRESIDENT Alben W. Barkley flew from Washington to Dallas Saturday, Sept. 17, to snip a ribbon opening KBTV (TV), giving Dallas' first television station a headline-making sendoff.

Before wielding the ceremonial scissors, officially throwing open the doors of KBTV's new building north of downtown Dallas, the nation's vice president made a 10-minute speech in front of television cameras.

Standing with Mr. Barkley on the steps of the station was Tom Potter, Dallas olfman and owner of KBTV. A crowd of between 7,500 and 10,000 persons thronged the station's grounds and overflowed a circus tent pitched here for the studies for a big variety show that followed the initial ceremonies.

Searchlights raked the night skies over Dallas from the KBTV site at 3000 Hines Blvd., and a fireworks display climaxed the program.

Vice President Barkley, whose speech was mostly anecdotal and informal, made reference to radio and television as modern inventions, along with atomic energy, which should be dedicated to peace and humanity instead of destructive purposes.

Jocosely, he remarked: "When I get through with public life, I don't know what will be because an Arab fortune teller told me I'm going to live to be 106—I want to figure out some way to make a speech on this television and see myself talking at the same time."

Marking the start of regular six-day programming, KBTV's debut was a one-hour affair, 9 to 9 p.m., culminating three years' planning by Mr. Potter and associates to put the television station on the air. Station officials estimated an investment of about $700,000.

Special television sections appeared in the Dallas Morning News, Dallas Times Herald and Fort Worth Star-Telegram the Sunday before KBTV's debut, keying up interest in the new Dallas station.

While the Star-Telegram featured its own affiliate, WBAP-TV Fort Worth, in a 20-page section, it also gave a play to KBTV. The Times Herald, whose own KRLD-TV is due to go on the air later this fall, nevertheless labeled its 14-page section KBTV, and the News also concentrated on the Dallas TV station.

KBTV's first week of programming scheduled 25 hours of telecasting, ranging from 2½ hours nightly and off the air Wednesday.

Announcement was made that KBTV had affiliated with both Paramount Television Network and DuMont.

TOURING KBTV (TV) studios are (1 to r): Seymour Andrews, KBTV general manager; Bert Taylor, manager of DuMont television transmitter division, New York; Vice President Barkley; Tom Potter, owner of station, and Sam Cuff, a New York television consultant.
LIGHTING FOR TELEVISION

By FRANK G. BACK, M. E. Sc. D.

TELEVISION has inherited a good many of its present-day woes from its famous grandparents—Broadway and Hollywood, confronting with a fast-growing new form of entertainment, TV directors have attempted to borrow from the equipment tricks, and techniques of the stage and screen in the production of video shows. For the most part, the adaptation has not been too satisfactory.

In so far as lighting is concerned, the results have been far from good. The well-tried lighting methods of the theater and the movie set just cannot be applied effectively to television. New and different standards must be met. New and special equipment and techniques must be developed and used.

When a stage director looks at a lighted stage, he sees it just as the audience will see it. Similarly, when a motion-picture director views a lighted sound stage, he sees it—thanks to the faithfulness of modern panchromatic film emulsions and well-controlled film processing—just as the moviegoer eventually will view it. What's more, both stage and movie directors have ample time to make changes before the picture is not what they want. Corrections can be made long before a scene is offered to an audience.

Not so with television. First of all, the image orthicon tube, which is television's eye, does not see things as the human eye sees them. A TV director must judge the effectiveness of a lighted stage merely by looking at it. To see it as a viewer will see it, he must study the image on the screen of a monitor. Second, TV show is a one-shot performance generally preceded by too few rehearsals. There is no time for experimenting. There are no opportunities for takes and no chances for wholesale editing once the program is on the air.

On the stage and in the movie studio, a director can create any number of dramatic effects by varying the lighting. He can mix different types of light sources. He can underlight to produce dramatic shadows and introduce highlights to bring out points of interest and action. He can use all types of light sources to obtain his effect. But he is dealing with a recording medium—the human eye or motion-picture film—which has characteristics that are completely predictable and standardized.

On the TV stage these tricks of lighting just won't work. As viewed by the image orthicon, dramatic stage lighting on the viewer's screen not as artistic dark areas but as washed-out grays. Intensive highlight on a scene may cause 'blooming' or may even cause negative effects by solarization. Unfortunately, the image orthicon, unlike the human eye or film, is unpredictable when conventional lighting techniques for stage or film are used.

In stage lighting and in studio lighting we have four basic types of illumination:

- Key Lighting
- Fill Lighting
- Back Lighting
- Modeling Lighting

Key lighting is the over-all illumination which falls on the subject. It determines the stop setting of the lens for a given film and camera speed. It must be properly the actual film exposure.

The fill light is some additional light which only softens harsh contrasts caused by the key illumination and makes shadow details visible which would otherwise be in unilluminated areas. These fill lights are always placed at about the same level or below camera level, and most of the time opposite the key light source.

Back light creates separation between foreground and background, and certain artistic effects to make dull objects lively and outstanding.

Modelling lights are used to cover certain imperfections on the subject, and many times emphasize or create certain desirable effects which are not present in natural lighting.

These four basic types of illumination are commonly used and have been tested over decades in motion-picture work and modern stage techniques.

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**Dr. Back**

**Lighting for Television**

(Report 79)

R. FRANK G. BACK, of F. G. Back Video Corp., New York, presents a detailed explanation of types and methods of correct studio lighting to get the best in clear television pictures. For the study, Dr. Back draws on two years experience in the video field of actual studio work with television engineers. The lighting expert visited some 50 TV stations and enjoys intimate knowledge of studio and remote problems.

On the stage and in the movie studio, a director can create any number of dramatic effects by varying the lighting. He can mix different types of light sources. He can underlight to produce dramatic shadows and introduce highlights to bring out points of interest and action. He can use all types of light sources to obtain his effect. But he is dealing with a recording medium—the human eye or motion-picture film—which has characteristics that are completely predictable and standardized.

