More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when all three major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations — an 8.8 and a 4.0.

**THE POINT?** Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning October 11th.

**our address is WOR and WOR-tv**

at 1440 Broadway, in New York
an early spring?

Very early! It seems to be right on top of us—and all because we've been hot-housing new program ideas all summer. Eight new shows are scheduled to make their appearance. For advertisers who want fresh ideas for selling we suggest an early call to WINS. Let our sales staff show you how these sparkling new shows can deliver big audiences at a consistently low cost per thousand.

CHILDREN'S HOUR, 9-10 a.m. Saturday. Tales of fancy and adventure for children.

HOLLYWOOD BROWN DERBY, 12:15-12:30 p.m. Mon.-Fri. Joy Hodges interviews celebrities from the Film Capitol.

BUSHELS OF FUN, 12:30-1:00 p.m. Mon.-Fri. Quiz show with Jack Lacy as m.c. Also B.B. Wilborn Orchestra.

WISHBONE PARTY, 12:30-1:00 p.m. Saturday. From Johnny Victor Theatre. Jack Lacy, m.c.

SONG PARADE, 2-4 p.m. Mon.-Fri. Top recordings with Geoff Davis as m.c.

VINCENT FLAIR AMATEUR HOUR, 10-10:30 Monday.

WEEK-END SKI REPORT, 10:45-11:00 p.m. Thursday. Geoff Davis reporting.

WINS GRIDIRON ROUND-UP, 5:45-6:00 Saturday. Also with Geoff Davis at the mike.

WINS 50KW NEW YORK

Crosley Broadcasting Corporation
YOU MIGHT GET A 1600-LB. BULL MOOSE*

BUT...

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are doing the best radio job in Western Michigan, and we can prove it.

(1) These two CBS stations have an unusually high BMB audience throughout the prosperous Western Michigan area. (2) They both get top Hoopers in their home cities—a 58.4% Share of Audience for WKZO, Kalamazoo, and 26.8% for WJEF, Grand Rapids (Total Radio Periods, Mar.-Apr. '49). (3) By projection, you can figure that this means about 41.5% more urban listeners than the next-best two-station combination in these two cities. Yet you get this great bonus audience at a 20% saving over the next-best combination!

Write to us or ask your Avery-Knodel man for any specific information you need.

F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.

WKZO first in Kalamazoo and Greater Western Michigan (CBS)

WJEF first in Grand Rapids and Kent County (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.

Closed Circuit

PRESTONE anti-freeze through William Easty scheduling spot campaign in about 150 markets and Nutro anti-freeze through Wiley, Frase & Davenport also planning spot coverage.

NOW THAT top echelon pay bill, which includes increases in pay for FCC members from $10,000 to $15,000 annually, is all but law, few if any changes in makeup of that agency are foreseeable. Chairman Wayne Crow intends to stay, and Comr. Freda B. Hennock, who has been reported as gunning from Junior Cabinet post to Ambassador to Denmark to Federal bench in New York, has no plans other than to sit tight here.

KENYON & ECKHARDT, New York, recommending spot announcement campaign for Borden's Instant Coffee this week.

REVERE CAMERA Co., Chicago, planning to pick up tab on Date With Judy early next month for airing full ABC network Thursday, 9-30-10 p.m. (CST). Name the Movie, Revere's current ABC show, will be dropped Nov. 3. Agency, Roche, Williams & Cleary, Chicago.

SET MAKERS concerned over Revenue Frizee proposal to apply 10% excise tax to TV sets tuning FM broadcast band. Average tax on TV set with FM tuner would jump from around $1.25 to $10 or more. One leading maker threatens to avoid tax by adding 15-cent switch so present tuner will no longer bring in FM band between upper and lower TV channels.

RAY OF hope observed among NARBA delegates at Montreal, who have set Nov. 1 as tentative target date for accord on allocations. Likelihood of recession dwindling as feeling develops that conference job can be finished by Christmas.

FOURTEEN of 70 new stations joining NAB last week gave as their reason for joining the active campaign for new radio business currently being staged by Maurice Mitchell and BAB.

NAB PRESIDENT Justin Miller will propose to next meeting of board in November that it reconsider its ruling reducing number of standing committees from 17 to 10. Judge Miller feels strong representative committee structure is essential to proper conduct of NAB affairs.

IS FCC quietly launching another inquiry into gambling going beyond broadcast of horseracing result information? That question was posed last week after reports had been received that FCC attorney investigators were operating in western areas and practically rifling station files to ascertain whether announcements tying into legalized gambling (Continued on page 78)

Upcoming

Oct. 10-12: Assn. of National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.
Oct. 13-14: NAB Dist. 5, Roosevelt, Jacksonville, Fl.
Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinehurst, N.C.

(Other Upcomings on page 34)

Bulletins

JUDGE Michael L. Igoe, in Federal Court in Chicago Friday, continued until next April 17 suit of Radio Features Inc. contesting the government's ban on giveaways. Reason given as desire to await outcome of networks' case in New York court.

SUIT by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, chairman of ABC board, reported settled Friday on eve of retrial in New York Supreme Court. In first trial, which was reversed, Mr. Flamm won $350,000 verdict on charges Mr. Noble used force and frauds in causing Mr. Flamm to sell WMCA to Mr. Noble for $800,000. Mr. Flamm and his lawyer, Philip Handelman, acknowledged settlement but said they consented with Mr. Noble not to disclose terms. Mr. Noble could not be reached Friday.

STATE DEPT. PROTESTS ALLEGED PROGRAM PIRATING

U. S. STATE Dept. has made representations to Mexican government protesting alleged pirating of World Series broadcasts by XEHF Nogales, Sonora, from KNOK Nogales, Ariz. Similar protest was earlier in year by State Dept. on complaint of KNOK [BROADCASTING, July 11]. XEHF, just across border in Mexico, allegedly recording Series from KNOK and then translating into Spanish.

SU RPRISE!

OPENING NBC closed circuit talk Friday afternoon, Niles Trammell said he had three surprises. First, story hadn't leaked out of NBC. Second, affiliates were hearing about action before reading it in press. Third, he was becoming NBC board chairman with Joseph H. McConnell becoming president (story, page 23).

Mr. Trammell said he first suggested this setup to David Sarnoff, RCA and then NBC board chairman, last December but didn't get approval until August because of RCA reluctance to let Mr. McConnell go. He predicted team of President McConnell and Executive Vice President Charles R. Denny would do "terrific job for affiliates."

Business Briefly

KELLOGG NAMES BURNETT - Kellogg Co., Battle Creek, Mich., names Leo Burnett Agency, Chicago, to handle advertising for its Corn Soya. Radio and TV considered. Corn Soya is one of Kellogg products advertised on Singing Lady, ABC Sunday telecast.

SCHLITZ READY - Schlitz Brewing Co., Milwaukee, about to sign Halls of Ivy, NBC series, with sponsor reported not satisfied with Fri., 8-8:30 p.m. period. Starting date likely to be in December. Agency, Young & Rubicam, N. Y.

GOP BUYS TIME - New York State Republican Party through Ruthrauff & Ryan placing spots and chain breaks for John Foster Dulles on New York State stations.

3 WEINTRAUB ACCOUNTS TO SPONSOR 'VANITY FAIR'

THREE William Weintraub Co., New York, accounts to sponsor segments of Vanity Fair on CBS-TV starting at close of World Series. Programs to be telecast Monday-Friday, 4:30-5 p.m.

Seeman Bros. (Airwick) and Maiden Form Brassieres each to sponsor 10-minute portions Monday, Wednesday and Friday. Robeson Cutlery Co., Perry, N. Y., contracting for segments Tuesday and Thursday. Telecasts to be aired in New York, Washington and Philadelphia.

NAB DISTRICT 6 URGES UNIFORM TIME STANDARDS

RESOLUTIONS adopted at closing session of NAB District 6 Friday evening (early story page 29) included: Support of President Justin Miller's leadership; support of Broadcast Advertising Bureau project under direction of Maurice Mitchell; commendation of BMB activity under direction of Kenneth Baker with proposal that membership consider advisability of establishing "some acceptable form of coverage research organized on a firm financial and scientific basis"; commendation of contribution of Richard P. Doherty and Employee-Employer Relations Dept.; advocacy of clearance of source and per program licensing rights from ASCAP and BMI for TV music; approval of NAB's reorganization plan; reiteration of importance of establishing uniform time standards because of economic problem presented by Daylight Saving Time; and commendation of service of Henry W. Slavick, District 6 director, who retires this year after four years stewardship.

TAYLOR JOINS FIRM

TELFORD TAYLOR, pre-war FCC general counsel, has become member of New York and Washington law firm of Paul, Weiss, Wharton & Garrison. He attained rank of brigadier general in war and was chief of counsel for war crimes at Nuremberg.

BROADCASTING  •  Te lecasting
KCMO

Kansas City's ONE and ONLY

50,000 watt station

810kc

Programmed for Mid-America Audiences

National Representative — John E. Pearson Co.

One Does It—
in Mid-America!

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters
IN THIS CROSS SECTION OF INDIANA SHOPPERS

It’s hard to do. Those who own and till farms in Indiana are among those who can best afford to look affluent because they have the cash! The farm yearly income in WFBM's CENTRAL INDIANA area totals over three hundred million dollars. And the agricultural income of the State in 1948 was 7th highest in the nation.

With their higher than average incomes, Indiana farmers buy the better cars, best furniture and the finest farm equipment. Their children receive all the benefits of higher education.

WFBM keeps more than 67,000 farmers informed at 6:25 A.M. daily with “Farm News,” and the “Hoosier Farm Circle” Monday through Friday, 12:30 to 1:00 P.M., and entertains the entire family with top-notch local and network shows all day long. If you want to reap a bountiful harvest of results, sow your selling messages where the soil is richest—on WFBM, Indiana’s only basic CBS station.

First IN INDIANA ANY WAY YOU JUDGE!

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

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville
tomorrow's 1000 Watt

RADIO STATION WILL INSTALL THE GATES AIR-CONDITIONED BCIF Transmitter

THE ONLY COMPLETELY NEW ONE KILOWATT BROADCAST TRANSMITTER IN 1949

GATES MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
EASTERN ZONE OFFICE—WARNER BUILDING, WASHINGTON, D.C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th, NEW YORK, 16

Gates Radio Company

YOU CAN HAVE THE NEWEST AND THE FINEST NOW. GATES WILL GLADLY SUPPLY COMPLETE DATA ON REQUEST.
Today these stations are reaching more people, with more money to spend for their spot advertisers' products and services than ever before....

Free & Peters, inc.

Pioneer Radio and Television Station Representatives
Since 1932

Atlanta Detroit Ft. Worth Hollywood San Francisco

New York Chicago
### EAST, SOUTHEAST

<table>
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<th>Network</th>
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### MOUNTAIN AND WEST

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<td>Honolulu-Hilo</td>
<td>CBS</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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*CP
JAMES MacDONALD, former CBS and Toni Co. publicist, appointed to newly created post of manager of radio and television publicity for Exhibitkini Inc., New York. He formerly was director of radio of New York House Agency for Toni Co., Chicago. Prior to that he worked with Benjamin Sonnenberg Public Relations Agency on Toni Co. and Philip Morris Co. accounts.

HENRY BERLE, president of Campbell-Sanford Adv. Co., Cleveland, transfers headquarters to Chicago "To provide better service for western and mid-western accounts."

EDWIN A. HAMALA named New York regional account executive for Beaumont & Hohman Agency to work with distributors and regional sales managers of Whirlpool Div., Nineteen Hundred Corp., in development of cooperative advertising campaigns. He was associated previously with Jack & Heintz Precision Industries, Cleveland, and Premier Vacuum Cleaner Div., General Electric.

S. G. TOPPING joins staff of Wright & Assoc., Chicago agency, as assistant to WILLIAM E. WRIGHT. He worked formerly at Schwinmer & Scott, same city.

FRANK WALDECKER, announcer for Ronson Lighter's Twenty Questions, joins radio and television department of Grey Advertising, New York, in addition to his announcing duties.


ROBERT H. SCHUBERT, formerly continuity director of KWDM Des Moines, Iowa, named radio-TV director of W. D. Lyon Co., Cedar Rapids, Iowa.

LAWRENCE D. BENEDICT, formerly with Tucker Wayen Agency, Atlanta, Ga., as account executive and vice president in charge of sales and merchandising, joins Compton Adv., New York, as account executive on Instant Chase & Sanborn Coffee account. LLOYD DURANT, formerly with Trans Film and RKO Pathé, joins Compton radio department as producer of television commercials.

JOHN GRATZA joins account staff of Simmonds & Simmonds, Chicago, after working as assistant account executive at Pensohlt Co., same city.

HAL STECK, radio and copy chief of McCann-Erickson, New York, resigns to head his own radio and video writing service.

DeMUNN & McGUINNESS Agency organized at 521 N. La Salle St., Chicago, by MEL DeMUNN, former account executive at Campbell-Sanford, Chicago, and DONALD McGUIINNESS, former Chicago manager of same agency. Firm, which will specialize in advertising and promotion for farm-market products, opens with 17 accounts.

CHET BROUWER, former radio, publicity and television director at N. W. Ayer & Son, Hollywood, transfers to Chicago office as client contact man for Sealtest with Kukla, Fran & Ollie, NBC-TV, five-a-week, 6-6:30 p.m. Mr. Brouwer, who has been with Ayer for four years, will also handle K F & O publicity.

ALLEN M. WHITLOCK, former associate advertising manager for Jello-O Div., General Foods Corp., New York, joins Doherty, Clifford & Shields Inc., also New York, as executive on Vacuum Foods Corp. account.

THOMAS DESTELLE, former copywriter with W. W. Garrison & Co., Chicago, joins Tim Morrow Adv., also Chicago, as copy chief.

JAMES S. MACVIKAR, formerly with BBDO and Ruthrauff & Ryan, joins Benton & Bowles, New York, as an account executive.


New Addresses: S. FREDDIC AUEBACH Co., New York, moves to new quarters at 1819 Broadway. A. L. ADKINS Co., San Francisco agency, moves to new offices at 66 Montgomery St. TIM MORROW Adv., Chicago, moves to larger quarters on 22nd floor at 78 E. Wacker Dr.
MEMO TO:

WORLD - AFFILIATES ONLY!

ANOTHER SENSATIONAL WORLD 1st WILL BE SENT YOU ON OCTOBER 15th!

HAVE YOUR SECRETARY BE ON THE LOOKOUT FOR THIS PACKAGE OF SALES DYNAMITE!

Here's WORLD'S LATEST SMASH-HIT!

Another GIGANTIC DRAMATIC

That will help you do a SENSATIONAL SELLING JOB!
Minister Without Portfolio
Travels Light

He—and members of his staff—get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so..."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original news co-op. It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

New
Business

ARON HEATING SERVICE, Chicago, names Wright & Assoc., same city to handle its advertising. Radio will continue to be used.


ARIZONA CANNING Co., Phoenix (Sun Vista products), starts for 13 weeks half-hour television audience-participation show Just for Fun on KFI-TV Los Angeles. Following test, market by market campaign will be used on Pacific coast. Agency: Rockett & Lauritzen, Los Angeles.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif. (Seaside canned and cellophane packed lima beans), starts 11-week spot campaign on 10 stations in that number of markets around country. Spots will run from two to seven weekly on following stations: WGL Fort Wayne; WAPI Birmingham; WTAM Cleveland; KDKA Pittsburgh; KTRH Houston; WFBC Greenville, S. C.; KTW Philadelphia; WAVV Louisville; WFRN Baltimore; WSPD Toledo. Additional markets will be used later. Agency: Mogge-Privett Inc., Los Angeles.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Almond Joy candy bars), appoints Brisacher, Wheeler & Staff, San Francisco and New York, to direct national TV advertising campaign. Agency's San Francisco office already handles company's radio and other advertising in 11 western states.


CHEVROMET Dealers in Los Angeles and New York sponsoring Pantomime Quiz on KTTV (TV) Los Angeles and WCBS-TV New York, respectively. Program, which started live on KTTV Sept. 20, is repeated by kinescope recording on WCBS-TV. Campbell-Ewald Co., New York, is agency.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, start spot announcement campaign, varying from three to five spots daily, on 40 Canadian stations until next May, with recess during January and February. Agency: James Lovick & Co., Vancouver.

LUCKY TIGER Mfg. Co., Kansas City (hair tonic), names Grant Adv., Chicago, to handle advertising.

BERMAN'S House of Style, Los Angeles (men's suits), appoints Ross, Gardner & White Adv., that city, to handle advertising. Firm now co-sponsoring half-hour weekly program Adam's Alley on KLAC-TV Hollywood and participations on KTLA (TV) that city, plans further use of television in that area.

Network Accounts • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, through Leo Burnett Co., also Chicago, renew Club Time, on ABC, Tues. 10:45-11 A.M. Firm has sponsored show since Oct. 30, 1945, on behalf of its household utensils, and renewal is effective Nov. 1, covering 65 ABC stations.

RAY MOTORS, Chicago, signs for half of wrestling matches Saturday, 9 p.m. on WGN-TV Chicago for 82 weeks through Kaufman & Assoc., same city. Program is fed to DuMont network for cooperative sponsorship in other cities.

Adpeople • • •

STEVE RICHARDS, for past 10 years staff member of Kudner Agency, New York, handling publicity on Fisher Body and Buick accounts, placed in charge of public relations for Buick Motor Div. of General Motors.

RONALD R. HAYES, formerly advertising and merchandising manager for Spreckels Sugar Co., joins International Minerals & Chemical Corp., Amino Products Div., San Francisco, to conduct educational advertising campaign.
GENTLEMEN, here's a buxom beauty worth cultivating!

Popular? A 1948 diary study showed that listeners prefer her 94.7% of the time over 43 rivals mentioned.

Influential? She reigns supreme over the world's richest agricultural area — 308 counties in Minnesota, the Dakotas, Nebraska and Iowa — accounting for nearly $3-billion in net farm income last year. Ask for an introduction through one of her admirers shown here. **One date with BIG AGGIE will make you mad for matrimony.**

Too bashful to be photographed, these stalwarts are nevertheless ardent admirers of BIG AGGIE. Let them give you the lowdown.

Richard B. Stark, Katz—New York
William W. Joyce, Katz—Chicago
Walter E. Nilson, Katz—Chicago
Robert Salk, Katz—Chicago

**WNAX**

A Cowles Station Affiliated with ABC
570 KC — 5,000 WATTS

SIOUX CITY YANKTON
Feature of the Week

HOW many times has it been said
the radio industry is only as good
as the man in it? Judge the indus-
try's mettle in this story from
central Kansas:

An automobile accident the night
of Oct. 1 on a highway near Oc-
tawa, Kans., killed James Jones
and another passenger. Also in the
car and suffering back injuries
were Mrs. Jones and James Jobs.
All three of these persons were
connected with KOFO, an Ottawa
station only ten days in existence.
The mishap badly crippled the
station's operations. Mr. Jones
was commercial manager and an-
ouncer; his wife, copywriter; and
Mr. Jobs, general manager and
announcer.

Steven Madden, program direc-
tor at nearby KPRS Olathe, im-
mediately got busy to carry out a
"Kansas neighbor's" job. He re-
alized KOFO had only the chief
engineer and one other announcer
to carry on after he listened to
the station's morning broadcast of
Oct. 2. "They have been on the
air 10 days and we know how
tough the first few weeks can be.
We have been on the air in Olathe
for three months," he said.

On All Accounts

IN commenting on the extensive
background of Rodney (Rod)
Erickson, recently appointed
supervisor of operations for the ra-
dio and television department of
Young & Rubicam, New York, one
agency man observed, with more
point than literal accuracy, "Rod
has run the scale of dramatic ex-
perience from Chattanooga, Ten-
sessee, to Tennessee Williams."

Actually there is no record of
Mr. Erickson's presence in the
Southern metropolis,
but it has been re-
liably established
that he spent his
student days at the
U. of Iowa as class-
mate and co-worker
in the arts with the
celebrated play-
wright.

After his gradu-
ation from Iowa,
where he majored in
radio and dramatic
art, Mr. Erickson
began his mono-
mental sweep of the
radio regions by be-
coming director and
writer of The Bow-
ery Mission on
WHN New York,
followed by a directorial stint at
KFEQ St. Joseph, Mo. Next he
journeyed to Washington, D. C., to
serve NBC in a similar capacity.
In 1940 Rod spent some time as
director and producer with a sum-
mer theatre group in Hunterdon
County. That fall he went to
WHP Harrisburg as a freelance
producer, and in the spring of 1948
he returned to New York and
joined the production staff of CBS.
There he directed such shows as the
Goodman Ace program, the
Court of Missing Heirs, and the
Spirit of '41. Two years later he
joined Foote, Cone & Belding as
assistant head of the radio depart-
ment.

Continuing his spiral, Rod moved
with John Lovetton, then head of
FC&B radio, to form their own agency.
After which he re-
turned to NBC to di-
rect the program
Everything Goes and the Jack Kirkwood
Show. In January 1944 he joined Pro-
ctor & Gamble in Cincinnati as radio
consultant. There he supervised ap-
proximately 44 net-
work shows and
worked with seven
advertising agencies.
After almost three
years with P&G he
returned once again
to New York in 1946
as director of pro-
gram operations for WOR. A year
later he rejoined FC&B as radio
account executive on Toni.

In March 1949 Mr. Erickson
became associated with Young &
Rubicam as producer on the W
The People show. While in that
(Continued on page 74)
The production of Hybrid Corn . . . that means BIG ears . . . and BIG crops . . . is a BIG industry in the BIG KFAB area. Much of the HYBRID corn produced and sold in the BIG middle west is advertised and sold on the BIG station KFAB, broadcasting with 50,000 powerful watts from the heart of the BIG corn producing area.
Lauds 'Telestatus'
EDITOR, BROADCASTING:
I have been reading your TELE-
STATUS REPORT series with great
interest for quite some time... .

They have been extremely
worth while articles...

Doug Burch
Television Dept.
Benton & Bowles
New York

* * *

Not Only in Florida
EDITOR, BROADCASTING:
Catching up on a couple of
issues of BROADCASTING—missed
while out of town—I note from the
OPEN MIKE section of Sept. 12, that
Tom Watson WSWN Belle Glade,
Fla., thinks that your writers have
failed to appreciate the velocity
or just plain force of recent local
winds—in which he takes under-
standable pride.

I suggest you answer him as
follows: "The difference between
122 and 140 mile-an-hour winds
is hardly noticeable up here, in fact
many competent observers con-
sider this place the windiest
location on the planet. Between its
politics great and small, five-
percenters, FBI agents, espionage
trials, FCC pronounceone on
lotteries, etc, etc, Washington has
gained an enviable reputation as
"The Cave of the Winds"—they
blow in all directions, at all degrees
of intensity, all of the time.

John F. Clagett
Washington, D. C.

THE SOUTH BEND MARKET MUST
BE COVERED...AND ONLY
WSBT COVERS IT!

WSBT completely covers this market—and what
a market! Its heart is South Bend and
Mishawaka, two adjoining cities with a com-
bined population of 157,000. The total
population of the South Bend marker is over
half-a-million, while 1948 retail sales
toasted more than half-a-billion dollars!

In addition to its complete coverage of the
South Bend marker, WSBT’s primary area
includes another million people who spent 911
million dollars in retail purchases last year!

The South Bend marker is one of America’s
biggest and best. It must be covered! It
is covered by one station—and only one.
No other station, Chicago or elsewhere,
even comes close.

Praise From AAR
EDITOR, BROADCASTING:
I have just read J. Frank Beatty’s article about The Railroad Hour in the Oct. 3 issue of BROADCASTING.

It is a highly interesting and in-
formative story about our radio
program and what the industry is
trying to accomplish through the
medium of radio.

... we are sending reprints of
the article to railroad presidents
and officials responsible for the in-
dustry’s public relations activities.

William T. Faricy
President
Assoc. of American Railroads
Washington

* * *

EDITOR, BROADCASTING:
Just a note to tell you that we
think J. Frank Beatty wrote an
excellent piece in the current issue of BROADCASTING about the Rail-
road Hour...

Albert R. Beatty
Asst. Vice President
Assoc. of American Railroads
Washington

* * *

Lauds Railroad Story
EDITOR, BROADCASTING:
I want to congratulate you and
Mr. Beatty on the excellent story
in the Oct. 3 issue of BROADCASTING
on The Railroad Hour. The story
was extremely interesting and I
know will be widely read and dis-
cussed.

We are, as you know, proud to have this fine program on
our network, and we are par-
cifically pleased that it fits in so well
with our other fine musical pro-
gams of Monday night.

Niles Trammell
President, NBC
New York

* * *

LeBlanc Story
EDITOR, BROADCASTING:
I was interested in reading your
story of LeBlanc offering $2,000.00
in prizes in your issue of Sept. 19.

Of course, you can twist a story
and make it appear altogether
to the disadvantage of the person
about whom you are writing.

BUT—if you knew Mr. LeBlanc
as we do, you would never have
written such a story. In the first
place, Senator LeBlanc is one of
the outstanding citizens of this
State. He is president of the As-
sociation of Louisiana Acadians
numbering possibly a half a mil-
ion; he is President Pro Tem of
the Senate; and actually, he is about
the best promoter that I have ever
had the pleasure to meet.

When he explained to me this
deal, the idea of wanting to chisel
was a remote one. He explained to
me that he owed his success to the
radio. He had put his product on
the map and that he wanted to
develop among the radio stations
a greater service to their adver-
sisers.

LeBlanc figures, and justly so,
that we, the radio stations, should
meet competition and should do
more than our competitors for
every dollar spent. The idea was
to see that every radio station in
his territory consult with his out-
lets and obtain from them what
they thought should be done in
the way of advertising for which,
certainly, LeBlanc does not mind
paying because I figure he'll spend
over a million dollars with the

(Continued on page 90)
BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.

JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:
- National Open Golf Tournament
- Davis Cup Matches
- Glendale Open Golf Tournament
- National Tennis Championship Matches

KMPC "THE WEST'S MOST POWERFUL INDEPENDENT" - Leading in Sports -
It's the custom of the country

(and city, too)
IN SALT LAKE CITY, KSL delivers the biggest audience throughout the entire week. An average rating of 11.4! 34.9% of all listeners!

IN 73 “OUTSIDE” COUNTY UNITS, KSL also captures the lion’s share of the week’s listeners. An average weekly rating of 9.4! 32.2% of the audience!

Throughout ALL Intermountain America . . .

KSL is far ahead of all other stations and regional networks. Commands an average rating of 9.9 . . . 32.9% of all listeners all week long!

These are the significant facts culled from the KSL Listener Diary, the most complete study of listening habits ever made in KSL’s BMB Audience Area* — a market where one million people buy one billion dollars worth of retail products a year. This new Listener Diary proves conclusively that in Intermountain America most people (country-folk and city-dwellers alike) make a habit of listening most to KSL.

To get customers in Intermountain America, follow the custom of the country . . . and city, too. Use KSL: for KSL costs less per customer than any other station or regional network.

*Conducted throughout KSL’s BMB 50-100% day-night common coverage area, by independent, impartial Benson & Benson, Inc.
Open Mike
(Continued from page 16)
radio stations in the last 12 months.
Another thing, it wasn't compulsory for any of the radio stations to join or to participate in this contest.
W. Eugene Jones
General Manager
KSLO Opelousas, La.
* * *
Hit Shriver's View
EDITOR, BROADCASTING:
This "let to the editor" has been occasioned by the comments of William H. Shriver Jr. of the National Council of Catholic Men. He seems to find fault with the Sept. 12 ad of the Pacific Northwest Broadcasters carried in BROADCASTING.
Frankly, I’m not vitally interested in the Pacific Northwest Broadcasters. I’m not especially over-sexed and the comments I voice are solely those of a better-than-average educated, moral, young man of 28 who spent almost ten years in radio. They are not to be construed as the opinions of the stations which have employed me.
I will fight as well as anyone for the right of any religious group to worship as it sees fit. Nonetheless, I resent with all my heart and soul (for which they may pray) every encroachment by the Catholics on MY rights and privileges. I loathe their bigoted Legion of Decency which passes on what I see in the movies. I regret the insidious propaganda of the advertisements by the Knights of Columbus which appear in my newspaper.
I trust that Mr. Shriver wrote in utmost sincerity—so do I. I would prefer that he kept his missionary campaign to himself and within the confines of such Catholic publications as would be appropriate. Leave my BROADCASTING alone.
Del Roy
WKWY Louisville, Ky.
* * *
EDITOR, BROADCASTING:
"P" is for Pacific, but often stands for Prig; "R" is for Radio, which in the West is big; "U" is for Unique, like the Pacific Northwest ad; 
"D" is for Dainty-waists who think that sex is bad. "E" is for Entrancing, which girls surely was; And P-R-U-D-E? That stands for Shriver, Jr., With all his oh’s and ah’s! John V. McKinney
Clinton, N. Y.
* * *
KSAN Corrects
EDITOR, BROADCASTING:
On page 66 of the Sept. 19 issue you ran an article that was a bit misleading. It concerned the broadcast costs of the Forty-niner football games.
KSAN was the originator of the network and through the efforts of Mr. Lee Mikels, general manager of this station, the network was formed and the account sold. We continue to be the key station and originate the game.
Clint Sherwood
Program Director
KSAN San Francisco
[Editor's Note: Sorry to mislead. Our story was based on a Radio Diablo Inc. San Bruno, release which read: "The network is unique inasmuch as station-to-station transmission is accomplished by off-the-air pick-up of the program as transmitted by the originating FM station, KFEL KSBE."]
* * *
Cites DST Cost Story
EDITOR, BROADCASTING:
I think the story on the "Cost of DST" appearing on Page 30 of your Sept. 25 issue should be clarified as to the burden of expense assessed against the network affiliates who remain on standard time.
Your story...certainly gives the impression ... the costs are borne by the networks alone. ... We feel certain...KFEL is not only the station which has protested the networks' policy of assessing the affiliates which remain on standard time without requiring the affiliates which changed to daylight time to bear their proportionate share of the expense. We protested this policy vigorously both in 1948 and 1949.
As a matter of fact we signed our authorization for Mutual to include KFEL in the Daylight Savings plans for 1949 under protest, which read as follows:
"It is also understood that in signing this agreement, KFEL shall be on record as protesting the discriminatory practice of the Mutual Network in requiring only those stations remaining on Standard Time to bear this burden, rather than proportioning the cost among all Mutual affiliates including those who change to Daylight Saving Time who we believe derive MORE benefit from the plan than the Standard Time Stations."
It is our sincere hope that the networks will take steps to discontinue this discrimination...
Gene O'Fallon
Manager
KFEL Denver
* * *
More on "Commo" Men
EDITOR, BROADCASTING:
In the...Sept. 12...comment on "commo men"...Mr. Craig states...if it wasn't for combo men many small stations would have to close their doors...I wonder what would happen if...our garages or hospitals would say they couldn't afford to hire trained mechanics or trained nurses...I have...yet to find one man that can fill the position of announcer and engineer.
Clarence L. Towz
Chief Engineer
KGNU Missoula, Mont.
Mission on the Midway

Star each year at this time, America breaks into a rash of state fairs, county fairs, township fairs, village fairs, and assorted semi-rural block-parties of all sizes.

Although often belittled by the Park Avenue set, these gatherings draw an attendance many times the population of New York City.

Here at Westinghouse stations, we learned long ago that radio, always potent in metropolitan centers, can be an even greater factor in the populous and prosperous grass-roots areas.

We also learned that few special-events activities so endear a station to its audience as participation at fairs and exhibitions.

That is why Westinghouse stations are taking active parts in fairs attended... this year alone... by many millions of Americans. These include the Allegheny County Fair near Pittsburgh... the famous Pendleton Roundup in Oregon... the Pacific International Livestock Exhibition... the huge Reading (Pa.) Fair... the Eastern States Exposition at Springfield, Mass., and dozens of others in New England, the Middle Atlantic Area, the Midwest and the Pacific Northwest.

To countless radio listeners, these on-the-spot broadcasts make Westinghouse call-letters even more familiar. To advertisers, they mean more intensive penetration of rich, rewarding markets!
HOME MENAGERIE

At first, the cat was the only pet in this home. Then a stray dog was added. And finally, a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even small investments on W-I-T-H produce big results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.
McCONNELL NBC PRESIDENT

By ED JAMES

JOSEPH H. McCONNELL, 43-year-old executive vice president of RCA, was elected president of NBC last Friday. Niles Trammell, 55, president of the network since 1940, became chairman of the NBC board.

The change clears the way for the complete reorganization of the network.

As chairman of the board, Mr. Trammell will remain active in NBC, it was officially announced, but will be relieved of administrative duties. Regarded as one of the best salesmen in radio, Mr. Trammell will concentrate his energies in sales as well as talent and station relations, it was said.

Mr. Trammell assumes a position relinquished by Brig. Gen. David Sarnoff, who is also chairman of the board and chief executive officer of RCA. Gen. Sarnoff remains a member of the board of the RCA broadcasting subsidiary.

The elevation of Mr. McConnell, a crack administrator, was regarded as a logical curator opening in the projected reshaping of the network. He was a principal architect of the reorganization plan, and his appointment as president was intended to place him in charge of its execution.

Because Mr. McConnell's assumption of the presidency is effective immediately, it was believed that the network's reorganization would be accelerated ahead of the time table that had been anticipated.

Within weeks, it became known, the network will be split into three principal operating divisions, one for television, one for radio and a third for owned and operated stations, both radio and television.

The next high-level executive appointments at the network, it was believed, would be those of a chief of the radio division and a chief of television stations. Sylvester L. (Pat) Weaver Jr., vice president in charge of television, will continue to head that division, it was thought.

The reorganization plan was made by Booz, Allen & Hamilton, management consultants, but it was known that Mr. McConnell, as RCA vice president in charge of finance and later as RCA executive vice president, worked more closely with the consultants throughout the preparation of the plan than did any other RCA or NBC executive in the organization. Although officials at NBC have been reluctant to discuss the reorganization plan, competent sources have outlined to Broadcasting the structure that will emerge from the drastic reshaping.

When the surgery is done, the network will compose a management group responsible for company-wide policies and practices. In this level general company administrative functions such as legal, finance and personnel will reside.

Below the top management level will be the three principal operating divisions. The radio and television divisions will each have its own program, sales, promotion, station relations and probably publicity staffs, it was said. The third division, embracing NBC owned and operated radio and television stations, will also be self-contained.

The details of departmental reorganization were not disclosed, but it was known that the basic concept of the plan was to create maximum

(Continued on page 84)

NARBA CHIPS DOWN

THE chips will be down this week at the NARBA conference in Montreal, not a month old, as members of the U. S. delegation and their advisors get down to the serious business of protecting this country's allocations.

Perusal of Cuba's assignment shifts since the second NARBA expired last March aroused fears that Class I clear channels are in peril and almost all others will suffer.

The Cuban shifts threw a bombshell into the U. S. delegation, since actual and proposed shifts since the NARBA expired are in almost total disregard of NARBA assignments. Large numbers of U. S. stations are affected.