On the TV stage these tricks of lighting just won't work. As viewed by the image orthicon, dramatic stage lighting on the viewer's screen not as artistic dark work. But they don't work the same way on television. The reason is that film and stage have a wide gray scale range, whereas television has only a very short one. The light scale range used in motion-picture work goes from 1 to 5000. On the television pickup it seldom goes higher than 1 to 20.

**Key Lighting**

For television must provide uniform, shadowless, glare-free illumination. The picture must provide good overall illumination from any camera angle and to obtain this they should be placed in front of the set at camera level.

These are the qualities of a good key light. They should be compact to conserve valuable floor space in the studio, not-directional to eliminate shadows, easily moved, dependable for long and up-to-standard service, and be so wired that the number of power cables necessary on the set can be kept to the barest minimum. They should be high-quality cold lights, chosen for spectral characteristics that will give, as nearly as possible, the same impression to the image orthicon that they give to the human eye. To obtain an even distribution of illumination from every camera angle, multiple key lights must be used.

With the key lights at camera level, the fill lights then necessarily will have to be overhead lights, since only overhead lighting will give the proper fill-in effects regardless of the camera position.

To get proper separation between foreground and background without relying on large lens openings for separation effects, back lighting must be used. These back lights should be placed in such a way that the angle between the back lights, the subject, and the camera should never be less than 135°. The intensity of this back light should never be more than three times the value of the key light illumination to avoid "blooming" effects.

To allow ample room for the 135° minimum back lighting angle, the objects cannot be placed too close to it. Also, the intensity of the back light should be properly set to avoid direct glares into the camera lenses. These back lights do not have to be the same type of lights as the key lights. A very good source for back lights are studio spots.

**A**

An intensive survey during the past year covering about fifty television stations throughout the country revealed that the studio pick-up technique used in most of them ranged from bad to fair. The lack, for the most part, was two-fold—the need for some standard method of camera adjustment and calibration, and the need for key lights designed to meet television's unique requirements.

A few months ago, the availability of the Video Analyzer was announced. With it, a TV cameraman now can check and adjust his camera thoroughly and accurately in a few minutes' time. The Analyzer also gives him a standard method for determining an image response, its contrast range, and an indication of the F stop to be used for his key light level.

New television lighting sources are also available. Designed to fit the requirements of the image orthicon, they consist of a special type of cold cathode lamps mounted in front of a diffuse reflector in a close...

(Continued on page 79)
"THIS FALL you'll see them all" on WHIO-TV

another reason why WHIO-TV is your best TV buy in Dayton, Ohio

There are BIG THINGS in store for Dayton and Miami Valley sports fans this fall on WHIO-TV. Our sports menu includes high school, college and pro-football, also professional wrestling and boxing.

Yes, this fall, you'll see them all on WHIO-TV!

No wonder more sets than ever will be tuned to Channel 13. No wonder your best TV-buy in Dayton is WHIO-TV.

For availabilities, contact your nearest Katz representative.
Chicago Group Sees Bright Commercial TV Future

TELEVISION is always good, even when it's bad, executives of the four Chicago TV stations agreed Wednesday at the first fall luncheon session of the Chicago Television Council. A better commercial traffic picture was also seen by the four executives who were met at the luncheon by the president, Mr. Dennis, of the Chicago Television Council.

"How soon this will become a major consideration I don't know. AM will be here for many years to come, and some areas won't have television for a very long time, if ever, because of costs. We estimate it costs seven times as much for a network TV show as for one on AM."

Speaking of the Chicago competitive situation among four video stations, the network vice president said "the first station to sell out its time will be that giving good programs for low cost. You can't produce expensive shows and expect them to sell. Thought should be given to less expensive programs and to development of personalities at a price which will attract new and low-budget clients."

Reporting a total of 33 national and local clients for WNBK, Mr. Showerman anticipated a steady growth in quality programming and commercial billings. He warned, however, that there is a "growing tendency in TV that prevails in AM—high cost of talent. Talent fees have hurt AM and have gone out of sight."

"Don't get into a competitive bidding situation on talent, and I include sports events in that class," he advised his audience.

A nearly complete sell-out of spots was reported by Mr. Mitchell for WBKB, the station which is independent which affiliates formally with CBS next month although it now carries some network programs. Mr. Mitchell attributed the sell-out to networking and an increase in power.

"We have at least a dozen clients new to TV, and expect many more although the medium is still in the incubator stage, generally speaking."

Until some of the confusion surrounding TV is eliminated, "we are happy to have the FCC freeze (of licensing) in effect. We want first to get some problems solved and some black ink on the ledgers," Mr. Mitchell said. WKBK "is close to the break-even point, and we hope to reach it some time this winter. However, there will be no tremendous sum of money made in the business for many years."

Balban and Katz, which operates a motion picture theater chain, has been advertising movies via its TV station with success, Mr. Mitchell said. "TV is a great stimulant to theatre attendance, and . . . will not hinder movie profits."

Mr. Dennis, acting-assistant manager of WGN, owned by the Chicago Tribune, noted for council members his station's brisk commercial business. Sundays, for example, only one hour remains unsold, Mondays, a half hour. Two nights weekly are sponsored solidly from 6:30 to 11:30.

WGN-TV expects to carry and originate many more DuMont network shows, he said. The station will "concentrate in sports," and has three new sporting events scheduled, including the Chicago Bears' first fall game at 6:30-8 p.m. (Nov. 19) and two nights of boxing and football Saturdays and "probably Sundays."

Speaking of ABC's and station WENR-TV, Mr. McLaughlin outlined the success of two major retail advertisers Marshall Field & Co., which sponsors Uncle Mistletoe and Morgan & Banks, sponsor of an amateur hour simulcast each Sunday. Elaborating on the immediacy of television, Mr. McLaughlin pointed out the progress in program quality, transmission and picture clarity.

Station's slogan is, "Pictures from heaven on Channel 7."