Word from Montreal late in the week indicated that the U. S. delegation may take a firm stand against derogation of regional channels. Hope was expressed, however, that eventual regional assignments will not cause too many serious interference problems.

Note of optimism was apparent last week that the proceedings will wind up in adoption of a new treaty satisfactory to all North American nations, including Mexico which is not taking official part in the Montreal assembly.

Cuba continues to favor a five-year Third NARBA pact. The U. S. delegation advocates a long-term treaty with provision that it can be denounced on due notice.

This is based on a desire to avoid recurrences of the present situation in which no treaty has existed since last March.

Restriction Proposal

Cuba and Canada have proposed to restrict any radiation that will affect existing Class II stations. This would in effect prohibit any power increase on IA, or IB stations, unless directional patterns were employed. Cuba is said not to have taken advantage of many of its interim NARBA assignments.

Following are some of the new interference problems created by Cuba's actual or proposed shifts since the interim NARBA expired. They by no means represent the complete list but are presented to give an idea of what can happen as a result of Cuba's new assignments, which in some cases are ascribed to political motives. Coverage of large numbers of regions is threatened. Some of the new situations, with some of the stations affected:

560-590 KC—Two stations increased to 5 kw.

617-5 KC—New 1 kw station, CMQG, Camaguey, affecting many U. S. regions.

620-680 KC—CMQ, Havana, Frequency 660 kc, on Santa Clara, increased from 15 to 25 kw.


680-715 KC—CMQG Havana formerly used.

715-750 KC—Increased from 3 to 10 kw (WNBK New York affected).

750-800 KC—KNBC, San Francisco and WLAW, Lawrence, Mass., affected by power changes.

800-1 KC—CBF, Montreal and many U. S. stations affected by increase in power of CMBC, Havana from 10 to 50 kw.

725-7 KC—CMUSH, Cienfuegos transferred from 1560 kc (WGN Chicago affected).

760-1 KC—New 5 kw station at Pinar del Rio (CBI-IB, IBR & IBW affected).

770-23 KC—CMBC, Havana moved.


770 KC—CMAB, Cienfuegos, Santa Clara, increased from 100 to 250 kw.

790 KC—CMQG, Havana increased 1 kw 

100-120 KC—New 5 kw station at Pinar del Rio (CBI-IB, IBR & IBW affected).

810-840 KC—CMQG Santa Clara increased.

830-30 KC—New 5 kw station at Pinar del Rio (CBI-IB, IBR & IBW affected).

840-840 KC—CMAB, Cienfuegos, Santa Clara, increased from 100 to 250 kw.

850-915 KC—New 5 kw station at Pinar del Rio (CBI-IB, IBR & IBW affected).

890-990 KC—CMQG, Havana increased 15 kw (Continued on page 32)

U. S. STANDS FIRM
COLOR television camera employed by CBS is examined by CBS President Frank Stanton (l) and FCC Chairman Wayne Coy during Columbia's official demonstration of its system to the Commission last Thursday.

**CENTRAL AAAA Two-Day Meet To Open Thursday in Chicago**

CURRENT agency problems involving aspects of advertising, merchandising and finance will concern members of the Central Council, American Assn. of Advertising Agencies, when they meet in annual convention Friday. The day-long "working session" will take place at the Drake Hotel, Chicago.

A management meeting Thursday afternoon and evening will precede the open session for some 200 members the following day. Frederic R. Gamble, AAAA president, will moderate a management panel at the Racquet Club.

Friday's general session will be highlighted by an address on "Why We Feature Nationally Advertised Brands" by William H. Albers of Cincinnati, head of a Super-Market chain and former Kroger Co. president. He will detail merchandising methods, a major interest of the agency men, according to Earle Ludgin, president and treasurer of Earle Ludgin Agency and chairman of the Central Council board of governors.

Financial analyst Stanley Harold Morgan, a Chicago attorney, will outline how effective advertising—"Evidence of a Firm's Progressive Management Policies"—increases security values. A survey and evaluation of current advertising will be made by Fairfax M. Cone, vice chairman and director of AAAA and board chairman of Foote, Cone & Belding, who will speak on "I Wish We Had Done These Campaigns."

"You—and Economics" is the topic chosen by Clarence Goshorn, AAAA chairman and president of Benton & Bowles. Louis L. Brockway, AAAA director and executive vice president of Young & Rubicam, plans to avoid statistics and much of the TV theory in his relation of "a timely and practical" story on "How To Use Television Today."

**FM STRENGTH Ware Sees End of Low-Power END of the low-power era for FM was seen last week by William E. Ware, FM Assn. president, as the FCC granted 30 full-power FM licenses in a three-day period. Of these, three were 50 kw or more, two 40 kw and five 20 kw or more. Mr. Ware predicted new areas will be opened for FM service. He said the trend among FM stations to operate at maximum capacity is encouraging, as is the equipping of more TV sets with circuits tuning the FM band.

**Peter R. Disney**

PETER R. DISNEY, 3y, program director of WHAS Louisville for the past two years, died in St. Anthony's Hospital Oct. 6, just two years to the day after he was appointed to the program post. Mr. Disney had been ill for about 10 days with an intestinal obstruction but his condition had not been considered serious. He had been with WHAS since 1934 when he came to the station from WLW Cincinnati as an announcer and singer using the stage name of Peter Riccardi. He is survived by his mother and father, Mr. and Mrs. S. Preston Disney, of Knoxville; three brothers and three sisters.

**Color TV--This Week's Summary**

FCC TOOK an official look at the CBS color television system late last week after hearing its exponents testify its cost would not be a "significant" item in overall station expense and that sets can be built "over a wide range of cost from low to high." The demonstration, which Thursday highlighted the second week of the Commission's color TV hearing, which continues today (Monday) with the official showing of RCA's rival all-electronic color system.

In contrast to the opening week's testimony by Joint Technical Advisory Committee and Radio Mfrs. Assn. witnesses advocating further development and testing of color, [BROADCASTING, October 7, 1949], Dr. Frank Stanton told FCC that color should be authorized promptly.

He and Dr. Peter C. Goldmark, who developed the CBS system, cautioned the Commission against getting lost in a "maze of conflicting technical data." They claimed the test is what the viewer sees, not what he theoretically ought to see, and that cost and practicability must also be taken into serious account.

Dr. Goldmark, in a detailed technical discussion of the respective systems of CBS, RCA and Color Television Inc., contended Columbia's has the advantage of simplicity and that with this goes greater practicability and economy.

Dr. Allen B. DuMont of DuMont Labs meanwhile told a news conference that color TV will not be commercially ready for 10 to 20 years. Dr. Stanton replied that observers at the demonstration approved the CBS color pictures and that the case should be tried in Commission proceedings "where it belongs."

Dr. Goldmark said "increases in the purchase price of station equipment for the CBS color system will not be more than 10% for the camera equipment alone, and probably less than 3% of the entire station cost. . . ."

The inventor said manufacturers would testify that "self-contained color chassis for black-and-white table-model receivers, giving an effective 10-inch black-and-white or color picture, enlarged from a 7-inch tube, should be purchasable at retail for approximately $220."

It would cost about $15 to adapt an existing set to receive CBS color in monochrome if the adaptation were handled at the factory and about $35 plus service charge if it were done in the home, Dr. Goldmark's statement said in a portion not yet reached in direct testimony. A converter to permit reception in color was estimated at about $70 retail at the outset, with this cut to about $50 when production is refined. These figures are in addition to those for adaptation.

It was pointed out that RCA had estimated new sets under the RCA system would range in cost from $400 to $1,000, and that the $400 figure was for a two-color rather than three-color system.

Dr. Stanton brooked this "the two standards—one for the rich and one for everybody else."

Like the witnesses who preceded him during the opening week, Dr. Stanton urged an early lifting of the year-old licensing freeze.

He considered it "infinitely preferable to resolve this issue of color television once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing."

He reiterated that CBS "will support any color television system which best suits the problem."

Today's RCA demonstration, to be held at the Washington Hotel and NBC's WNBA (TV) Washington studios, will include color and black-and-white transmissions of live talent, film and slides, showing reception on color sets, color converters, and standard monochrome sets, plus transmissions over coaxial cable and microwave relays.

"These demonstrations," RCA told the Commission, "will show the performance of the RCA color television system with reference to absence of color breakup, absence of flicker, absence of color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition and compatibility."

"Inspection of studio and transmitter follows."

(Detailed stories page 45; late story page 78)
SAVE BMB

A PLEA to save BMB was made last Wednesday by Melvin Brodby, BMB director and vice president of Needham, Louis & Brodby Inc., at the Eastern Annual Conference, American Assn. of Advertising Agencies at the Roosevelt Hotel, New York.

He urged advertising agencies to make clear to broadcasters the need for BMB. Broadcasters, he said, are divided over the need.

How divided broadcasters are, he said, may be indicated by the fact that only 604 broadcasters subscribed for Study No. Two, which he said would be ready in November. The number of subscribers is smaller than for the first study.

He called the 604 subscriber list a "pitiful showing" in many markets because important broadcasters are not included.

Mr. Brodby urged action by the agencies for Nov. 14 and indicated the line of action the agencies could take.

He specified the Nov. 14 date because at that time the NAB Board will meet to consider the report of a special NAB investigating committee on BMB, he said.

Agencies should give broadcasters their opinion on the value of BMB, he said. To help do that, he said, was supplying the agencies represented at the meeting with lists of broadcasters who are and who are not BMB subscribers.

"I am not suggesting blackmail or undue pressure," he emphasized. "I am merely suggesting that we do not overlook the fact that we may have been so busy as not to have given broadcasters our true, honest opinion on this important subject."

Advises Broadcasters

Mr. Brodby then went on to address himself to broadcasters. Said he:

"For the broadcasters, I have this suggestion. Do not take definitive action one way or another on BMB at your Nov. 14 meeting.

"Wait until Study No. Two has been published and has been received by agencies and advertisers. Then I suggest that a committee be appointed, made up of membership from the three groups—broadcasters, advertisers and agencies—to re-study the current facts of BMB and make a recommendation about its future.

"Such a committee might be made up of only three members or it might be a dozen. It can include responsible men who have not been immersed in the details of BMB. This committee would call for the opinions of various types of broadcasters, including those who have been outspoken against BMB."

Such a committee, he said, could give a fair hearing to the problems involved, including measuring impartially the chances for success in changing BMB into a corporate structure similar to BMI, as has been proposed. He recommended that in whatever form BMB is continued, it should retain its tri-
problems in management decisions arises from the fact that success in any business depends, not only upon internal decisions, but also upon external factors over which the specific businessman has no control.

In the modern American economic system, there is no central authority adjusting means to ends. Instead, the productive and distributive task is left to several million individual firms, large and small. It has been estimated that there are over 10 million business units in the United States, including agriculture.

The entrepreneur is the focal point of optimism or pessimism. This fact is clearly brought out by a study of business cycle fluctuations. No single businessman causes cyclical fluctuations, but these up-and-down movements of business have a direct impact upon virtually every business. To chart the best course for any company, so as to benefit from prosperity eras and be protected from the ills of depressions, is a supreme challenge to management.

On the other hand, the psychology of executive thinking plays a major role in the history of business cycles. The more prosperous the economic scene, the better the results of these occasionally erratic decisions of many entrepreneurs is the key to the business situation.

Errors of decision may be ruinous only to the respective firms, but a substantial concurrence of many erroneous decisions will have serious adverse effects upon a whole industry or upon the entire economic system.

In any such competitive exchange economy, errors of judgment are bound to arise. Unfortunately for the total economy, these errors frequently tend to develop cumulatively, either in the direction of optimism or pessimism.

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In any such competitive exchange economy, errors of judgment are bound to arise. Unfortunately for the total economy, these errors frequently tend to develop cumulatively, either in the direction of optimism or pessimism.

This fact is clearly brought out by a study of business cycle fluctuations. No single businessman causes cyclical fluctuations, but these up-and-down movements of business have a direct impact upon virtually every business. To chart the best course for any company, so as to benefit from prosperity eras and be protected from the ills of depressions, is a supreme challenge to management.

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A Study of the Economic Aspects That Affect Radio and Television

Total advertising expenditures have, within given periods of time, maintained a rather close relationship to changing total national income. Thus we see that for the high prosperity year of 1929, advertising expenditures approximate 3.9% of national income; at the depression low of 1933 when national income was less than one-half of its 1929 level, the ratio of advertising expenditures to national income was about 3.3%.

With the advent of inflation—first pump-primed and then war-primed—national income in dollars raced ahead of advertising outlays. The chart shows this widened rela-

tionship between national income and advertising especially from 1941 to 1945. However, since 1946 national income and advertising again appear to be moving in parallel lines.

This lag of advertising expenditures behind inflated national income was undoubtedly the result of several factors:

First, wartime shortages of goods created a situation which made it less necessary for many businesses to appropriate proportionate sums of advertising money in order to attract and hold buyers. Rationing intensified this situation.

Second, during a period of rather rapid inflation, it is quite normal for national income to rise relatively faster than the amount of money spent for advertising. Translating this into the practices of an individual company, it is probably true that, once having reached what seems to be an adequately high level of sales and a satisfactory level of advertising expenses, the company might well experience further increases in dollar income from the sale of its products, without feeling the need for increasing the amount of money spent for advertising. Furthermore many firms conduct advertising programs on a budget basis.

Within the established budget period, the appropriated advertising budget will be spent but, during the same period, dollar income from sales and total dollar national income will tend to rise, if strong inflation is rampant in the market place. On such a budget basis, firms do not necessarily increase their advertising outlays as they progressively advance the prices of their products.

Third, the inflationary process is, in itself, the result of an economic situation wherein total effective market demand for consumer goods, as expressed in dollars available for purchases, increases at a more rapid rate than the supply of goods on the market. Such a situation, quite naturally, becomes crystallized in the thinking of many management groups in the form of a strong “sellers” market which, to many businessmen, means that proportionately less need be spent to secure adequate consumer patronage.

Our thesis is not that advertising expenditures have had, or will continue to have, any mathematically fixed, and static, ratio to national income. Our prime point is that the total advertising allocations of American business firms tend to move up and down with the eb and flow of general business. Thus, there are cyclical patterns to advertising expenditures, and these tend to coincide with the general cycles in production, employment, retail sales, consumer purchasing power and other economic statistics.

However, recognition of this principle of cyclical variations in advertising expenditures does not, in the slightest, indicate that such expenditures must necessarily rise or fall by the same percentage of fluctuation in any given statistical measure of business activity. In fact, when we use such indexes as national income, consumer buying power, employment, national production, retail sales, prices, etc., we find that, although they all tend to rise and fall together, there is no mathematical sequence which requires the same percentage change to be experienced by all of them at the same time. Yet they do “flow” together, and in sympathy with each other in accordance with the cyclical waves in business.

Why then has radio broadcasting not hitherto gone through the cyclical ups and downs of other businesses? Most persons know that radio hardly felt the severe 1929-1933 depression. Because of this historical experience, some broadcasters regard their industry as “depression proof.”

Let’s look at some facts.

The characteristic of business—as a whole or for a given industry—is that it constantly fluctuates in volume, profitableness and activity. Some of these fluctuations (in most industries) arise from recurring seasonal factors; others are fortuitous day-to-day, week-to-week or month-to-month variations, caused by a myriad of circumstances. But over and beyond these seasonal and fortuitous changes, we know that industries experience long-range trend movements, and also move (Continued on page 36)

Mr. DOHERTY

BROADCASTING • Telecasting

LONG a student of business trends, Mr. Doherty was professor of economics and head of the Economics Dept. at Boston U. His first book, published in 1934, interpreted business cycles. For six years he was a member of the National Economic Policy Committee comprising top executives concerned with business trends as they related to wartime and postwar economy. He joined NAB in 1946 as director of the Employe-Employer Relations Dept. This is the first of two articles on business cycle aspects of the broadcasting industry.

October 10, 1949 • Page 27
PERON CASE

Good Will Toward Newsmen
Expressed by Government

AN ACKNOWLEDGMENT of good will toward all newsmen—
American radio and newspaper correspondents stationed in Buenos Aires—and a conciliatory expression of regret over past "drag" tactics have been voiced by Argentine authorities within the Peron government in the past fortnight.

That was the gist of an Argentine reply to the U. S. Dept. note sent more than two and a half months ago inquiring into alleged cases of censorship involving American correspondents and particularly to permit use of that country's radio facilities by commentators.

State Dept. officials characterized the exchange of notes as "classified" material but confirmed receipt of the Argentine reply, which they regarded as "conciliatory" in nature and not likely to induce further action at this time. The avowal was made public by the Associated Press bureau in Buenos Aires.

U. S. Voiced Concern

The United States, in its note of July 28, evinced concern over certain incidents, notably one in which daily U.S. Information Service broadcasts were banned from the air last July 22 and 23. As early as last March certain commentators were barred from broadcasting studios of an Argentine station, the U. S. also noted. Call letters of the station were not disclosed.

The Peron government admitted there had been "some inconveniences" from time to time, but hedged with the argument that it "diagnoses of no organism to interfere with broadcasting." It added the station involved was privately-owned and that control over broadcasting is not within the state's province.

That was the basis it gave for refusing entry to American network broadcasters who thus were unable to obtain shortwave transmitting facilities for beaming their reports to the U. S. Furthermore, Peron authorities added, Argentine has only the "greatest good will and desire to help" American correspondents, newspapers and magazines.

Argentina's Reply

Argentina's latest reply made no mention of the BROADCASTING "incident" but dealt solely with alleged censorship of press and radio dispatches this year as noted in the U. S. note last July.