George Harvey, WGN-TV commercial manager, reported that "the network vice president in Miami, two years ago, in the fall, a station gets the programs through an ABC sales network, and from a network. This system is temporary, however, and will be replaced by the relay system now being installed by AT&T and scheduled to be in operation Oct. 5, opening day of the World Series. However, according to the telephone firm, only single microwave lengths will be available to Cincinnati and Columbus until AT&T's full coaxial-plus-microwave service goes into operation Oct. 8 (Broadcasting, Sept. 19)."

COLOR SEMINAR
Lorenzen To Conduct Course

ROBERT LORENZEN, chief engi- neer of Electronic Systems Corp., New York, and inventor of an all-electronic, single tube method of color television demonstrated by Color Television Inc., will conduct a color seminar this fall. Conferencing with a discussion of the color video systems being considered by the FCC, the course will consider the sometimes conflicting needs for the proper use of any of these systems.

Seminar will comprise about two-hour sessions, with fees of . . . per person based on membership limited to those who can derive the most benefit from the course, the announcement stated. Time and place of the sessions have not been announced as yet.

TELECASTING

A SPECIAL network telecast, on NBC's "Salute to WLW Television," highlighted the inauguration of coaxial cable service yesterday (Sunday) to the Crosley Broadcasting Corp.'s three video stations. The program, originating in New York and scheduled from 7:30 to 8 p.m., featured NBC stars and messages by Niles Trammell, vice-president, and Charles R. Denny, executive vice-president. Program was carried by Crosley's WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. With the cere- monial opening, three coaxial cable systems began regular schedules of live NBC programs on a daily basis. The salute program climax a week of special promotional activities on the part of the stations, including a stage show, "WLTV Revery," featuring stations' stars.

Coaxial cable service is routed to the Dayton station; the Dayton signal is picked up by the Cincin- nati outlet, while the Columbus station gets the programs through an all-electronic, single microwave relay system. This system is temporary, however, and will be replaced by a relay system now being installed by AT&T and scheduled to be in operation Oct. 5, opening day of the World Series. However, according to the telephone firm, only single microwave lengths will be available to Cincinnati and Columbus until AT&T's full coaxial-plus-microwave service goes into operation Oct. 8 (Broadcasting, Sept. 19).
space arrangement that provides a large area, non-directional light source, inches wide and 40 inches high at candle level. Completely self-contained and easily portable, each light housing contains the necessary power transformer, has a low center of gravity to eliminate accidental tipping, and is equipped with casters for easy moving. A single light unit requires only about one square foot of studio floor space.

The new lights were designed to meet all of television's key lighting requirements. Balanced to match the color-reproduction characteristics of the 5820 and 5826 image orthicon tubes, they provide non-directional, non-glaring, uniform, and completely shadowless illumination. Being gas-discharge tubes, they generate practically no heat and require only 800 watts of power.

For ease in use, each light is provided with two plug-in connections and a switch so that as many lights as desired can be connected together by short jumpers to form a bank that can be powered through a single cable plugged into any 110 volt A.C. line. In this arrangement, any or all of the lights can be used merely by operating the individual light switches. They start instantaneously.

Lucite Used

Covered by a solid sheet of clear Lucite, the close-spaced lamps and their reflectors are protected from dust and damage. When cleaning is necessary, which is infrequent, the plastic panel can be easily removed.

In studio tests, it has been shown that two or three of the new lighting units will provide excellent key light illumination for small sets, while six will serve on medium sets. One unit at five feet distance provides 100 foot candles of illumination; four at ten feet provides 100 foot candles which is the illumination required by the 5820 image orthicon when the lens is stopped down to F/16. The angle of even light distribution is approximately 70°.

Specifications per Unit

110 Volt A.C. 300 Watt 100 Foot candle at 5 feet Height: 88½ in.

Width: 16¼ in.

Depth: 8½ in.

Weight approx. 150 lbs.

Light emitting area: 15½ x 37½ in.

Life of tube: 3000 hours

Finish: gray crackle

Plastic front cover

Number of units required

for small puppet stage 2 units

for small sets up to 7 feet width 3 units

for small sets up to 10 5 units

for small sets up to 12 6 units

for sets up to 15 8 units

SERIES of 11 night games and Thanksgiving Day championship match of the Seattle High School Football League will be telecast on KING-TV Seattle, under sponsorship of Hoffman Radio Corporation and the Seattle Dodge Dealers Assn.

See Here, KTSL (TV)!

KTSL (TV) Los Angeles almost won the wrath of television viewers in San Pedro (Calif.) by innocently pulling something "fishy." In honor of the fishing festival held recently in the harbor town, the station was planning to present a film giving a history of the occasion. Someone became confused somewhere, and, as the proud San Pedro residents sat around their receivers waiting to see shots of their native industry, onto the screen flashed not the festival scenes, but pictures of trout fishing techniques in Colorado. Horrified San Pedroites were appalled with promises of a correct fish film showing the following week.

GARDELLA SUIT

MAY INVOLVE RADIO-TV FEES

ENTIRE financial record of baseball's dealings with radio and television may become a matter of court record if Danny Gardella, former Giants outfielder, is successful in his $300,000 damage suit against baseball.

That became clear last week when the ball player's lawyer, Frederic A. Johnson, taking depositions from Baseball Commissioner Albert B. (Happy) Chandler, sought to go into the fees baseball has derived from radio and television.

By doing so, Mr. Johnson hopes to show that baseball is engaged in interstate commerce and thus subject to U.S. anti-trust laws, on which the Gardella action is based. Mr. Gardella contends his ban from baseball, after he jumped to the Mexican league, was a violation of anti-trust law.

Won't Go Past '47

Comr. Chandler balked at divulging any financial details beyond 1947, the date of the Gardella complaint. The commissioner's counsel objected that matters in 1947 were irrelevant.

Mr. Chandler did testify, however, that in 1947 the broadcasting rights to the World Series were sold for $175,000, the television rights for $65,000, and the radio rights to the All-Star games for $35,000.

Mr. Johnson, after the hearings adjourned, said he would file motions with the U.S. District Court in New York seeking instructions to force answers to many questions objected to by the baseball counsel. The depositions will be used in the trial, which is expected to be held in November.

PRODUCTION of 8½-inch metal television picture tubes has been started by General Electric Co., Syracuse, N. Y.

KICK OFF YOUR FALL
CAMPAIGN WITH WGN-TV...

Advertisers and agencies know the television station that's tops in major sporting events is the station that has the audience.

This fall, WGN-TV will telecast a top sporting event every day of the week. This unmatched sports coverage includes the action-packed Notre Dame, Northwestern and Illinois football games — plus the Chicago High School League Sunday games (no professional football telecast in Chicago) . . . a lineup of grid classics that's second to none.

The highest rated program in Chicago television, WGN-TV's wrestling telecast, is being increased from one to three times a week. This, together with two nights of high-rated professional and amateur boxing, makes WGN-TV more than ever TOPS in sports in Chicago. Meaning more viewers with the Channel 9 habit — a greater audience for your sales message.

So, Mr. Advertiser, when you make your fall television buy, don't choose less than the best. Buy the station that's TOPS . . . in local time sold . . . in local program origination . . . in technical equipment — WGN-TV in Chicago, where Channel 9 is more than a number . . . it's a habit with advertisers and viewers.

TELECASTING
Film Report


Churchill-Wexler Film Productions, Los Angeles, has appointed representatives for New York and Chicago. John E. Gibbs, 9 Rockefeller Plaza, will represent firm in New York; W. B. Levin, 612 N. Michigan Blvd., in Chicago. . . Quarterly-hour film is being prepared for television and for use by TV Ads Inc., Los Angeles. Entitled "Kittening by Marion Roberts," film, which may be made into series of six or eight shorts, gives knitting instructions. . . Screen Directors Guild has moved to 309 Lexington Ave., New York; telephone Murray Hill 3-3680.

Columbia, Hollywood, producing ten-minute TV film for Zan-td Carpet Co., Los Angeles. . . Ray Sherwin of Sherwin Tele- vision Assoc., New York, is Coast to plan television show built around silent film star Buster Keaton. To be called Comedian, the show will utilize two films, one East Coast, one West. Program will combine live studio and film sequences.

Community Chests of America will be more than ever in the public eye this fall with innovation of 15 television clips. Featuring animated cartoons, these 20-second "visuals" are being used all over country by local Community Chests to focus viewer's attention on importance of supporting Red Feather campaigns. Created by Dave Lion of Spectran Corp., they demonstrate clever new silent animation process using cartoons by Walt Disney, Otto Soglow, William Steig, Austin Briggs, Johnson, Basya Williams and Helena Holkin.

Three of cartoons play up Community Chest theme, "Nearly Everybody Gives, Because Nearly Everybody Benefits." Others feature Red Feather services, such as Boy Scouts, Girl Scouts and Child Care, while others call for volunteer workers. These and other television plans for 1949 Red Feather drives, which will take place from coast to coast during October and November, are under direction of Eloise Walton, audio-visual director, Community Chests of America.

Bel-Air Productions, Beverly Hills, Calif., moving to new offices at 240 S. Beverly Drive. Phone is Crestview 4-5491. . . Harry Lehman, Hollywood, preparing for television two 30-minute films for Columbus Fanthers based on films taken in China and Philippines. Films also to be used in Catholic schools in several areas. . . Harold E. Voyles, formerly with WGN-TV Chicago, joins Radio Television Arts Academy, Los Angeles, as television instructor.

John Sutherland Productions, Los Angeles, is completing several one-minute TV film commercials, using live action as well as animation, for Paleote, Comet & Belding. Agency in Chicago, on behalf of Pepsodent. Agency is expected to make final decision on number and type to be produced after rushes are viewed within next two weeks. . . Filmack Trailer Co., also Chicago, working with Howard Radio Productions, same city, has finished semi-animated commercial film from series of still shots. Pictures of manufacturing and assembling of Kool Vent winnings were filmed and given semi-animation by use of dissolves, wipes and spinning. Total cost was less than $50.

INS-TV REPORTS
Over 85% Sponsorship

"WELL OVER 85% of INS television services are sponsored locally on video stations using them," according to Robert H. Reid, manager of the Television Dept., Inter- national News Service, New York. Stations contracting for the company's daily, weekly newreels, or both, and other INS-TV services, currently total 44.

Latest three additions to the INS group are WTCN-TV Minneapolis, weekly newreels; WDAF-TV Kansas City, daily and weekly; and KETV (TV) Dallas, daily newreels.

WTCN-TV Minneapolis has sold the service to a local Buick dealer in advance of its starting commercial operations.

MOTOBOLA INC. has announced all-white television set designed for use in kitchen. Receiver, weighing 26 pounds, is portable, has seven-inch tube, and is priced at $129.95.

ARRANGING to sell Buicks through Touchdown, film series on KTSL (TV) Los Angeles, are John Reynolds (I), KTSL account executive, and Jim Lister, account executive of McCarty Co., Los Angeles, representing Los Angeles Metropolitan Buick Dealers Assn. Touchdown series is produced by Tel-Ro Productions Inc., Phila- delphia.

WFMY-TV OPENs
Stresses Local Telecasting
(Also See Telerama, page 87)

WFMY-TV Greensboro, N. C., began commercial operation Thurs- day, Sept. 22, following extensive promotion as the "first station in the Carolinas with live television." Owned and operated by the Greens- boro station which also owns WFMY (FM) and publishes the Greensboro Daily News and The Record, the new TV outlet operates on Channel 2.

The public was highlighted with local shows, originating from WFMY-TV studios, and filmed shows from the four networks—ABC, NBC, DuMont—with which it is affiliated. Gaines Kelley, manager of the combined FM-TV operation, said the station's programs will "strive to meet the highest standards of public service."