The Peron government's circumstance of the U. S. protest, professing its, duties within the station's province, was regarded as weak by some observers despite Argentine's sudden expression of good will toward newsmen. Station policy frequently is implemented by radio officials who enjoy friendly relations, through working or family associations, with officials of the Peron cabinet, they point out [BROADCASTING, April 11].

Peronist muzzle maneuvers previously were imposed on five American foreign correspondents last year when the Argentine Government divested them of their news privileges and credentials for allegedly contributing to the "bad press" Juan Peron had received. Suddenly, after a 12-hour period, the ban was lifted [BROADCASTING, Oct. 11, 1948].

Clark Incident

One of the victims was Herbert Clark, radio and newspaper correspondent, whose dispatches to BROADCASTING were reined, delayed and reprinted in Argentine newspapers. They dealt with the country's alleged lack of free speech in the news and radio fields, and reported a resolution adopted by the Inter-American Assn. of Broadcasters at a Buenos Aires convention last July [BROADCASTING, July 26, 1948]. The mail-marauding issue became an international incident, which provoked American Congressional and State Dept. displeasure but which subsequently was dropped, reportedly as part of a "kid-glove" policy toward Argentina.

BROADCASTING • Telecasting
"THE newspaper business after the first World War had to learn a lesson that I am afraid the radio business will have to learn," Capt. Enoch Brown, president of the Memphis Publishing Co., which operates WMC, WMCF (FM) and WMCT (TV) Memphis, told the NAB District 6 convention in Memphis Thursday.

The lesson, he said, is "to adopt a rate card and stick with it. The newspaper went into the first World War postwar period after having been able to sell all the advertising for which it could get newspaper. Then times grew harder. We tried to sell advertising by broad statements and due bills. We learned you have to adopt a rate card and stick with it. It was the best thing that came out of the period.

"The man who deviates from his rate card is showing weakness and the man he is trying to sell knows it."

No Cause for Fear

"There is no reason, however," he continued, "for the man in the radio business to worry if he'll get to work. More money now is being spent on advertising accidentally than was spent on purpose 35 years ago.

Turning to television, he said that the Memphis Publishing Co. had been asked why it went into television. "We went into television because anything with the potentialities of television is something we wanted to be in on and have a front seat," he said. "And it's an expensive seat too. The only thing in the black is the program schedule.

"It is not going to put radio out of business any more than radio put the newspaper out of business. They used to say that radio would do that, but the newspapers have gone on to be bigger and better day by day, just like Ringling Brothers Circus. So don't worry about television putting radio out of business."

Speaking of the NAB, Capt. Brown declared: "Even if you can't get along with it, you can't get along without it. You should feel that you are lucky to be a member rather than feeling an obligation. It is your friend in the mad scramble for business between the various media."

The convention opened Thursday morning at the Peabody Hotel with H. W. Slavick, general manager of WMC, WMCF and WMCT and District 6 director, presiding.

Mr. Slavick appointed a resolutions committee composed of Harold Wheelahan, WSMB New Orleans; Wiley Harris, WJDX Jackson, Miss., and F. C. Sowell, WLAC Nashville. Also appointed was a publicity committee composed of Frank S. Proctor, WPJS Jackson, Tenn.; John Cleghorn, WHBQ Memphis, and Roy Dublade, WJBO Baton Rouge.

Announcement was made that both the Mississippi and Tennessee associations at meetings Wednesday had endorsed the candidacy of Mr. Wheelahan to be the next district director succeeding Mr. Slavick, who is not a candidate for re-election. The Louisiana association previously had endorsed the Wheelahan candidacy and the nomination is regarded as tantamount to election.

First day's session was given over entirely to business aspects of broadcasting. The status of Broadcast Measurement Bureau was covered by Dr. Kenneth Baker, NAB research director and acting

(Continued on page 44)

DISTRIBUTION

ENDORSEMENT of the U. S. Census Bureau's plan to include a radio set count in the 1950 decennial census was given by NAB District 13, meeting Monday and Tuesday. Record turnout of 140 registrants appeared at the Texas meeting, held at the Hotel Adolphus, Dallas, with Clyde W. Rembert, KRDL Dallas, presiding as district director. This attendance was the largest of the 1849 district meeting series.

Adoption of resolutions concluded the two-session meeting. Tribute was paid NAB President Justin Miller as well as Richard F. Do- herty, director of NAB's Employee-Employer Relations Dept., and Maurice J. Mitchell, director, Broadcast Advertising Bureau.

In the census resolution, District 13 suggested inclusion of FM with the AM and TV questions already approved by the Census Bureau.

Another resolution asked all Texas broadcasters to give public service time and assistance to the National Guard of the state in recruiting drives.

Delegates were guests at a cocktail party given by Dallas stations KBTY (TV) KKSL KJLP KRLD KRLD-TV KSKY WFAA WRR.

Howard Roberson, KFDA Ama-

(Continued on page 38)
the competition of television, may have to point advertising "complete
deterioration" unless the FCC takes
tion to a point approaching "complete
drastic steps, James D. Shouse, the
crosley Broadcasting Corp.,

Calling on the FCC to concern it-
selves with "the survival of the
to the fittest," the Cincinnati executive
declared that "such concern will
add materially to the survival pos-
sibilities of the medium stations and
the weak stations."

"It is to be hoped," Mr. Shouse
said, "that the FCC will take an
enlightened outlook with respect to
this problem."

"The Commission has been re-
freshingly liberal in its grants of
power for international shortwave.
Every minute of the hour, every
hour of the day and night, transnit-
ters of high power—super-power if
needed—are beaming American pro-
grams overseas with remarkable
penetration. American shortwave
broadcasts pierce the Iron Curtain
in Russia and its satellites with
magnificent reliability, and the
Balkan peasant on some Macedo-
nian hillside has access to the
message of democracy and the thrill
of American entertainment.

"Unfortunately, however," he
said, "the powerful signal avail-
able behind the Iron Curtain is
denied to many of our own people
who find in the present power
limit on stations a real Iron Curt-
ain shutting out adequate recep-
tion."

SEPTEMBER BOX SCORE

STATUS of broadcast station authorizations and applications at
FCC as of September 30 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>total</td>
<td>2,203</td>
<td>828</td>
<td>113</td>
</tr>
<tr>
<td>total on the air</td>
<td>1,214</td>
<td>424</td>
<td>20</td>
</tr>
<tr>
<td>licensed (All on air)</td>
<td>2,002</td>
<td>444</td>
<td>20</td>
</tr>
<tr>
<td>construction permits</td>
<td>291</td>
<td>378</td>
<td>32</td>
</tr>
<tr>
<td>conditional grants</td>
<td>1</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>total applications pending</td>
<td>1,173</td>
<td>216</td>
<td>386</td>
</tr>
<tr>
<td>requests for new stations</td>
<td>374</td>
<td>51</td>
<td>0</td>
</tr>
<tr>
<td>request to change existing facilities</td>
<td>293</td>
<td>37</td>
<td>14</td>
</tr>
<tr>
<td>Deletion of licensed stations September</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>4</td>
<td>14</td>
<td>2</td>
</tr>
</tbody>
</table>

P. I. PLAGUE

A VIGOROUS condemnation of per inquiry advertising and a plea to
stations to stick to card rates were made last week by Frank M. Headley,
president of the National Assn. of Radio Station Representatives.

Mr. Headley, addressing the Alabama Broadcasters Assn. at Birming-
ham, Oct. 7, warned that "per in-
quiry business is now epidemic."

"Slick operators are taking ad-
vantage of the fears you fostered
for a few months of an approaching
depression," he said, "and are
organizing the P. I. P. business
with a legitimate broadcasting
station, put on a legitimate pro-
gram. Perform a legitimate ser-
vice, he is no reason why you
should indulge in speculations for
your sales volume."

Mr. Headley characterized P. I.

business as speculative and one
which undermines rate cards. "If
you are willing to do business on
a speculative basis with one adver-
tiser, then all advertisers have a
right to indulge in some kind of a
speculative deal."

Mr. Headley said that "character
is what the advertiser looks for
in a station. Big advertisers with
solid businesses will not do
business with you if you cut rates," he
said.

"Everything that you have for
sale should have its own ticket,
known to all, violated for none," said
Mr. Headley. "Grasping for
business at less than card rates is
just the sign of a mature business."

He plumped for better research
and sounder selling in radio. To
persuade advertisers to use broad-

September 30

Mr. LIEBERSON

GODDARD LIEBERSON, vice
president in charge of Master-
work's Art and Repertoire for
Columbia Records Inc., last week
was appointed executive vice
president of the company. He also is
a member of the firm's board of
directors to which he was elected
in 1948.

Mr. Lieberson joined Columbia
Records in 1939 as assistant to the
director of the Masterworks Div.,
later becoming head of the division
before assuming his most recent
post.

Before joining the record com-
pany, he was active in music as
a composer, teacher, lecturer and
writer. Born in England, he was
educated in this country at the
U. of Washington and Eastman School
of Music. He is married to Vera
Zorina, celebrated dancer.

OPPENHEIM REPLACES HATHWAY AT CBS

NEAL HATHWAY has resigned as
CBS director of program promo-
tion to join Benton & Bowles, New
York, as an assistant account execu-
tive. Charles Oppenheim will suc-
ceed him as CBS director of pro-
gram promotion.

Mr. Hathaway joined CBS in
July 1944 as assistant to the
director of program promotion and
became director in February 1948.
He served as sales promotion man-
ger of WRC Washington in 1942
and from 1943 to 1944 was radio
publicity director of the Automo-
tive Safety Foundation.

Mr. Oppenheim, who has been
assistant director of program promo-
tion at CBS since October 1948,
joined CBS in April 1948. Before
that he was advertising and pub-
licity director of Jay Thorpe, Man-
hattan department store, and be-
fore that promotion and research
director of WINS New York and
publicity director of WOR New
York.
ANY WAY YOU LOOK at San Jose, the picture. This busy canning community is another juicy market for you via ABC...one of 42 coast cities big and small in the "50%-plus" BMB penetration column. (80% of San Jose's radio families are ABC fans.)

BIG TIMBER Booms business in bustling Everett. Its busy citizens are not too busy to have the ABC habit, though...which makes 'em just like practically everybody else on the coast. Because 84% of Everett's radio families tune regularly to ABC, says BMB.

On the coast you can't get away from ABC

FOR COVERAGE...ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

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

Whether you're on a coast network or intend to be—talk to ABC

ANYWAY YOU LOOK at San Jose, orchards frame the picture. This busy canning community is another juicy market for you via ABC...one of 42 coast cities big and small in the "50%-plus" BMB penetration column. (80% of San Jose's radio families are ABC fans.)
ADAI NAMED
Replaces Bulotti at Don Lee

TO REPLACE Charles Bulotti Jr., resigned as program director of Don Lee Network, Willet B. Brown, president, has announced the appointment of Leroy A. Adair, program service manager.

"As former head of his own advertising agency, executive of several nationally-known concerns and as former service manager of the Don Lee Network, Mr. Adair brings a wealth of program and network operations experience to his new position," Mr. Brown said. Commenting on the departure of Mr. Bulotti, the network's president said, "It is with profound regret that we must acquiesce with Mr. Bulotti's request for his release."

Mr. Adair first joined Don Lee in 1948 as sales service manager and in August of 1949 was named program service manager. Before joining Don Lee, he had operated his own advertising agency in Los Angeles and was as well as having been a vice president of the Raymond R. Morgan Co., Hollywood agency. A native of Michigan, where he was graduated from Michigan State Normal College, he has also served as assistant to the merchandise manager of the Wolverine Div. of the Graybar Electric Co., manufacturer of the Farmers and Manufacturers Beet Sugar Assn. and assistant advertising manager of the DeVille Co.

Mr. Bulotti has served with Don Lee for a total of 10 years, the first time for seven years, before leaving to become producer of the Coca Cola Spotlight Show during the war, and returned in 1946 for three more years.

Save BMB
(Continued from page 85)
partite nature, comprising, if made a corporation, advertiser, agency and broadcaster shareholders.

"It has been said," Mr. Broby declared, "that the agencies are the keystone of the arch—that they in large measure can influence the broadcasters opinions, that if they really, honest-to-goodness need BMB, and if they really and continuously make this clear to broadcasters and station representatives, and if they use BMB information fairly and intelligently, then the broadcasters will support it in great number.

"It is quite possible that we in the agency business have not done enough to let our broadcaster partners know that the $1,300,000 spent for Study No. One was money well spent.

"We in the agency business need it sorely," he concluded. "Our advertiser clients need it in the same way. And the broadcasters, clearly, as much as the agencies, need it if they are to hold that kind of intelligent selling and planning which alone will keep their radio industry profitable."

orea Cites Show
For Tax Escape

'DUFFY'S TAVERN' Mason Cites Show
for Tax Escape

THE USE of charitable trusts to plead exemption on taxable earnings drew fire again in Congress last week—this time from Rep. Noah M. Mason (R-III.)—and involved the radio program, Duffy's Tavern.

He told House colleagues that the show ... has just begun to broad-
cast from Puerto Rico, where a 12-year tax holiday is in force, and is therefore able to escape both income and property taxes.

Congressman Mason, pressed by BROADCASTING for detail, said he had complete "documented mate-
rnal" not immediately available and declined to comment on the nature of his charge, but said he would do so at an early opportunity. He said the series had been tape-rec-
corded in Puerto Rico. The net-
work show is aired Thursday on
NBC under sponsorship of Blatz Brewing Co.

Meanwhile Mr. Gardner report-
edly has been quoted as asserting that the Puerto Rican origina-
tions were not designed to evade taxes but were launched as a matter of "good business."

"Close Loopholes"
The Duffy incident was one of a number of examples cited by Con-
gressman Mason, who called upon Congress to close loopholes in the Federal tax statutes "through which more than $1 billion of reve-
ue is now escaping annually."

He characterized the offenders as "tax-dodgers (who are) continuing their raids on the Treasury."

For his argument was the Great A & P Tea Co., which has indicated it may reorganize into a cooperative.

"Doing business without paying taxes is becoming a national racket," Mr. Mason declared, adding that educational institutions

1895 Harold B. Morrill 1949

THOMAS B. MORRILL, 54, general manager of WLAW Lawrence, Mass., died last Wednesday at his home in Arlington, Mass., following an attack of coronary thrombosis. Mr. Morrill, identified with the radio industry for the past 30 years, played a prominent part in the establishment of WLAW which went on air Dec. 17, 1937. He suc-
cceeded Irving E. Rogers as general manager in August 1946, on the eve of the station's debut as a 50 kw operation.

Associated with the Hillidre & Rogers Co., owner and operator of WLAW, for the past 27 years, Mr. Morrill assumed the duties of Mr. Rogers, when the latter resigned to devote fulltime to duties as presi-
dent and treasurer of the company, and as publisher of the Lawrence Daily Eagle and the Evening Trib-
une, two dailies serving Essex Coun-
ty.

Mr. Morrill was assistant trea-
surer and auditor with Hillidre & Roger when appointed to the man-
agership of WLAW, at a time when the company was constructing its 50 kw transmitter at Burlington, Mass., and planning the opening of its Boston office.

He is survived by his wife and a son.

Page 32 * October 10, 1949

BROADCASTING * Telecasting

PULSE INC.

THE AVERAGE program received in the average New York home during August was heard by 1.7
listeners according to a survey com-
piled by The Pulse Inc. from its simultaneous personal interviews made during the first week of August. Interviewed were 4,001 programs heard from 9 a.m. to 9 p.m. for a full seven-day week.

The 1.7 person average home audi-
ence included 6 men and 1.1
women. By age groups the break-
down was .4 under 20, .3 in the 20's, .6 from 30 to 44 years and .5 of 45 and over.

There were more listeners per home on Sunday than on other
days, the survey showed: 1.6 average for Monday-Friday, 1.9 for Saturday and 2.0 Sunday.

Broken down by time of day, the Monday through Friday audience showed 1.4 listeners per home in the morning, 1.5 in the afternoon and 2.1 in the evening. On Satur-
day the number of listeners was 1.6
in the morning, 1.9 in the afternoon and 2.00 in the evening. Sunday figures were 1.5 in the morning, 2.1 in the afternoon and 2.2 in the evening.

WRNL Richmond, Va., again broad-
casts Atlantic Refining Co's sched-
ule of U. of Virginia football games on Saturday afternoon.
**ANNOUNCEMENT**

To users of *Western Electric Microphones, Loudspeakers and Disc Reproducing Equipment*

Effective October 1, 1949, the Western Electric Company has discontinued the sale, servicing and maintenance of sound system products, including the following major items:

<table>
<thead>
<tr>
<th>Microphones</th>
<th>Loudspeakers</th>
</tr>
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<tbody>
<tr>
<td>633 Type</td>
<td>728B</td>
</tr>
<tr>
<td>639 Type</td>
<td>755</td>
</tr>
<tr>
<td></td>
<td>757</td>
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</table>

**Reproducing Equipment**

<table>
<thead>
<tr>
<th>Reproducer Group</th>
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<tbody>
<tr>
<td>109 Type Reproducer Group</td>
</tr>
<tr>
<td>9A Reproducers</td>
</tr>
<tr>
<td>9B Reproducers</td>
</tr>
</tbody>
</table>

To assure uninterrupted service and maintenance to owners of these products, we have entered into an agreement, effective Oct. 1, 1949, with the **ALTEC LANSING CORPORATION** of Hollywood, California. Under the terms of this agreement the Altec Lansing Corporation receives all necessary engineering information, as well as our inventory of the above equipments and their parts, and will make available service, maintenance, repair and replacement parts for the products listed.