During the "fitting-out" period, the station was promoted in both the TV and print sections, with emphasis on the station's technical innovation as well as special features about the TV field. Wide promotion also was launched with the distribution of 20,000 cardboard glasses depicting "You see more with Television" to dealers, consumers and Greens- boro school children. A batch of 5,000 premiums sent out with the glasses included a booklet on television showing pictures of the television set face, cutouts of the station's programs, and "You see..." booklet, with over 100,000 distributed. The company is planning a series of "You see..." booklets to be distributed to dealers, customers, and others.

WFMY-TV reported that days before the station went on the air, there were 2,000 TV sets in the area. Station officials were an- nounced as: Mr. Kelley, general manager; L. C. Voight, merchandising manager; Norman Git- tleson, promotion manager; T. W. Austin, program director; James Winceoff, chief engineer; Maynard M. Cummage, TV technical director. Management consultant is Frazier & Peter, Washington, D. C. The station is represented nationally by Harrington, Righer & Parsons, New York and Chicago.

DuMont vs. Macy's

ALLEN B. DuMont Laboratories Inc. and Macy's, New York, an- nounced Sept. 16 settlement of their dispute by withdrawing suits between the two to be dropped and Macy's re-enfranchised as DuMont dealer. DuMont withdrew Macy franchise after the department store advertised series on Du- Mont television sets [BROADCASTING, Aug. 22]. Settlement an- nounced dispute as a "misunder- standing." DuMont is not filing the dispute, Macy's is said to be selling DuMont sets only at list price.

Page 80 • September 26, 1949
ANIMATED VIDEO CARTOONS
1 MINUTE AND 20 SECONDS
SPOTS TO MEET YOUR SPECIFICATIONS AND BUDGET
Write, Phone or C. West Doty
322 VICTOR BLDG., WASHINGTON, D. C.
STERLING 2450

V. S. BECKER PRODUCTIONS
Producers of Television, radio package shows and spot commercials Representing Talent of Distinction 562 FIFTH AVE., NEW YORK LUXEMBERG 2-1040

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (INCLUDING CARTOONS) Available for television SEND FOR CATALOGUE 729 SEVENTH AVE., NEW YORK, 19

SARRA, INC.
TELEVISION COMMERCIALS MOTION PICTURES SOUND SLIDE FILMS NEW YORK - CHICAGO HOLLYWOOD

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO PROGRAM SERVICE NEW SHOWS READY SOON. CONTACT W. W. BLACK 25 WEST 45TH STREET, NEW YORK 19, N. Y. LU 2-1700

SHERMAN PLAN, INC.
CONSULTANTS ON FILMS FOR TELEVISION PRODUCERS - DISTRIBUTORS 420 VICTOR BLDG. WASHINGTON, D. C. STERLING 0760

TELEFILM, INC.
COMPLETE FILM PRODUCTION SERVICES FOR TV SPOTS-PROGRAMS 6039 HOLLAND BLVD. HOLLYWOOD 28, CALIF.

UNIFIED WORLD FILMS, INC.
A SUBSIDIARY OF UNIVERSAL PICTURES 37 YEARS' EXPERIENCE MAKING HIT MOVIES WORLD'S TOP TECHNICAL AND CREATIVE TALENTS UNBROKEN FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY Sparkling film - Custom film - Costuming - Costume - Design - Music - Arrangement WRITE, PHONE, WIRE . . . PHONE . . . TELEVISION DEPARTMENT BT 1445 PARK AVENUE NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS TELEVISION COMMERCIALS BUSINESS MOVIES SLIDE FILMS - FROM SCRIPT TO FINISHED PRINT OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS 510 W. 37TH STREET, N. Y. C. WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES 41 E. 50TH ST., NEW YORK MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY IS PRINTED THE LAST ISSUE OF EACH MONTH GUARANTEED PAID CIRCULATION EXCEEDS 15,000

September 26, 1949 • Page 81
QUESTION: What radio trade publication has the largest paid circulation?

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

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

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

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

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

Radio Advertisers (National and Regional) 2,904
Advertising Agencies (National and Regional) 2,305
Station and Network Personnel 5,695
Representatives and Services 759
Others 3,775

TOTAL 15,438

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

ANSWER: We certainly do.
September 22 Applications

ACCEP TED FOR FILING

AM-1560 kW

Brazoria County Besto, Co., Freeport, Tex.—CP new AM station 1115 kc 350 w D AMENDED to request 1450 kc 250 w D.

TV FILM MUSIC

AFM Calls Discussion Meet

LIMITATIONS placed on the telecasting of kinescope films and other films in which union musicians have been used may be in part removed in negotiations called by the American Federation of Musicians.

The AFM has sent out an invitation to networks and stations to come to a meeting Oct. 5 in New York to discuss kinescope and other TV film problems.

A similar invitation to film producers, including the major Hollywood studios, was scheduled to go out at week's end, calling for a meeting Oct. 6, also in New York. It is expected President James C. Petrillo will preside at both meetings.

The kinescope films have been using AFM members under an interim agreement which has limited use of such films for repeat broadcasts.

It is known the networks want revision of that limitation if it can be arranged economically enough. The networks also want the right to set up a show in advance of film and then run it canned.

AM-590 kW

Atascosa County Besto, Co., Pleasanton, Tex.—CP new AM station 1030 kw D AMENDED to request 960 kw 1 kw D.

AM-1050 kW

WIZ Tuscola, Ill.—CP to change from 1000 kc D to 1050 kc 1 kw D.

CP to Reinstall CP

KOI Coalinga, Calif.—CP to replace expired CP new AM station 1470 kc 50 kw D.

License Renewal

Request for license renewal AM station: WINZ Hollywood, Fla.; WBBO Forest City, N. C.; WEAB Greer, S. C.

Modification of CP

KYUM Yuma, Ariz.—Modified CP AM station from 1060 to 1070 kc 1 kw D.

WWRL Woodside, N. Y.—Modified CP AM station to increase power etc. for extension of completion date.

KFBW Helena, Mont.—CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: KDON Con-way, Ark.; KMFM Fresno, Calif.; KBMT San Bernardino, Calif.; WXRT Chicago; WWOL-FM Buffalo; WCOD Richmond, Va.