The Graybar Electric Company will act as distributor for the Altec Lansing Corporation, as it has for Western Electric, in serving customers' needs on these equipments, under terms of an agreement recently concluded between the Graybar Electric Company and the Altec Lansing Corporation.

The leadership and integrity of the Altec Lansing Corporation make us completely confident that all users of the Western Electric equipments listed will continue to have available to them service of the very highest quality.

![Signature]

Vice President

*Western Electric Company*

*BROADCASTING • Telecasting*
independence within each of the three divisions.

The identities of the executives who will be picked to head the radio and the station divisions could not be learned, nor was it known whether the top command had settled on the appointments.

It was believed probable that in the management level of the company Charles R. Denny, executive vice president and himself a strong administrator, would remain as second in command.

MacDonald, Margraf Status

John H. MacDonald, administrative vice president in charge of finance, and Gustav B. Margraf, vice president and general attorney, were believed likely to remain at their current posts—on the company management level.

The future responsibilities of other present executives of the company could not be learned, although it was plain that many of them would be reassigned.

Although it could not be confirmed, it was reported that the plan included the appointment of a management-level director of public relations.

At the time of his elevation to the chairmanship of the board, Mr. Trammell was drawing a $100,000-a-year salary as NBC president under terms of a contract that had more than three years to run.

Mr. Trammell’s contract was in the form of a letter from General Sarnoff, as RCA chairman of the board, dated Jan. 9, 1948 and effective Jan. 1, 1948, for five years.

Last year Mr. Trammell earned $125,350, which included a $25,000 bonus. He was the third highest paid executive of RCA. Only General Sarnoff, who received $178,560, and Frank M. Folsom, now RCA president but then RCA executive vice president, who received $125,400, earned more in 1948.

Mr. Trammell is eligible for a company retirement plan which would provide $33,650 a year after age 65.

Whether Mr. Trammell’s salary conditions were affected by his transfer of positions was not known.

Mr. Trammell’s salary as executive vice president of RCA and now as president of NBC is not a matter of record. It is believed, however, that as chief executive of NBC he would draw more than $75,000 a year.

Mr. Trammell became executive vice president of RCA on July 1. The high favor with which he was regarded by the RCA command was evident at that time in view of the fact the executive vice presidency had not been filled since 1945. His appointment to that post made him the No. 3 executive in the RCA management, with only Mr. Folsom, as RCA president, and General Sarnoff as chairman of the board and chief executive officer, ranking him.

A long-time practicing lawyer, Mr. McConnell joined RCA in 1941 as a member of the legal department of the RCA Manufacturing Co., which later became the RCA Victor Division. In 1942 he became general counsel of the division and in 1945 was elected the division’s vice president and general attorney.

In 1948 he was made vice president in charge of law and finance of the RCA Victor Division. He was elected vice president in charge of finance of the parent company, RCA, last January.

Born in 1906

He was born in Chester, S. C., in 1906, graduated from Davidson College, North Carolina, in 1927 with a chemistry degree and from the U. of Virginia in 1931 with a law degree.

After practical experience with firms in Florida and North Carolina, he joined the legal staff of the National Reconstruction Administration in 1933. From 1933 to 1936, the NRA was abolished, to 1941, when he joined RCA, he was a member of a New York law firm.

Mr. McConnell is married and has three daughters.

Mr. Trammell’s entire business career has been spent in the service of RCA, or its broadcasting subsidiaries.

Born in Marietta, Ga., July 6, 1894, he attended Sewanee Military Academy, in Tennessee, and later the U. of the South. He left college to join the army and become a first lieutenant.

He remained in the Army after the war, and while a member of the Ordnance District of the U. S. Army between 1918 and 1920, he was stationed in several Army outposts.

He was a member of the general’s eastern friends. They were Gen. James G. Harbord and David Sarnoff.

In the course of entertaining them, Mr. Trammell got a job selling RCA communications service and RCA radio equipment for ships on the Pacific Coast. Two years later he became assistant sales manager of the company on the Pacific Coast.

In March 1937 he was transferred to NBC in New York. Two months later he was made manager of the NBC Central Division in Chicago, and the following year he became a vice president.

In January 1939 Mr. Trammell was transferred to New York head-quarters of NBC and made executive vice president. He became president July 12, 1940.

According to the official announcement of the election of Mr. Trammell to the chairmanship of the board and of Mr. McConnell to the NBC presidency, the move was made in accordance with the recommendation of Mr. Trammell.

In a prepared statement, Mr. Trammell said:

"The step was taken because we agreed with Mr. Trammell’s view that expansion of the broadcasting business which the growth of television makes possible will be made feasible only by conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to the conservation of the company’s relations, and to the major developments of the company. My interest in NBC continues as heretofore and I remain a member of its board of directors."
Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power

- 4,225,000 people living in the WBAL coverage area...
  spending more than $3,290,000,000 annually in retail sales
Business Cycles
(Continued from page 27)
upward and downward in swings called business cycles.

This discussion is concerned only with business cycle and trend fluctuations.

The underlying trend or growth pattern of individual industries (as distinct from the eb and flow from month to month or even from one year to another) falls into at least three phases.

First, there is the period of commercial exploitation and development. At this stage, a new industry is moving out of the novelty or laboratory stage into the period where it takes on the aspect of commercial feasibility. Television was undoubtedly in this stage of development up until 1946 or early 1947. On the other hand, AM radio was in this phase of growth during the early '20s, the TV in no longer in the "prove to me" phase of consumer acceptance; its operations are on a practical basis; its commercial attractiveness is definitely on the rise and relatively substantial untapped market areas lie ahead of it.

The second phase in the evolution of an industry is that of extensive expansion or acceleration. The characteristics of this phase is a sharp upward underlying growth, brought on by the fact that the market for the product or service grows cumulatively and "extends" itself to an increasing number of persons. This market growth is based upon the fact that there exist whole new areas of consumers who do not have the product or service and who are now being brought into the market for the first time. Hence, the very pronounced upward growth tendencies which permeate that particular industry.

The 1929-1933 depression comes at a time when sound radio had already entered its period of extensive growth. Consequently, the strong growth forces then prevailing in radio broadcasting definitely and substantially offset the broad economic forces which brought a severe depression in most other industries. This occurred despite the fact that total advertising did experience a rather substantial decline along with other business activity.

It would seem to be rather clear that, should the future economic situation progress into a reasonably sustained recession or depression sometime during the next few years, television will be in a similar position because television has already moved strongly into its era of extensive expansion.

The third period in the life history of an industry is that of intensive development. When an industry is in this economic phase, its primary market comes from replacement demand of the product or from the sustained preservation of the prevailing levels of consumer demand. As an industry enters such a phase, it will experience further growth because of: (a) normal expansion of the total population which adds families to the total market; (b) increased "per capita" use of the product or service by the individual consumer.

GULF COAST HURRICANE
Radio Keeps Public Informed as Winds Subsid

FEARS of Texas Gulf Coast area broadcasters of station damages from an onrushing hurricane were dispelled in the early-morning hours Tuesday, Oct. 4, when winds hit with less than expected force.

Houston took the brunt of the storm and tamed for action during Monday. All Houston stations gave storm warnings at frequent intervals, carried Weather Bureau advisories and relayed precautionary advice to population. KXYZ Houston fed a special news round-up to some 20 Lone Star chain affiliates and others across the state.

FCC regional office at Houston reported all stations as doing "a fine job" in keeping the public posted. Thousands of persons had gathered in the city for refuge. Broadcasts of hurricane reports and music relieved anxiety of a crowd which spent the night in the big Houston Municipal Auditorium.

About a dozen station executives from Houston, Beaumont, Galveston and other Gulf points who were registered for sessions of the two-day NAB meeting in Dallas, left hurrriedly the first day (Monday) to get back to their stations for expected emergencies.

FCC Inspector Louis McCabe at Houston told Broadcasting all Gulf stations kept the public alert helping minimize damage. At the same time, radio hams had set up communications network with Red Cross disaster headquarters in St. Louis.

H. PRIESTLEY
WWJ Business Head Kille

HAROLD W. PRIESTLEY, 4 business manager of WWJ-AM, Detroit, was killed Oct. 17 when he walked into the path of an express passenger train just outside the city limits.

Mr. Priestley was one of the oldest WWJ er's, in point of service, as well as in the stations.

Mr. Priestley joined the staff in 1923 as an office boy. With six months though only 17, he was promptly to announce. He also did program directing and traffic work until 1936, when he joined sales.

For the next ten years he worked as a salesman and later, sales manager. In 1946 he was promoted to business manager.

Mr. Priestley is survived by his wife and a son, Harold Jr.
Serving two different needs for KFOR and KFOR-FM, Lincoln, Nebraska

Network AM programs are broadcast through KFOR's 250-foot Truscon Self-Supporting Radio Tower. For FM broadcasting by KFOR-FM the Cornbelt Broadcasting Company chose a similar but stronger 250-foot Truscon Tower which supports above its top a Federal 8-Bay Square Loop FM antenna. The overall height above ground is 330 feet.

Uninterrupted service in the rolling plains country, which these twin steel beauties serve, requires good structural stability. And, Truscon engineers designed and built this pair to fit the needs of that specific location.

Truscon engineers have a world-wide background of field experience to help you in evalu-
LEASES

In the face of tightening economic times, owners last week saw the possibility of a trend emerging from the leasing arrangement, approved Monday by FCC, by which Yankee Network assigned the lease of WMVE, Worcester, Mass., and WMTW Portland, Me., to Radio Enterprises Inc.

Under the agreement Yankee leases the facilities of the two stations to Radio Enterprises at $40,000 a year for three years and holds an option to extend the lease at the same rate for two-three-year periods. Radio Enterprises has the right, after six years, to terminate the lease and take ownership of the facilities at $50,000 and taking ownership of the facilities.

Observers construed the contract as an attempt by the groups to work out an agreement with "unusual terms." The deal was welcomed by the FCC.

Bayburr Heads

Radio Enterprises is headed by John A. Bayburr, who owns 1%, and is controlled (99%) by his mother, Mrs. Josephine L. Bayburr, owner of Ernest J. Jacoby & Co., Boston commodity brokerage firm.

Some of the property covered in the lease is being leased, in turn, by Yankee Network from other owners at approximately $12,500 a year. Thus the network's net return under the contract with Radio Enterprises is about $27,500 a year. If the cost of Yankee's lease from the other parties is increased above $12,500, then Radio Enterprises pays the amount of the increase, according to the contract.

The leasing arrangement was drawn up after FCC refused to authorize the two-station plan. It is suggested the agency doesn't decide who's going to use the medium. "The people in your market decide," he declared. "It's as basic and that. It's up to the people in your market." He defined radio as "the basic medium, the common denominator of all advertising." Judge Miller addressed the Monday luncheon. He was introduced by Mr. Rembert as "broadcasting's greatest asset." Both emphasized that the NAB board controls the association and that the Washington staff carries out the directors' wishes and the directors in turn need guidance from members in their policy-making.

O. L. (Ted) Taylor, KGNC Amarillo, presided at the labor relations workshop. There were no recent trends in the employment situation and analyzed station problems in the area as well as in the nation as a whole.

Government Inroads

Dr. Umphrey Lee, president of Southern Methodist U., warned that "a growing number" of people would like to see the government take over radio stations, terming this situation a threat to Americanism. He praised the industry "for the generally high quality of its performance," but warned: "If you ever slip, all these boys hanging around the corner wait- ing government control will get support." Diversity of control, prevailing under privately managed broadcasting, is one of the bastions of American liberties, he said.

An unScheduled holder session of the Monday-Tuesday, District 13, meeting was held Wednesday so Mr. Mitchell could address station salesmen. The session was requested by station managers.

Trend Seen in Two Yankee Assignments

The "consideration," under that plan, would have been the leasing of the facilities of the two stations for a minimum $325,000 for five years. FCC objected to a provision which would also give Yankee's lessees of gross billings above $12,500 per four-week period during that time. By such a provision, FCC said, Yankee would have the advantage of the facilities of the two stations which the Communications Act prohibits.

The lease, like the original contract, provides that Radio Enterprises is under no obligation to rescind the license to Yankee.

Both stations have been operating at a loss, according to the earlier FCC decision. The joint loss was estimated by FCC, in its earlier decision, at $7,188 per month from February through October 1948, with frequency caryers' figure, after curtailment of expenses, placed at $2,826. WAAB is on $1,440 per month and WMTW, on $1,440 per month with 250 w.

Live Proof Filmed

PRODUCTION crew working on "Traffic That Talks," promotion film being prepared by the All-Radio Presentation Committee Inc., last week were given a guided tour of the power of radio advertising. The Me Too Stores advertised on Cedar Rapids stations, a special sale of three cars and 250 matching radios. Eager customers bought out the stock in less than a day, while the crew filmed sales.

WOL TRANSFER

FCC Approves Sale to WWDC

CONSENT was given by FCC last week to acquisition of WOL Washington by WWDC, local independent [Broadcasting Aug. 8].

Capital Broadcasting Co., WWDC, for purchase of the Cowles-owned MBS outlet on condition that the transfer not be consummated before interest in WWDC is given up. A number of different groups have indicated interest in the WWDC facilities, including Ben Streitweiser, WWDC local manager, but no transaction has been completed to date. Asking price is unofficially said to be about $250,000. WOL, Mutual outlet for the Capital, is assigned 5 w. on 1260 kc. WWDC is assigned 250 w. on 1450 kc. Capital Broadcasting, in taking over the WWDC facilities including WOL-FM, proposes also to switch over and retain the WWDC call. WWDC-FM is the Transit Radio FM outlet for Washington and would continue to be so through switching frequency caryers with WOL-FM when the transfer takes place.

There still is no indication as to WOL's next move. It is maintained in Washington. Indications are that WWDC would prefer to continue its independent status and profitable music-sports pattern, including the calling in of Washington Senators basketball games. Although WWDC will take over the WOL transmitter plant, it is uncertain whether studios would be switched. These matters reportedly all depend on outcome of negotiations to dispose of the local assignment WWDC has been using.

Speculation has arisen that Mutual might prefer to switch to suburban WEAM Arlington, Va., a radio outlet on 1390 kc with 5 kw, rather than be left with only a local outlet.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WMTW Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concentrate its efforts on the development of radio and television plans for the Midwest and Boston."

DISTRICT 13

(Continued from page 28)

Villo, was chairman of a sales session led by Mr. Mitchell, who appeared in the district for first time since he became BAB director. In his earthy pitch to stations Mr. Mitchell, said salesmen, wouldn't be enough radio stations in the country to handle all the business that is readily available. He suggested the agency doesn't decide who's going to use the medium. "The people in your market decide," he declared. "It's as basic as that. It's up to the people in your market." He defined radio as "the basic medium, the common denominator of all advertising."

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The PROSPECT of a full-scale battle over CAA antenna-site policies loomed last week in WOR New York's effort to secure approval of its applications for 410 to 638 feet.

Spokesmen for the CAA served to assure the agency's status as intervener in the Commission's hearing on the WOR proposal, described as the first case to go to hearing on CAA's failure to approve a tower site. Representatives of the Air Transport Assn., also opposing the WOR, will file a similar petition.

The hearing is now set to resume Wednesday. Under normal procedure the petition to intervene could not be acted upon before late this week, but counsel for WOR, who asked for the hearing after a series of unprofitable conferences with the aviation interests, agreed to waive the customary time requirements.

D. M. Patrick, Washington attorney for WOR, said CAA's full participation in the hearing would be welcomed if the agency would accept the responsibilities that go with such participation, but reserved judgment on ATAs's entry pending a study of its petition.

If the case is viewed by aviation interests as a problem bearing upon the entire aviation industry, he said, then it must also be considered an industry problem from radio's standpoint, and other segments of broadcasting, such as NAB and TBA, should be given an opportunity to participate.

This week's sessions of the hearing, conducted before Examiner James D. Cunningham with David S. Stevens as Commission counsel, the WOR tower proposal was opposed by representatives of Cowles, which operates the Newark Airport among others, and the Linden (N.J.) Airport.

Approval of CAA of antenna sites has long been a headache for broadcasters. A set of "criteria" or standards showing where towers might be erected without submission to the aviation authorities was drawn up and tentatively agreed upon in a series of conferences of FCC, CAA, and broadcasting and aviation representatives last spring.

These standards ultimately will be the subject of rule-making proceedings before the Commission, but as yet no formal steps have been taken in that direction. Presumably the delay is occasioned by efforts to reach agreement on the procedure to be followed and upon the issuance of new rules relaxing the painting-and-lighting requirements.

But there is persistent speculation that the aviation interests hope to impose stricter antenna-site standards than those tentatively agreed upon.

Broadcasting • Telecasting
It took nearly SEVEN years for this job to materialize!

Station engineers at WLW, Cincinnati, replacing two Federal F-342-A tubes after more than 50,000 hours service in the RF driver stage of WLW's redesigned 50-KW transmitter.

WLW retires two Federal F-342-A tubes AFTER MORE THAN 50,000 HOURS OF OUTSTANDING PERFORMANCE

See what can happen when you use the finest tubes available... in properly engineered transmitter circuits.

"It is obvious," says R. J. Rockwell, Vice President in charge of Engineering, Station WLW, Cincinnati, "that properly coordinated tube and circuit engineering definitely pays off. These two Federal tubes were placed in operation almost seven years ago, and performed very satisfactorily for over 50,000 hours each. We expect to obtain approximately 15 years service from the two sets of tubes (one operating, one spare) now on hand."

WLW is no stranger to the phenomenal life of Federal tubes. Mr. Rockwell reports similar outstanding service life from Federal tubes in WLW's shortwave transmitters operating in excess of 200 KW.