WEXI St. Charles, Ill.—Mod. CP new FM station to change ERP to 285 w.

WGRE Greensdale, Ind.—Modified CP new non-commercial educational FM station to change from Channel 291 (88.1 mc) to Channel 19 (89.1 mc).

WICU Erie, Pa.—Modified CP new commercial TV station for extension of completion date to 4-1-60.

WNBK(TV) Cleveland, Ohio—Same to 12-15-59.

WAFM-TV Birmingham, Ala.—Same to 1-1-59.

TV—54-60 mc

WXVJ-TV Jacksonville, Fla.—New commercial TV station CP AMENDED to extend completion date from 10-18-49 to 6 mos. after date of Commission's decision in proceeding.

TENDERED FOR FILING

Assignment of License


AM—980 kW

WFPH Bristol, Va.—CP to change from 980 kc 1 kw unl. to 960 kc 1 kw unl. DA-N.

See FCC Roundup on page 84.

BROADCASTING • Telecasting

Send your registration immediately to ROY HARLOW, Director of Station Relations

 Broadcast Management, Inc.

580 Fifth Avenue

New York 19, N. Y.

September 26, 1949 • Page 83
**Box Score**

**Summary of Authorizations, Applications, New Station Requests, Ownership**

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>CPs</th>
<th>Grants Pending</th>
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<tr>
<td>Total</td>
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<td>Non-grand</td>
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<td>729</td>
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<tr>
<td>Grand</td>
<td>273</td>
<td>234</td>
<td>0</td>
</tr>
</tbody>
</table>

**CALL ASSIGNMENTS:**

- **KRYF** - FM - Fort Lauderdale, Fla.
- **KCRV** - AM - Grantsville, Utah
- **KSHM** - AM - Lombard, Ill.
- **KZNF** - FM - Finney, KS
- **KXCO** - FM - Cedar City, Utah

**New Grants, Transfers, Changes, Applications**

**Summary of SEE July 15**

**Important dates**

- **December 15**
- **January 1**
- **February 1**
- **March 1**
- **April 1**
- **May 1**
- **June 1**
- **July 1**
- **August 1**
- **September 1**
- **October 1**
- **November 1**

**Deletions**

**New Applications**

- **AM Applications**
  - St. Louis, Mo. - KTVI, Inc., Granted - Directed, estimated - $50,874.
  - Milwaukee, Wis. - WMAW, Granted - Directed, estimated - $50,874.
  - Milwaukee, Wis. - WMAW, Granted - Directed, estimated - $50,874.

**Variable Reluctance Cartridge**

**View Page 41**

**Broadcasting • Telecasting**
FINCH CASE

FINAL determination on status of communications Co., Newark, N. J., and the Army Signal Corps has been reached by Army Secretary week. The case, however, has not been disclosed by his office or by the Senate Armed Services Committee.

The contract calls for development of new-type facsimile equipment built to Army specifications which Capt. W. G. H. Finch, owner of the company, claimed were "unreasonable" in a hearing before the committee. The Signal Corps had asked for review of the case looking toward placing the contract in default. The committee later recommended against default and Secretary Gray promised definitive action on the status of the contract [Broadcasting, Aug. 29, Sept. 5, Sept. 12]

Meanwhile last week, in a letter to Broadcasting, Capt. Finch clarified some of the difficulties encountered in handling, and the feasibility of meeting, contract specifications. His letter follows:

As you can appreciate, a bid on this kind of equipment, however, has the basis that you believe you can build a device which will meet the specifications even though you do not have in advance all the engineering solutions necessary. As a result of the development process we have found out whether it is possible to produce the kind of equipment required. As the development work progressed, we became increasingly aware that meeting all the specifications in the contract is not always possible. Our engineers frequently pointed out these problems to the Signal Corps technical representatives. The technical representatives always refused to participate in the development of the specifications by the Signal Corps. They insisted upon having the specifications set at a level that could not be met by any technical means known to them.

The Signal Corps says it is still feasible to meet all of the specifications in the contract, though the work had been disabled for a long time by the fact that the company had not been able to meet the specifications even among the technical experts in the government. This conflict was particularly apparent in an inter-agency meeting conducted by the Munitions Board on July 23, 1942. While the Signal Corps and the Army endeavor to claim that it was possible to meet all of the specifications, their principal technical witness at the Senate Armed Services Committee Hearings admitted that the equipment designed by the government could not be sure that another company could meet all of the specifications.

It would appear that the Signal Corps has gone to considerable pains in an effort to discredit the technical competence of the Finch company. As proved by the same Senate hearing in which we reviewed our technical competence, as by their testimony at the Senate hearing in which they reviewed their testimony at the Senate hearing in which they expressed their concern about the contract, the committee's technical competence is further proved by the fact that as a result of our research and development work, the patents in facsimile communication have been issued to date. Under such circumstances, it is extremely difficult to justify the position of view expressed by the Army.

The Senate Armed Services Committee in their hearing did not attempt to evaluate the merit of the technical position taken by the Signal Corps. They were primarily concerned with the effect which a default action by the Army would have upon the overall interest of the government, particularly as represented by the Interim Committee on Telecasting (I.C.T.) of the Central Intelligence Agency. They were particularly concerned with the effect which an Army default would have upon the technical competence of the Finch company with a view expressed by the fact that the Army's technical experts could not be sure that another company could meet all of the specifications. This is entirely satisfactory to the government.

WOOD NAMED

Joins Radio Features Sales

ROBERT C. WOOD, staff member at WOR New York for the past 13 years, has been named eastern sales manager for Radio Features Inc., Chicago transcription firm. Company has opened a New York office for handling of eastern and southeastern sales.

Mr. Wood is assisted by William McVey, who has had New York transcription experience, and was reported by Walter Schwin- ner, president of the firm. Mr. Schwin-ner will supervise activities in both cities, with Mr. Wood handling eastern sales as well as national sales billed out of New York.

On the dotted line

SIXTEEN continuous years of advertising on KLZ Denver by Hugh M. Woods Co., Rocky Mt. lumber dealer, were celebrated appropriately when Hugh M. Woods Sr. (2nd right) contracted for a 17th year. L to r: Jack Tipton, KLZ account executive; Hugh M. Woods Jr., company manager; Hugh M. Woods Sr., president and Hugh B. Terry, general manager of KLZ.

DR. FRANZ POLGAR (l), noted hypnotist, contracts with Morris Shapiro, president of Trimount Clothing Co., New York, for new CBS TV show, The Amazing Polgar. Show, seen Friday, 7:35-7:55 p.m., started Sept. 16.

HENRY C. METTAM (r) of Mettam Inc., Danville, Ill., Studebaker dealer, contracts for Illinois U. games on WDAN Danville and all local high games, with WDAN Mgr. Bob Burrow (center). Observing is Sportscaster Max Shuffer.

CHARLES A. GIOMA of St. Louis Dodge Dealers contracts for Ziv's Freddie Martin Show Time from Hollywood over local XKOK as Charles Burge (l) of XKOK sales and Dave Mars of Ruthrauff & Ryan Inc. agency, look on.

CONTRACTING for twice weekly, 13-week Boat the Band program on WWJ-TV Detroit sponsored by Greater Detroit De-Soto Dealers, are William L. Denman (c), Denman & Betteridge, sponsor's agency, and Norman Hawkins of WWJ-TV sales.

TELECASTING of the five home football games of U. of Oklahoma is arranged by Manager P. A. Sugg (l) of W KY-TV Oklahoma City and Paul Hosheisel, advertising and publicity manager for sponsor, Oklahoma Gas & Electric Co.
At Deadline...

GENEROSO POPE TO BUY WINS FOR $512,000

SALE of WINS New York by Crosley Broadcasting Corp., to Italian publisher, businessman and owner of WHOM Jersey City, expected to be consummated today (Sept. 26). Price reported at $512,000. Crosley, subsidiary of Avco Mfg. Corp., acquired WINS from Heairst Radio in 1946 for $1,700,000.

Mr. Pope would divest self of present 5 kw, 1480 kc WHOM facility and transfer call letters WHOM to WINS, which is 50 kw on 1010 kc, if deal succeeds. Presumably he would maintain foreign language policy now obtaining at WHOM, with heavy emphasis on Italian. He also owns leading Italian-language newspaper, Il Progresso, New York.

James D. House, president of Crosley Broadcasting Corp., expected to return to New York from vacation today to sign sales contract.

Mr. Pope has long wanted to move main studios of WHOM from Jersey City to New York, where station programs all but one quarter-hour per week from "auxiliary" studios. Examination of station tentatively vetted as move is now awaiting oral argument and full Commission review [BROADCASTING, July 25]. If acquisition of WINS goes through, station reportedly would use WHOM's "auxiliary" studios completed last spring at estimated cost of $500,000.

In addition to WINS, Crosley owns 50-kw WLB Cincinnati and TV and FM stations in Cincinnati, Dayton, and Dayton. Its application for purchase of WHAS Louisville for $1,225,000-plus was given final denial by FCC Friday (story page 4).

46 STATIONS AGREE TO TELECAST WORLD SERIES

NUMBER of television stations taking World Series reached 46 Friday afternoon, with three others definitely rejecting games and four others still to be heard from, according to Bob Jameson, DuMont operations chief coordinating Series details.

Those refusing were: WMAL-TV Washington, WTJZ-TV Milwaukee and WMAR-TV Baltimore were added to WDBY-TV Wilmingtn, Del.; WGAL-TV Lancaster; WBL-TV Baltimore and WKTZ-TV (TV) Utica. Officials added Friday to list (see page 68) of stations to take series: WPTZ (TV) and WAGU-TV Philadelphia; WOIC (TV) Washington; WTVR (TV) Richmond; WSPD-TV Toledo; W62KB (TV) Chicago; WATV (TV) Newark; WJW-KTV-Detroit.

TARGET DATE FOR 340 KC

APRIL 1, 1950, is target date for completing international reallocations immediately below and above AM broadcast band so that 540 kc, new broadcast band can be used for actual use, FCC said Friday. Announcement came with issuance of FCC plan for moving other services so broadcasting's top limit will be 1605 instead of present 1600 kc. Similar proposal to terminate extension of AM band down to 535 kc (instead of 550 kc) was issued last July. Current NARBA conference at Montreal is slated to study broadcast use of 540 kc, after which FCC will institute rule-making proceedings.

FCC APPROVES TRANSFERS OF KTSA, KRGV, KANS

COMBINED transfers of KTSA San Antonio, KRGV Weslaco, Tex., and KANS Wichita, Kan. Negotiated by FCC Friday upon granting petition for reconsideration and approval without hearing which had been previously called [BROADCASTING, July 18]. Sales effect dissolution of long-standing station ownership association of O. L. (Ted) Taylor, Gene A. Howe and T. E. Snowden [BROADCASTING, Nov. 29, Dec. 27, 1948].

Taylor Radio and Television Corp., headed and 50% owned by Taylor and having same stockholders at KANS, acquire assets of that station for $250,000 and KRGV for $500,000. Express Pub. Co., licensee of KYFM/FM San Antonio and publisher of San Antonio News and Express, acquires KTSA for $400,000. Under former ownership, Mr. Snowden was president of KRGV and vice president of KTSA, with minority holdings in both.

Mr. Howe was president of KTSA and treasurer of KRGV with substantial holdings in both. Mr. Taylor has been chief owner of KANS for 26 years. Kruger, sitting as minority owner of KTSA and has been executive manager of the Taylor-Howe-Snowden station group for several assignments: KTSA, 5 kw, 550 kc, CBS; KRGV, 1250 kc; NBC; KANS, 5 kw, 1 kw night, 1480 kc.