Federal tubes... backed by 39 years of development and manufacture... are precision-made, checked and double checked for mechanical perfection and finest electrical performance. For information write to Dept. K-309.

FROM THE WLW LOG BOOK:

<table>
<thead>
<tr>
<th>Life</th>
<th>Cause of Failure</th>
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<tbody>
<tr>
<td>Federal Tube #21,473</td>
<td>54,665 hrs. Open Filament</td>
</tr>
<tr>
<td>Federal Tube #21,277</td>
<td>57,083 hrs. Open Filament</td>
</tr>
</tbody>
</table>

Cost per hour per tube... less than one cent!

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY


Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
THE LATEST WCKY STORY

WCKY HAS 50,000 WATTS . . .

POWER DELIVERS THE SIGNAL

WCKY HAS UNDuplicated Programs

UNDuplicated Programming

GETS THE AUDIENCE

IN CINCINNATI, ONLY WCKY

GIVES THE ADVERTISER 50,000 WATTS

AND UNDuplicated Programs

WCKY — ON THE AIR 24 HOURS A DAY, SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-ly
HERE ARE SOME OF THE NATIONAL ADVERTISERS WHO KNOW THE VALUE OF WCKY'S 50,000 WATTS AND UNDUPlicated PROGRAMS:

PROCTER & GAMBLE
MGM PICTURES
BLOCK DRUG
SWIFT ICE CREAM
FOUR WAY COLD TABLETS
COLGATE PALMOLIVE PEET
C. F. MUeller
RALEIGH CIGARETTES
HILLS COLD TABLETS
WHITEHALL PHARMACAL CO.
KILMER & CO.
LUDENS
CAMEL CIGARETTES
MISSION BELL WINE
EATMOR CRANBERRIES
CARLETON & HOVEY
ROBERT HALL CLOTHES
CARTER MEDICINE CO.
BULOVA WATCHES
CORN PRODUCTS
PURITY BAKERIES
VICKS VAPO-RUB
SCHICK RAZORS
LEVER BROS.
CONTINENTAL BAKING
DRACKETT CO.
BLUE BONNET MARGARINE
CHRYSLER MOTORS
GARRETT WINE
KOOL CIGARETTES
NEW YORK CENTRAL RAILROAD
CROSLEY REFRIGERATORS
EX LAX
LADIES HOME JOURNAL
FOSTER-MILBURN CO.
DR. CALDWELL

NOW—MORE THAN EVER
WCKY IS YOUR BEST BUY IN CINCINNATI

Call Collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

FIFTY THOUSAND WATTS OF SELLING POWER
The World Serious

IRRESPECTIVE of who wins the World Series there seems to be little doubt that radio and TV will be the losers.

The no-charge, no-pay television plan may prove so profitable for its sponsor, Gillette, that similar plans by other advertisers will follow. Similar plans by other advertisers programs may make their appearance in the audio as well as the television field.

Television stations had little choice this year but to accept baseball series, whatever the terms. National interest in baseball at this season is so intense that a station which values its audience hesitates to follow any other course. Some station managers who first rejected the offer found it expedient to change their minds after feeling out public sentiment.

The argument that the telecaster will profit by adjacencies seems specious. There are always profitable adjacencies for Series broadcasts. Last year adjacencies for paid Series telecasts as well.

The whole principle of commercial radio seems at stake. If Gillette gets away with no-charge, no-pay commercials for the World Series, other accounts sponsoring special events of national interest will feel entitled to similar treatment. If their agencies fail to produce such deals they will demand an explanation. And it is possible that some agency executives will find their feet in the same hot water that now singes TV station managers.

Broadcasters and telecasters must decide whether they will put up or shut up. It will be if it ain't so to avoid this very real threat. The rate card must be adhered to if commercial radio is to continue to prosper. For telecasters or broadcasters to carry commercial programs on a sustained basis then the FCC has to decide the basic principle of radio advertising which has been built up under the U. S. system. It is time now to make a stand.

No NARBA Giveaway

WHEN THE NARBA conference convened last month in Montreal to evolve a working agreement among North American nations on efficient utilization of the electromagnetic spectrum, it was evident that an understanding would not be easily reached. At past conferences Mexico or Cuba alternately had outmaneuvered our State Department.

Even at this early date there are dangerous signs. Mexico, for reasons still obscure officially, has abstained herself from Montreal. Hence she could renounce any agreement which may be reached, and with her ambition to install more radio facilities per capita for her five million population, confined to a relatively small area, first tossed in a preposterous proposal that would make the North American radio foot fit itself to Cuba. Both Cuba and Mexico are important nations signatories.

If the proposal is that nations signatory to NARBA be permitted to use 260-watt transmitters on all regional channels, cutting in half the present lower limit of 500 watts.

The consequences are readily apparent. Cuba deploys two smaller transmitters. But with more radio facilities per capita for her five million population, confined to a relatively small area, first tossed in a preposterous proposal that would make the North American radio foot fit itself to Cuba. Both Cuba and Mexico are important nations signatories.

The consequences are readily apparent. Cuba deploys two smaller transmitters. But with more radio facilities per capita for her five million population, confined to a relatively small area, first tossed in a preposterous proposal that would make the North American radio foot fit itself to Cuba. Both Cuba and Mexico are important nations signatories.

If the proposals were dropped internationally the pressure soon would be on here. The whole regional classification—comprising the largest group of metropolitan stations—would face inundation.

We can only guess why Mexico is on the sidelines. She is using power in excess of the 60,000 watt limit allowable in the United States and Canada. She has assigned a substantial power to her facilities to be transmitted by U. S. citizens to serve U. S. listeners. And she has squatted on 540 kc with high power in derogation of treaty provisions.

Just this once, we hope the State Department will back us up our experts and hold fast against south-of-the-border onslaughts. If they get away with regional degradation, it could be but a short stride to preemption of rights on all other channels.

No one wants an ether war. There are reasons, however, to believe that one would be preferable to any more “giveaways” by our State Department.

Robert Joseph McAndrews

BROADCASTING • Telecasting

Our Respects To—

Robert Joseph McAndrews

Most people start their business career after graduating from high school or college. But Robert Joseph McAndrews started his at the early age of 12. And experience gained from that day on has well qualified him for responsibilities he holds today.

The story of this enterprising young man, recently appointed to the newly created post of managing director of Southern California Broadcasters Assn., reads like one written by Horatio Alger.

Husky Robert J. McAndrews was Hollywood promotion manager of Young & Rubicam when he resigned to take over his present assignment with the trade association of 39 stations and networks. With a three year wartime interruption, he was for approximately seven years NBC Western Division advertising and promotion manager before joining Y&R.

Born "South o' Market" St. in San Francisco April 10, 1911, Mr. McAndrews comes from sturdy California pioneer stock. Grandpa Patrick McAndrews, for example, in the early 1880's drove the first stage coach between Santa Rosa and Sonoma, Calif.

The business career of young McAndrews started when he entered his seventh grade at Mission High School. He washed bottles and ran errands for a drug store after school hours. With promotion to the eighth grade, he got himself a new part time job as office boy for Everharp Pencil Co. and held that down for five years.

Since those days he has had a varied career. Working his way through Sacred Heart High School, San Francisco, and later St. Mary's College, Moraga, Calif., he has run the gamut of waiter, soda jerk, telephone operator and playground director, to mention but a few.

While at college, Mr. McAndrews was assistant in the treasurers' office, then the registrar's and next the board of athletic control.

During junior and senior years at college, he was assistant to the graduate manager of athletics. And along with those responsibilities he found time to edit the college newspaper and take an active part in college debates. He was junior class president in 1930.

Graduated maxima cum laude from St. Mary's in 1932, he made the baccalaureate address, too. Young McAndrews was a scholar- ship student. To round out his academic education, he took post-graduate work in English at U. of California at Berkeley.

With journalism his major, Mr. McAndrews planned to be a newspaperman. When he grad-
The philharmonic in Carnegie Hall
or the bow and fiddle at the Jamboree.
Boiled shirt sophisticates in sleek
limousines or Ma and Pa
on the buck board. Deep in the heart
of every American lives a love for music
that is truly our own. Music born
on the western plains in the days of the
pioneer—music that is as much a part
of America as hot dogs and the
4th of July; it's the same whether you live in the
shadows of the Rockies or right here in New York as one of 13,000,000
residents in the biggest city on earth.

Rosalie Allen famed sweetheart of the prairie presents America's music
nitely on WOV's Prairie Stars. Her loyal highly responsive audience (64% of
whom are women) have made Prairie Stars one of radio's best buys on
the basis of delivered sales. Now in its 5th year Prairie Stars is a proven consistent
winner for advertisers of consumer products. For increased sales at lowest
cost—for listener response—for sustained buying interest buy Prairie Stars...
a WOV feature production.

Get the facts on who is listening to Prairie Stars—get the facts on buying power
and consumer habits...ask to see WOV's newly completed Prairie Stars Audience
Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

PRAIRIE STARS
a WOV feature
presented by
ROSALE ALLEN
Monday through Saturday 9 to 11:00 P.M.

WOV
NEW YORK
RALPH N. WEIL, Gen. Mgr.
The Bolling Company, National Representatives
Rate Card
(Continued from page 29)

President Robert F. Wright of WTOK Meridian, devoted much of its time to a discussion of better service on football broadcasts. Granville Watters, WAML Laurel; Cy Bahakel of WKOZ Kosciusko; Wiley Harris, WDJD Jackson, and Mr. Wright were named as a committee to work out plans for better broadcasting service.

At the Tennessee meeting John Hart, WRHR Knoxville, urged equal opportunity for all stations in broadcasts of U. of Tennessee football games. Earl W. Winger, WDOD Chattanooga; Luke Medley, WHUB Cookeville, and Harold Kreistein, WMPS Memphis, spoke on advertising and radio’s percentage.

A motion was introduced for the stations of Tennessee to sell optimism and it was agreed that starting next week each Tennessee station would put on at least four announcements daily telling of Tennessee’s business, industry and opportunities for progress. T. B. Baker, WKDA Nashville, spoke on local news coverage, following a talk by Wilton Cobb of WMAZ Macon, Ga., on local news. Mr. Sowell presided.

Tennessee Associated Press Assn. was formed at a side meeting. Harry Stone, WSM Nashville, was chosen chairman. Vice chairmen named were Cliff Goodman, WETB Johnson City and Leslie R. Brooks, WTJS Jackson. These three will name a committee of three to meet periodically with a committee of the Tennessee Associated Press newspapers for a discussion of mutual news problems.

A record registration of 117 was achieved. Last year’s district meeting drew 85 broadcasters.

The morning session Friday was devoted entirely to operating costs, profits and labor, with Richard P. Doherty, NAB’s director of employee-employer relations as the discussion leader. Presiding at the seminars was Harry Stone, vice president and general manager of WSM Nashville, and sixth district employee-employer relations chairman.

Mr. Doherty presented his studies on the relation of cost to income, adapting the figures to the sixth district area. His discussion followed the pattern of previous district meeting talks, plus the localized aspects.

Luncheon speaker Friday was Robert Burton, vice president of BMI. NAB President Miller, who delivered the closing address, discussed the reorganized NAB, its functions and its objectives.

Craig, Robinson Wed
MARGARET ANN CRAIG, daughter of Mr. and Mrs. Edwin W. Craig, was married Oct. 4 in Nashville to Walter McLaren Robinson Jr. of New York. The bride’s father is chairman of the board of WSM Nashville, president of the National Life & Accident Ins. Co. and chairman of the Institute of Life Insurance. Mr. Robinson is a member of the law firm of Cravath, Swaine and Moore, New York. The couple will reside in New York.

THS TRANSFER
FCC Finds Nothing Improper
The FCC SAID last week that it found “nothing improper” in the arrangement of the combine transfers of KTSA San Antonio, KRGV Weslaco, Tex. and KAN-Wichita, whereby the long-standing station ownership association of O. L. (Tod) Taylor, Gene J. Howe and T. E. Snowden would be dissolved.

The Commission made this finding in a memorandum opinion explaining its action in reconsidering and approving the three transfer applications without hearing.

The problem, FCC explained, is in arrangements for the purchase of KTSA for $385,751 by a company controlled by Mr. Taylor at the immediate re-sale of the station to Express Publishing Co. for $450,000. FCC had feared “trading in frequencies” might have involved.

Rejecting this fear after a stut of the situation, FCC noted that “over personnel and business relationships of Snowden, Howe and Taylor have been intimate and one in which Taylor has been heavily relied upon.” It appears that Snowden and Snowden being advanced in years and desire of retiring from the radio business instructed Taylor to dispose of interests in so doing they gave Taylor because of his long association with him and their desire to reward for past services, an option to purchase KTSA at a “discount” of $38,751, knowing that Taylor had contracted to resell that stock to Express for $450,000.

“Taylor, far from spending momentary and profitable period the radio business, will continue his long-time association with that business as the owner of two of the stations involved (KTNS and KRGV one of which [KRGV] he was even to buy in two, because of a sale the third at a profit,” FCC asserts. His “long association with Howe and Snowden negates any suggestion his being a broker or a promoter who is merely acquiring a license and trading in it,” the opinion concludes.

In the transfers, Taylor Radio & Television Corp., headed a 75% owned by Mr. Taylor a having the same stockholders KANS, acquired assets of KAW for $200,000 and KRGV for $23,000.

GROUP at NAB District 12 meeting included (I to r): front row—Archie J. Taylor, KANS Wichita; Robert Enoch, KTOK Oklahoma City, district director; Dick Campbell, KOME Tulsa; Bert Lown, Associated Program Service back row—Jack Todd, KAKE Wichita; Pierre Weiss, Lang-Worth; Frank V. Webb, KFM Wichita; William Wyse, KBEW Hutchinson; Bill Reilly, RCA Thesaurus.
CBS TOLD FCC last week that it should be authorized promptly, that for the TV broadcaster the increase in price of equipment for its system would be "probably less than 3% of the entire station cost," and that a receiver with the equivalent of a 10-inch picture could retail at about $220.

The Columbia plea for early approval of color, coupled with a two-day official demonstration of its system (see story this page), occupied the Commission's attention during most of the second week of its color TV hearings.

The week was singularly unmarked by the lengthy questioning, accompanied by occasional temper flares, which attended the opening week's sessions [Broadcasting, Oct. 3]. The even course of the sessions was attributed to a great extent to the Commission's desire to hear all the direct testimony possible before embarking on actual demonstrations. Another factor, it was felt, was the absence of testimony which, like that of the Joint Technical Advisory Committee and RMA, advocated a slow and cautious approach to color.

The third week opens today (Monday) with the official demonstration of RCA's all-electronic, "completely compatible" color system, on which the bulk of direct testimony was presented late in the preceding week and completed Tuesday morning. No session was held Monday.

CBS President Frank Stanton, opening Columbia's case, called for an affirmative decision on color as the means of producing "stability in the industry." With Peter C. Goldmark, Columbia's director of engineering research and development, who developed its color system, he advocated the CBS tech-

CBS demonstrated its color television system Thursday and Friday before the FCC and other government officials in an effort to convince the Commission that its method is ready for commercial development.

The diversified programming shown by CBS is competitive against the new RCA color system, which was unveiled for the first time this morning (Monday).

Columbia's version of spinning-disc color was shown on a bank of custom-built receivers owned by Smith, Kline & French laboratories and used for surgical demonstrations. Two RCA receivers (60TS and 9724G), standard black-and-white models, were equipped with CBS conversion apparatus and one was used as a basis for comparison of black-and-white with color. All sets were equipped with "bubble" magnifying lenses.

The talks pictures were considerably improved over those shown in Washington in August [Broadcasting, Aug. 22]. In addition, a long series of tests was conducted to show the color fidelity, network- ing adaptability and resistance to flicker and color breakup.

Attending the demonstrations were FCC Chairman Wayne Coy and Commissioners Walker, Sterling, Webster and Jones, accompanied by members of the staff. Dr. Edward Condon, director of the Bureau of Standards and chairman of a board color TV committee which will report to Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate Commerce Committee, watched the demonstrations.

Directing the showing for CBS were Dr. Peter C. Goldmark, director, CBS Engineering & Development Dept., and John Christianson, chief engineer of the department. Adrian Murphy, CBS vice president and general executive, acted as m.c. CBS showed its newest version of scanning-disc color in the Carleton Room of the Hotel Carleton, Washington. A studio setup in an adjoining room contained the Smith, Kline & French camera along with fluorescent lighting and props.

Thursday morning tests were fed by AT&T polyethylene cable to the WOIC (TV) Washington transmitter, about three airline miles away. Equipment was moved in Tuesday morning and was operating within a few hours, CBS explained.

First, Dr. Goldmark showed WMAL-TV and WNBW (TV) Washington test patterns in black-and-white on an RCA set with the front adapter moved away. Opening color picture presented Patty Painter, New York model, in black-and-white (144 fields). Only a por-

(Continued on page 52)
EFFORT to find harmony in one big union for television talent last week ended in declarations of war that divided performers and producers.

In one camp were some 400 film actors, including the top Hollywood stars, and in the other were 30,000 live actors including stage, vaudeville, radio and concert hall performers.

And from the sidelines, James C. Petrillo, president of the American Federation of Musicians, gave some indications that he might enter the fray—on the side of the screen actors.

The week's eruptions, which some observers called the most serious upheaval in the talent world in ten years, followed an unsuccessful meeting in New York of the international board of the Associated Actors and Artists of America to settle the television jurisdiction problem and to found the 4A's Television Authority, the proposed one big union for video performers. The session foreshadowed on the very question it was called to solve.

Final Break

The final break came in the small hours of Wednesday morning when the Screen Actors Guild, headed by President Ronald Reagan, issued a blast against efforts to have it yield any of its jurisdiction over films. At the board meeting the guild served notice on other talent unions that it would "fight on all fronts" against a proposed raid on its film jurisdiction. The guild thus put itself on record as willing to wage internecine war on the issue with the live talent unions, which also are members of the 4A's.

In its own outline, what SAG threatened if any of its film jurisdiction were taken from it and given to the 4A's television authority, was:

1. Marshall its full strength and that of all its members, including all motion picture stars, to resist the raid on the guild jurisdiction.
2. Wage an all-out campaign to expose alleged pitfalls toward which all performers are being led through creation of the proposed new union, Television Authority.
3. Refuse to obey any orders of the 4A's board that are based on an attempt to split the guild's jurisdiction and infringe on the guild's contractual responsibilities to its members and their employers.
4. Make whatever alliances the guild deems necessary to defend the rights of its members of the field of motion pictures.
5. Reserve its right to ask the guild membership to instruct the guild's board of directors as to whether the members desire SAG to continue as a branch of the 4A's.

The big five live unions on Thursday countered the SAG blast with a statement of their own. They denounced the SAG "jurisdictional war" threatened against the Television Authority and charged SAG and its sister, Screen Extras Guild, with attempting to seize jurisdiction over "thousands of performers who are not now their members and in complete disregard of the wishes of these performers."

The five unions' statement was signed by Clarence Derwent, president of Actors Equity Assn. and of Chorus Equity Assn.; Lawrence Tibbett, president of American Guild of Musical Artists; Gus Van, president of the American Guild of Variety Artists, and Clayton Collyer, president of American Federation of Radio Artists.

The statement closed with an offer to mediate all outstanding issues. It said:

"We believe that mediation is the American way, that no problem of union jurisdiction is insoluble and that there is no excuse for the 'public-be-damned' jurisdictional war that has been threatened in the inflammatory statements made by SAG and SEG leaders without consulting their memberships. In the interests of performers and the public alike, our mediation offer stands."

The mediation offer of the five union presidents was characterized by a spokesman for the Screen Actors Guild, Buck Harris, as being "no olive branch,"

He said that was the very point the controversy had reached at the international board meeting when the rupture took place. He said the SAG had offered its own mediation resolution. That resolution would have established the Television Authority, given it jurisdiction over films made for TV but would have mediated the "gray area"--the "shadowland" area where live and film talent now meet and overlap. He said that when the SAG resolution was voted down by the live unions, which wanted to mediate the entire jurisdiction question, SAG felt it could no longer continue.

The New York section of the Screen Actors Guild then took immediate action. The membership meeting Wednesday, it endorsed the position taken by the national guild at the 4A's board meeting and requested the guild's national board to proceed immediately and without delay to establish its sister, the Television Authority.

(Continued on page 65)

WORLD SERIES last week proved to be television's biggest commercial operation to date, with six moving picture houses carrying the baseball classic to fans in plush seats.

The operation was called a success by Nathan Halpern, theatre TV expert of the Fabian chain, whose Fox Theatre in Brooklyn carried the game.

"We feel that our entry into this field has been justified," he said. "We are gratified that other theatres were able to come in."

A Boston, Chicago, Scranton (Pa.) and two Milwaukee theatres also carried the Series.

The first two days of the series, the Fabian house had over 6,000 paid admissions at $1.20 per head. It was learned that if such a turnout continued for the duration of the Series, the operation would be a financial success. Helping to turn the pioneering venture into the black would be increased revenue from concessions. It was learned that such sales were ten times higher than normal. That huge increase was credited to the fact that most patrons came early in the afternoon, when a double feature was being shown, and bought a double feature before the game started, and were just plain hungry.

Audience reaction, too, was different from that in the usual movie house. No one was cheered so vociferously nor a villain booted so loudly as the teams on the screen. Partisanship ran high.

As for the telecasting of the Series generally, it was video's biggest special event of the year. Television Broadcasters Assn. estimated that between 17 and 20 million viewers watched some part of the Series.

Final count of the number of stations carrying the games was 51—WAVE-TV Louisville being the last to come in. Off the coaxial line, stations were doing it on a rebroadcast basis from Cincinnati, according to Bob Jamieson, of DuMont Network, the Series TV coordinator for the network's pooled effort.

Cites Camera Positions

Mr. Jamieson also reported that the camera placement finally decided upon was giving good results. Four cameras were being used, two behind the plate, one in the upper stands and one in the bull pen. He said the latter, equipped with a Telephoto lens, was giving a shot over the pitcher's shoulder which he highly regarded.

He reported, too, that stations were all carrying the Gillette commercials and that where there were reports of slip-ups in this regard, investigation showed they were unintentional omissions.

Television and movies debuted as a theatre double feature in Chicago with a near-capacity crowd of 2,500 persons filling the State-Lake Theatre to watch the Series.

Seven games were projected on (Continued on page 55)
if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

Du Mont programs shown live on these stations:

- WAAM . . . . . . . . . . Baltimore, Md.
- WNAC-TV . . . . . . . . . . Boston, Mass.
- WBEN-TV . . . . . . . . . . Buffalo, N. Y.
- WGN-TV . . . . . . . . . . Chicago, Ill.
- WCPO-TV . . . . . . . . . . Cincinnati, Ohio
- WEWS . . . . . . . . . . Cleveland, Ohio
- WTVN . . . . . . . . . . Columbus, Ohio
- WHO . . . . . . . . . . Dayton, Ohio
- WJKK-TV . . . . . . . . . . Detroit, Mich.
- WICU . . . . . . . . . . Erie, Pa.
- WJAC-TV . . . . . . . . . Johnstown, Pa.
- WGBL . . . . . . . . . . Lancaster, Pa.
- WMJ-TV . . . . . . . . . . Milwaukee, Wis.
- WHIC-TV . . . . . . . . New Haven, Conn.
- WBAM . . . . . . . . . . New York, N. Y.
- WDTV . . . . . . . . . . Pittsburgh, Pa.
- WTV . . . . . . . . . . Richmond, Va.
- WHAM-TV . . . . . . . . Rochester, N. Y.
- WRGB . . . . . . . . . Schenectady, N. Y.
- KSD-TV . . . . . . . . . St. Louis, Mo.
- WHEN . . . . . . . . Syracuse, N. Y.
- WSPD-TV . . . . Toledo, Ohio
- WTVT* . . . . . Washington, D. C.
- WDNL-TV . . . . . Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription:

- KOB-TV . . . . Albuquerque, N. M.
- WAGA . . . . . . . . Atlanta, Ga.
- WRC-TV . . . . . Birmingham, Ala.
- WBTU . . . . . . . . . . Charlotte, N. C.
- KBTU . . . . . . . . . . Dallas, Tex.
- WMF-TV . . . . . Greenboro, N. C.
- KLEE-TV . . . . Houston, Tex.
- KSAZ-TV . . . . . Huntington, West Va.
- WBAM-TV . . . . Indianapolis, Ind.
- WMER-TV . . . . . Jacksonville, Fla.
- KTLG . . . . . . Los Angeles, Cal.
- WAVC-TV . . . . . Louisville, Ky.
- WMC . . . . . . . Memphis, Tenn.
- WTVA . . . . . . . Miami, Fla.
- WDSU-TV . . . . New Orleans, La.
- WKY-TV . . . . Oklahoma City, Okla.
- KMTV . . . . . Omaha, Nebr.
- KSCL-TV . . . Salt Lake City, Utah
- WPXI . . . . . . . . . . San Francisco, Cal.
- WTXN-TV . . . . . . St. Paul, Minn.
- KING-TV . . . . . Seattle, Wash.

*Du Mont owned and operated stations.

October 10, 1949 • Page 47
WHEN WOR-TW New York, starts regular programming at 7 p.m. tomorrow (Oct. 11) there will be no fanfare, no searchlights, no celebrity interviews or any of the usual opening night hoopla. The only concession to custom—and sentiment—will be to play, a few minutes before 7, the record of Al Jolson singing "April Showers" with which WOR New York began its broadcasting career more than 27 years ago.

Following "April Showers" an announcer will state: "This is WOR-TV Channel 9," and the station will officially begin its television history. Unofficially, WOR-TV began its commercial career last week when it joined the other video stations telecasting the World Series. Since mid-August it has been telecasting experimentally.

The lack of opening day pomp and circumstance is intentional. It matches the station's management's belief that at present television lacks opportunity for the small advertiser. To furnish the low budget advertiser an opportunity to share in this great new advertising medium is set as one of WOR-TV's primary objectives.

Theodore C. Streibert, president of WOR and WOR-TV, said: "Our aim at WOR-TV is to build a service that will provide the best possible talent and varied program fare to the public, and at the same time provide a service that is within reach of the advertiser with the smallest budget. To a great extent television has been a rich advertiser's medium up to now. Although television production costs are still high, WOR-TV hopes to lead the way in low-cost programming."

"Most of our shows are open to advertisers for spots; our schedule is flexible, and we can deliver an audience that can't be challenged by any other television station in the country."

Julius F. Seebach, Jr., WOR-TV vice president in charge of program operations, outlined the types of program fare WOR-TV will offer its public. He said: "We are putting our confidence in building new personalities and novelties. This is very much the same formula that has been used in radio, but we feel it can be an asset rather than a liability because radio has been and is very successful. Television is new and reaches a comparatively small percentage of the population. This offers us an opportunity to build new personalities, very much as radio has done. We're in an industry that is still in the experimental stage. Its audience, too, is experimenting in a form of entertainment. WOR-TV will program 20 hours a week, six and one half of which will be sports events. The remainder will be programs built around personalities and around novelties, as Mr. Seebach pointed out. Programs already signed by WOR-TV include Apartment 3 C, The Barry Gray Show, Hazel Shemot, The John Reed King Show, Stan Lomax Show, Meet Your Match, The Old Knick, Road to Success, Toon-A-Vision and What Happens Now.

The first five are personality shows, with formats built around the people in them. Road to Success, Toon-A-Vision and What Happens Now? are novelties. Meet Your Match is an audience participation quiz similar to the AM version on WOR-Mutual, and The Old Knick is taken from the Old Knickerbocker night club.

Sports events will be telecast four nights a week from three areas-Westchester County Centen; White Plains; Broadway Arena, Brooklyn, and amateur boxing, professional wrestling and other events now under consideration.

R. C. Maddux, WOR vice president in charge of sales, said that to date two programs are fully sponsored, one half sponsored and numerous sponsor and station breaks have been sold.

The Stan Lomax Show, a 15-minute sports review on Saturday afternoons, has been bought by La Primadora Cigars, who will also continue to sponsor two of Lomax' A1I sportscasts. The John Reed King Show, Tuesday and Thursday, 7:30-8:00, will be sponsored by ... (Continued on page 75)

WFM-TV

NEW WFIL-TV Philadelphia transmitter plant on a ground elevation of 264 feet in the Roxborough section of Philadelphia was dedicated on Oct. 4.

The installation went into operation officially at 9:30 p.m. with a special 30-minute program highlighting television's growth and potentialities as an educational medium. Participating were Dr. Louis P. Hoyet, superintendent of public schools; Walter Riddle Saul, president of the Board of Public Education; Allen Hem. Wetter, assistant to Dr. Hoyet; Dr. Armand L. Hunter, educational director of The Philadelphia Inquirer stations, and Henry Rhea, assistant chief engineer in charge of TV for the station.

Top-ranking personalities of the DuMont Television Network joined in saluting WFM-TV in a 15-minute program featuring Morey Amsterdam, comedian; George Putnam, commentator, and Vincent Lopez, pianist.

The station's 570-foot steel tower is equipped with newly-designed micro-wave mounts which permit telematicing of special events from remote points over a wide area. Atop the tower is a 75-foot, five-section-super-turnstile three-and-a-half-ton antenna with de-icing equipment.

WFM-TV estimates that an area of nearly 900,000 residents will be added to its present coverage of 2,541,569 persons. Roger W. Clipp, general manager of The Inquirer stations, pointed out that use will be made of the maximum amount of power permitted by the FCC for a station in the area—50,000 watts at an antenna height of 50 feet above average terrain.

"WFIL-TV's increased power means better reception for viewers not only in the immediate vicinity of Philadelphia, but in the outlying areas of our coverage pattern," Mr. Clipp said. "Coming at a time when rapid advances are being made in television programming, the stronger TV signal promises a superior quality of video entertainment for thousands of persons in such cities as Bethlehem, Allentown, Reading, Lancaster, Trenton and Wilmingon."

Commenting the WFM-TV installation were Gov. Alfred E. Driscoll of New Jersey; Harry K. Trend, Bethlehem Chamber of Commerce general secretary; John G. Rader, secretary and treasurer of the Radio Service Assn. of Reading, Pa., and Bryan Field, vice president and general manager of the Delaware Steeplechase and Race Assn.

broadcasting • telecasting
Mr. Keith Byerly  
Sales Manager  
WBTV  
Charlotte, N. C.  

Dear Mr. Byerly:

We are sure you will be happy to learn that after their first two months of advertising in an entirely new medium, all clients for whom we have scheduled television advertising are pleased with results, and we want to congratulate you on the fine impression WBTV is making in its opening weeks.

Specifically, Mr. Bernard Mark, president of the Hostess Venetian Blind Company of this city, has advised me that as a direct result of his television advertising, exclusive of newspaper and radio promotion, his firm has received $18,000 in immediate orders. An additional $41,000 may be forthcoming in contract business in the near future, which is also directly attributable to television advertising.

What seems somewhat unusual is that the schedule which brought about such fine, prompt results is a 60-second film run one time a week on Tuesday nights, costing our client $27.90 per week. The Hostess film, you will remember, plays up the extreme abuses that Hostess venetian blinds will withstand.

As a result of the sound response our clients have received, we will continue to place new business with WBTV as quickly as our schedules permit.

With kind regards,

Cordially,

Walter J. Klein

SENSATIONAL SALES RESULTS now complete the television picture in the Carolinas! WBTV brings to 57 counties in North and South Carolina (with over 3,000,000 population) not only a brilliant new medium of entertainment—not only a powerful stimulant for Carolina business—but a new and enormously successful way of selling.

WBTV makes $16,000 "Impression"

... with a $27.90, one-minute film announcement, once per week for 6 weeks, Hostess Venetian Blind Company has sold $16,000 worth of blinds... produced leads which promise $41,000 more.

JEFFERSON STANDARD BROADCASTING COMPANY

CHARLOTTE

First with Television for the Carolinas

REPRESENTED NATIONALLY BY RADIO SALES
A survey of television viewing habits among non-set owners has found that 95.2% of these people have seen TV. Of these, 56.9% can be considered viewers, spending at least two and a half hours three times a month in TV viewing.

These conclusions were compiled by MarketScope Research Co., New York, N.Y., after a survey of 1,004 non-television homes in the New York City area. Personal interviews were conducted in Manhattan, Bronx, Brooklyn, Queens, Richmond, Nassau, Westchester, Essex, Hudson and Bergen.

MarketScope reports this is the first in a continuing study to determine the attitudes and acceptance of television among non-owners of video sets. The firm will report on reasons for purchase and non-purchase, viewing habits, degree of interest, program preference and other factors which affect this group.

In breaking down the classifications of persons interviewed, 56.7% were male and 43.3% female. There were 21.1% of respondents in the upper income bracket, 52.4% in the middle and 26.5% in the lower income classification.

With 95.2% of non-set owners having seen television, 45.6% of these had usually watched the medium in the home of a friend. The home of relatives was indicated as the second most popular spot for viewing, according to MarketScope Research, with 20.4% indicating this as their usual viewing place. Taverns and other public places had 29.9% of the non-set owners watching the remainder viewing in other places.

A viewing per visit basis, 38.5% of the respondents said they watched from one to two hours. Less than one hour was reported by 10.9% and 29.9% spent from two to three hours. A viewing period of from three to four hours per visit was indicated by 14.9% of those interviewed while only 5.5% said they watched over four hours per time.

During the period of a month before the interview, 44.1% of those not owning a set said they had seen television once or twice. Three or four time viewers were reported by MarketScope as 30.3% of the non-owning respondents and 26.6% were reported as having watched the medium five times or more in the preceding month.

Summer Effects

Since the survey was conducted during a period when many television programs were on summer hiatus, MarketScope Research included questions to test the reaction of the non-set owner to the programs which they had in the past. It was found that 34.1% of these people made fewer trips during this period to the places where they viewed television. A slight majority, 57.1%, said they made the same number of trips and 8.8% indicated they made more visits to their source of television viewing.

After viewing made in the return of replaced video productions was expressed by 26.1% of the non-set owning viewers. Only mild interest was shown by 39.7% and 34.2% viewed the return of suspended programs with no particular interest.

Of those not owning a television set but considered by MarketScope Research to be viewers, 22.5% said they were planning to purchase a television set within the next six months. An income breakdown of about the purchasers showed 10.7% in the upper bracket, 53.6% in the middle income group and 35.7% to be at the lower income level.

Cost was given as the reason for not purchasing a television set by 52.4% of those stated they had no buying plans within the next six months. Second reason for not purchasing was indicated as lack of interest, accounting for 21.4%. “Not perfected” was given by 15.6% and “poor programs” was the reason for not getting a television set given by 5.8% of the non-set owning viewers.

WHEEN television comes in, do radio listening, reading, movie going and other forms of activity go out the window? From various surveys that have been conducted, the answer to this question would appear to be “Yes.” However, another question arises: Is the post-television memory of pre-television activity really accurate?