BLANKET ASCAP TV FEES RECEIVE ENDORSEMENT

NAB TV Committee's blanket ASCAP contract [BROADCASTING, Sept. 12] unanimously endorsed Friday by 60-odd TV station operators. Work of Robert P. Myers, NBC, chairman, and other committee members approved. ASCAP board to sound out members on proposal.

Resolution called on stations to raise fees for special couplings in negotiating per piece contract. Per piece rates near agreement among station operators but ASCAP demands these fees bear "reasonable relationship" to blanket contract.

Special per piece subcommittee named. It holds first meeting today (Monday). ASCAP to be asked to extend present arrangement beyond its Sept. 30 deadline. Members of new subcommittee are:

Dwight W. Martin, WLW(TV) Cincinnati, chairman; Roger Clipp, WFIL-TV Philadelphia; C. Howland, WDIV-TV Chicago; J. Lord, WAVE-TV Louisville; Clay R. McCullough, WGAL-TV Lancaster; Dr. Richard Shafto, Daily News, PA; S. C. Robert D. Swezey, WBSD-TV New Orleans; S. C. Robert Thompson, WBEN-TV Buffalo.

R. B. JONES HEADS KRGM

ROBERT B. JONES Jr., general and commercial manager of WIRL Peoria, Ill., has been named general manager of KRGM Tulsa, Okla., new station owned by Sen. Robert S. Kerr (D-Okla.). Station expected to make debut at Christmas 50 kw on 1300 kc, with ABC affiliation. Before joining WIRL two years ago Mr. Jones was ABC Central Division station relations manager. He has been in radio for decade.

NEW NARBA COMMITTEE

SPECIAL committee formed by NARBA Technical Committee, meeting in Montreal, to work out differences over names of channels (See NARBA story page 24). Committee deleted term "standard" in broadcasting. Canada proposes Jamaica as NARBA member, with Bahamas and Jamaica having one vote.

Discrimination Charged in Lebanon by FCC

ALLEGED discrimination against WLR Lebanon, Pa., and radio advertisers made issue by FCC in hearing called upon bid of Steitz Newspapers Inc. for new AM station on 1430 kc with 500 w day at Lebanon. Lebanon Daily News, Steitz paper, earlier in year had held by WLR to have refused to use word "radio" and charged advertisers extra for reference to local broadcasts (see Lorain story page 23).

FCC said it wants full information concerning practices and policies of applicant's parent firm, Lebanon News Pub. Co., and to determine if these "have been calculated to hinder or have in fact hindered" WLR from providing "a broadcast service in the public interest." Commission also to investigate advertising charges.

Pasadena Transfer

KAGH and KARS(FM) Pasadena, Calif., sold by Washington Radio Attorney Andrew G. Haley for $90,000 to KKKW Pasadena, according to applications tendered for FCC approval. Tenders said to be underwritten by KKKW owners: Marshall, Neal, Paul Buhlig, E. T. Foley and Edwin Earl, to sell KKKW to another group. KAGH operating 1 kw fulltime on 1300 kc; KKKW, 1 kw day on 1490 kc.

Closed Circuit (Continued from page 4)

expansion to New York state through Maxon Inc., also Detroit.

Contrary to usual practice, NBC has offered split network deal to Young & Rubicam for We, the People radio and television simulcast, sponsored by Gulf Oil, currently on CBS under similar deal. Agency expected to make decision early part of this week. Curly contract with CBS expired yesterday.

TV HUDDLE in progress at FCC Friday afternoon, with Commissioners and top staff executives conferring on procedures and other details in preparation for color television hearing. FCC tentatively sets December hearing. Speculation about probable date of decision on entire proceeding (color, UHF, standards, allocations, etc.) puts January as earliest likelihood, with other estimates ranging into spring.

ANCHOR RADIO Corp., Chicago (television set booster), thinking of TV spot campaign in all major markets for Christmas promotion. Agency is Symonds & Mackenzie, Chicago.

THWING & ALTMAN, New York, agency, William H. Wise Co., publisher, looking into availability on spot announcements in paration for intense campaign starting October.

WALTER LURIE, director of new program development for MBS, leaving network. He is understood to be negotiating for post with major agency.

FRANK H. FLEER Corp., Philadelphia, through Lewis & Gilman, same city, looking over 20 markets for radio and television campaign to promote its Fleer gum.

SEVERAL new markets to be added to present schedule for Ex-Lax spots. Joseph Katz Co. renewing most existing contracts.
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 31/4 million people...955,000 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:

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<tr>
<th>WLW-D</th>
<th>WLW-T</th>
<th>WLW-C</th>
</tr>
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<tbody>
<tr>
<td>4595 S. Dixie Highway Dayton 9, Ohio</td>
<td>140 West Ninth St, Cincinnati 2, Ohio</td>
<td>3165 Olentangy River Rd, Columbus 2, Ohio</td>
</tr>
</tbody>
</table>

TELEVISION SERVICE OF THE NATION'S STATION

Cosby Broadcasting Corporation
FINISH THIS SENTENCE
IN 52 WEEKS OR MORE...

The smartest, surest buy in all evening radio is now available on Mutual. It's the famous five-a-week strip 'I Love A Mystery,' written, produced and directed by Carlton E. Morse himself. It deserves the adjectives because...

- it has proved its ability to attract pay-off audiences — in different time slots on different networks — regardless of competition. (Its five-year Hooper record shows an average of 8.0, a peak of 15.1.)
- it has proved its ability to sell goods in volume at low cost — every sponsor's goal. (Here’s its previous sponsor history: Standard Brands, 1939-1942; Procter & Gamble, 1943-1944.)
- this thoroughly established radio property is now offered by Mutual at the lowest cost in its history.

"I Love A Mystery" starts on Mutual on Monday, October 3rd in the period when strip listening is at its peak — 7:45-8:00 pm EST, Monday through Friday.

We have suggested that you "finish this sentence in 52 weeks or more" — though the program is available in the usual 13 week cycles — because of its previous commercial history. The shortest sponsorship was 91 weeks.

MUTUAL BROADCASTING SYSTEM