In an attempt to find an answer to the latter question and to determine accurately the effect of TV on living habits, Sherman P. Lawton, coordinator of radio, U. of Oklahoma, has released a pre-television survey of information obtained in Norman and Oklahoma City—radio listening, reading, movie going, sports, hobbies, etc. At a later date, after approximately six months of television, a similar survey will be conducted in the cities for comparison with present information. WKY-TV Oklahoma City area’s first video station, started operation June 6.

In the pre-television survey, residents of Norman, home of the U. of Oklahoma, had their radios on for an average of 24 minutes a day. A survey of Oklahoma City listeners had their sets on an average of 5.009 hours daily. An inverse relationship between television listening and income was noted, with higher income families listening less. No clear-cut relationship was found between listening and income, although the greatest listening was reported among two and three set owners.

A strong tendency was found in both Norman and Oklahoma City for radio listeners to be moviegoers. The correlation of .592 indicates that, in general, as radio listening increases, movie going increases. As radio listening reaches its peak—10 or more hours a day—there is, of course, little time left for movies and this group fails among the poorest movie goers. Non-listeners were fourth in rank on movie going in both cities. Women listeners reportedly attend more movies than men. A correlation was noted between income and movie attendance, with an increase in income levels bringing an increase in movie going.

Despite this positive general correlation, the very highest income group reportedly did not attend movies as frequently as some middle income groups.

No general relationship was apparent between newspaper reading and radio listening in either city. Higher income groups were found to take more papers and men spent somewhat more time reading newspapers than women in both cities. No definite connection was found in Norman between the amount of listening and the number of papers taken. In Oklahoma City more avid radio listeners were inclined to take fewer newspapers.

Listening vs. Reading

In both cities an inverse relationship exists between listening and reading. With an increase in listening bringing a decrease in subscriptions. Higher income groups take more magazines and listen to the radio more time to their reading than men.

Book reading showed no apparent effect on listening in either city. A direct relationship appeared between book reading and income, however, with a correlation of .610 in Oklahoma City.

Participation in outdoor activities and attendance at sporting events showed no relationship to radio listening. Income level appeared to be the controlling factor here, showing a high correlation. The survey found that as radio listening increased party-going, church-going, and activities in organization work decreased.
WSB, first in number of Atlanta listeners
more times than all other stations combined

The relative size of each ear is based on the latest Hooper Report covering daytime listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered by this report, 48 fifteen-minute daytime periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — daytime!

This ratio shows a pick-up of five firsts by WSB over the same survey of the preceding quarter — a gain which becomes more significant because it occurred during the summer when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranged an overwhelming first in every survey ever made in Atlanta by any accepted authority.

Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

In television the WSB-TV ratio is 5 to 1

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA
receive in color or black-and-white for $65.

In comparison he cited RCA's estimated that new sets under the RCA system would cost from $400 to $1,000. The $400 figure, he pointed out, is for a two-color rather than three-color set. This two-color operation, to be demonstrated by RCA today, was singled out for criticism by both President Stanwood and Dr. Goldman.

The research chief contended it "does not merely fall short of achieving color fidelity, but in fact does not achieve even a semblance of it."

Dr. Goldman was critical of the respective systems of both RCA and Color Television Inc., the third technique slated for FCC demonstration. He charged they are too complicated to be either practical or economically feasible.

His statement predicted that color television could be "a nationwide fact" in less than a year after approval of the CBS system "if all mass-makers are eager to bring out color converters as those who are working with us, and if all operating television stations modified a number of their receivers for pickup."

Picture Sizes

He thought it "fair to assume" that the largest direct-view receiver under the CBS system would have a 12-inch tube, which with a magnifier would give equivalent of a 15-inch tube, and that projection-type receivers, necessarily more expensive, would be used to achieve greater screen sizes.

He called attention to RCA's testimony that the present coaxial cables, accommodating bandwidths of only 2.5 mc, would transform RCA color into black-and-white, but said CBS color had been sent from Washington to New York and back with little change in quality of the color picture. Intermission transmissions were included in the official demonstrations.

Chairman Wayne Coy, presiding over the evening hearings, made clear that the RCA testimony as to cable effects on RCA color related only to 2.5 mc cables. RCA color would be received in color over 4 mc cables, he recalled, obviously referring to AT&T's announced plans to provide bandwidths of 4 mc or wider.

Like the first week's witnesses—representatives of the JTAC and RMA as well as RCA—CBS went on record for an early lifting of the year-old black-and-white licensing freeze. Thus, Dr. Stanton said, television broadcasting, "in color and in black-and-white, can move ahead."

He appeared to take cognizance of the belief that some FCC authorities feel the freeze should be continued as a means of hastening work on color. To do this, he felt, would not be wise.

The wind-up of RCA's direct case, started the week before, was presented by Mr. George H. Brown, RCA research engineer, who outlined the technical details of the RCA electronic system.

Asked by Comr. Frieda B. Hennock for an estimate of the time needed to field-test the RCA method, he said he "would take a figure of four months or six months and adapt ourselves to it." Pressed by Comr. Hennock, he said he doubted the job could be compressed into one month.

Dr. Brown was the target of intermittent questions designed to determine whether the RCA system would require a change in present TV standards. The system permits existing black-and-white sets to receive color in monochrome without modification. Dr. Brown maintained that some additions to the standards might be necessary, but no revisions.

A list of questions designed to elicit information which would be useful to manufacturers in preparing time and cost estimates on color equipment for the various systems was circulated among the participants, to be used in cross-examination of RCA, CBS, Color Television Inc. and others.

The list was prepared by David B. Smith, Phileo vice president, upon Comr. Robert F. Jones' request for questions which would draw out the maximum information needed by manufacturers in submitting bids. Mr. Smith made clear that he did it as an individual, not as a representative of Phileo or RMA. He was asked, however, to circulate the list among RMA executive committee and others, for approval.

Dr. Stanton, Columbia's first witness, said his company had spent $4,500,000 on color television and had in fact been "the symbol of color television."

"It seems to be infinitely preferable," he declared, "to resolve this issue of color television [prompt establishment of color] once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing." He voiced confidence that when the hearing is completed there will be "enough information to permit a final determination."

The chief reaffirmed Columbia's "fundamental position"—that "we will support any color television system which best suits the problem, no matter by whom invented, no matter by whom suggested." He reviewed CBS color work and also outlined plans under consideration to join other ograniations, such as electronic manufacturers, to expand the principles of RCA's "color set" into other fields through a jointly owned corporation which would take over the CBS patents and research laboratories [BROADCASTING, Aug. 22].

Stanton Warns FCC

Dr. Stanton warned FCC against overlooking basic policy issues by getting lost in a "maze of conflicting technical data."

The first policy question, he said, is whether it is in the public interest to establish a color system promptly. The answer to this, he continued, must be "yes," because "the public wants color service as soon as possible" and because, if there is to be a transition on present TV receivers with some modifications in existing receivers, an early date is most desirable.

When the decision as to prompt establishment of color has been made, he said, the next major issue is the choice of a system to best serve public interest. On this, he asserted, four fundamental issues must be considered: Performance, cost, time, and compatibility.

Discussing "performance," Dr. Stanton said there has been a tendency to get bogged down in confusion over questions of what one theoretically ought to see instead of determining what one actually does see. He warned against over-emphasis of theoretical technical details.

It would be more in the public interest over the CBS system now, he declared, than to lose years in waiting for the next development of one which is theoretical, and which might not prove itself in the end.

Referring to RCA's plan for a low-cost receiver based on two color signals (blue-green) instead of three (green, red, blue), the network executive held that it "would be completely inconsistent with public interest if the commission were to adopt a double standard—one for the rich and one for everybody else."

On the question of cost, Dr. Stanton contended that even if a system performs adequately its acceptance may not be in the public interest if it is too expensive. He said he wanted to keep color costs comparable to the mass black-and-white market—an objective which I have noted RCA did not advocate.

From the broadcasting standpoint he recalled that CBS tested, in the 1946 color hearings, that it could begin a regular color schedule within weeks after standards were adopted. He said the same is true today. Within limits of ordinary economics, he said, CBS would "broadcast color with a vision toward stimulating wider and wider manufacture and purchase of sets and converters."

He held that competitive factors should be the sole control on rate of transition to color.

'Undue Emphasis'

Dr. Stanton said he thought undue emphasis had been placed on the question of "complete compatibility." RCA and CTI claim their systems are completely compatible, while Columbia's would require some modification of existing monochrome sets before they could receive color signals in black-and-white.

Maintaining that the CBS system need not be affected on the compatibility issue alone, he argued that the problem diminishes in importance "because it is a temporary matter" which will exist "only in the transitional stage." He thought the transition period is "likely to be shortened under the CBS system" because of economic and other factors.

He contended the ability to receive black-and-white pictures from color signals must be subordinated to the transition from monochrome to color, which he considered the significant problem of compatibility. He held that "by adopting the device of a two-color system, RCA appears to have blantly degraded color compatibility—both in terms of cost and particularly performance."

Pushed by Comr. Robert F. Jones for referendum, CBS hasn't "evangelized" more for color, Dr. Stanton

SIGNIFYING first venture of Gimbel Bros. Inc. into New York TV programming, Bernard Gimbel, president of department store chain, contracts for weekly half-hour television program, The Truex Family, on WPX (TV), New York news station. Series gets underway this Thursday at 7:30 p.m., with Mr. and Mrs. Ernest Truex in starring roles. Present for ceremony are (l to r): Robert L. Cote, WPX station manager; Mr. Gimbel; and Joseph Eckhouse, executive head of Gimbels, New York.
said Columbia had always made its data available to the industry and has continued its development and demonstrations despite FCC's rejection of its color bid in 1946.

Dr. Goldmark backed up President Stanton's arguments with detailed technical analyses. He emphasized the relative simplicity of the CBS system, which he claimed will result in lower costs, better performance and stability, and more rapid establishment of a color service than could be possible under either the RCA or CTI systems.

The CBS system's color switching rate, he pointed out, is 144 per second as against 15,750 per second for the CTI system and 11.400,000 per second for that of RCA.

CBS' Less Complex

"On the basis of presently known facts," he said, "it can be stated that the higher the color switching rate the greater the complexity, cost, and instability of the overall apparatus required. Only the CBS system, with its lower color switching rate, can take advantage of the least complex, least costly, and most reliable apparatus."

A "further advantage," he testified, is that "the flexibility inherent in the CBS system is such that it can use any of the specific types of apparatus required with the other systems if time should prove such apparatus to be technically practical and economically feasible."

In answer to questions Dr. Goldmark reported that CBS demonstrated an all-electronic receiver to FCC a year ago but did not plan to show it in the official demonstration for this hearing. Comr. Jones wanted to know why not.

"I don't think it's good enough," Dr. Goldmark replied. Compared with black-and-white, he said, its registration is inadequate over a period of time and its color reproduction also is inadequate. He added, however, that overall he thought its performance would match that of other electronic receivers.

Among standards of "broadest interest" under the CBS system he

(Continued on page 55)

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**Film Report**

TEVEE FILM Co., Los Angeles, has started production of series of 13 12½-minute TV films entitled "See It and Believe It." Films feature wild animals of world jungles that will be sold separately or as one-hour package.


American Releasing Corp., Los Angeles, named to distribute Bachman-Strimer's "The Kirkwoods." Series of 52 quarter-hour golf films for telecasting to feature the Joe Kirkwoods, sr. and jr., Wayne Wirth, formerly director of television at Van Diver & Carlyle, Chicago, has joined West Hooker Television Network, same city. ... Telepix Pictures Inc. has opened offices at 220 S. State St., Chicago. Three partners in firm previously did telecasting in Los Angeles.

... KFI-TV Los Angeles has started weekly telecasting of The Magic Lady and Boko series. Product of Telemount Pictures Inc., Los Angeles, series is composed of 13 ten-minute shows featuring Geraldine Larsen, magician.

Production has started on last 26 quarter-hour subjects which will comprise next 13 half hours of Procter & Gamble Fireside Theatre on NBC-TV network. Films being supervised by General Television Enterprises with Pramid Productions, Hollywood handling production under executive producer Manning J. Post. ... Dick Van Albrecht has joined Herbert Laubman & Assoc., Chicago, as video production chief. Film specializes in TV commercials and shows. Mr. Van Albrecht was formerly with WNBR same city, as producer. Robert Longini has joined staff of Sarra Inc., Chicago. Mr. Longini, cameraman and director, was photographic Army officer during last war and previously had been associated with Chicago Institute of Design, Coronet, Instructional Films and Bowman films.

... Telepix, Los Angeles, producing first of series of six one-minute TV singing commercials for King's Tropical Inn Frenchmen, Los Angeles. Distribution will be in western states. Agency: Ross, Gardner & White, Los Angeles.

... Series of eight TV slides including two featuring Al Capp's Li'l Abner, Daisy Mae and Shmoos, designed to aid in recruiting blood donors, are being distributed by American Red Cross to TV stations in cities where its national blood program is operating. Kit of spot announcements for live narration with or without musical background accompanies slides, which are available through local Red Cross chapters. ... Allardale Productions, 8622 W. Washington Blvd., Culver City, Calif., has been formed by Albert Allardale. Norman Cerf, former movie film editor and director, is producer and director of new firm. First four films in series Hollywood Star Time are already in production by new company.

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**SELL THE EVER-WIDENING WGN-TV TELEVISION AUDIENCE**

Keeping track of the Chicago television audience is almost impossible. Any television audience figure we could quote would be outdated by the time you read this. Yes, the Chicago television audience has grown to such size that no advertiser can afford to pass up this increasingly important segment of the nation's number 2 market.

To effectively reach this great, growing audience, your best bet is WGN-TV ... the station you need to add local flavor to your commercial messages. WGN-TV programs for Chicagoans. Advertisers have recognized this fact by buying more local time on WGN-TV than any other station. WGN-TV originates more local programs than any other ... which means advertisers benefit from WGN-TV's production "know how." These are highly important factors to remember in getting the most for your television dollar.

Chicagoans look to WGN-TV for the finest in television entertainment. They know, too, if an event is important enough to be televised, they'll see it on WGN-TV in Chicago ... where Channel 9 is more than a number, it's a habit with advertisers and viewers.
Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin, chose a new Mayor — Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in a gala day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resultful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like —

WLS
Chicago 7
Represented by John Blair & Company

CHICAGO TV set makers unanimously reported a successful fall selling season, with prospects for its continuance, at the regular luncheon meeting of the Chicago Television Council Wednesday.

They attributed the "tremendous" local sales increase to a general post-summer pickup, better programmed and transmitted and anticipated Christmas buying.

The speakers panel, introduced by President George Harvey, included E. G. May, general sales manager of Sentinel Radio; Samuel Insull Jr., vice president and manager of radio-television, Stew-Arter; William J. Halligan, founder and president of Hallicrafters; Paul Galvin, president and co-founder of Motorola Inc.; Joseph Marty, manager of the TV division, Admiral Corp., and Fred Parsons, manager of the Chicago Zenith Distributors Corp.

"All kinds of thinking is needed to get television out of its present difficult situation," asserted Mr. Halligan of Hallicrafters. He called on the FCC to 'resolve soon' the problems of color television, to "sensibly allocate the UHF" and to break the freeze in VHF. "Although we've had a famine in the last few months, we are now feeding, and I think it will last," he concluded.

Speaking for Sentinel, Mr. May pointed out that "tough selling" during the past five months was caused largely by the summer vacation season and the slowness of the industry reaching a 10% sales saturation, "which must precede any heavy buying period. . . . Sales are now going like a prairie fire on a dry October day. It's difficult to build enough for the demand, and business will probably continue just as good through next spring," he said.

Improvement of summer programming, to keep it on a par with winter shows and thus maintain momentum of sales, was the speaker's major suggestion to his agency and association audience.

"There's no end to the TV set market, although demand may come in spurts and jumps," in the opinion of Mr. Marty. Admiral believes "the future is as high as you think and as wide as you want it to look.

Admittedly TV is a sort of backscratching industry, because customers buy sets for only one reason—the picture on the end of the tube. We have nothing to sell except that picture." He urged continued development of good program fare.

Excessive Demands

Current consumer demand for Motorola sets exceeds what the firm will be able to produce before Christmas, claimed President Galvin. He attributed increased sales to "an ever better job by station, network and agency personnel," and in improved transmission and picture clarity. "Better programming creates a demand for sets," he pointed out.

Mr. Galvin asserted the need for manufacturers realizing sales will "always be seasonable to a certain degree, especially in the summer." Discussing color in TV, Mr. Galvin admitted "no one knows the answer or what's behind the confusion dusted up about color. The public will follow black-and-white for a long time if we give them good black-and-white and good programming."

Mr. Parsons pointed out that it has taken only a year and a half to sell one million TV sets, whereas it took 15 years for refrigerators, 13 each for vacuum cleaners and washing machines and four and a half years for radios. "These figures prove the accelerated sale of television compared with any other home appliance," he predicted that 60% saturation would be arrived at within three years in the Chicago area, five years from the time of original mass distribution. Approximately 12% saturation is found in Chicago now, he reported, with 180,000 sets installed among 1,344,000 homes. "We are headed for a sales boom," he said. "We have ever had the opportunity to be part of." The distributor executive said.

C. J. WITTING
Gets DuMont Executive Post

CHRIS J. WITTING, assistant director of DuMont Television Network, in charge of administration and operations since May, has been appointed executive assistant to Comdr. Mortimer Loewi, network director.

In his new post, Mr. Witting will assume full active charge of the entire organization, giving his major attention to the network's overall affairs. He joined DuMont in June, 1947.

Mr. Witting formerly was comptroller and an officer of USO Camp Shows and of Veterans Hospital Camp Shows and currently retains the positions of comptroller and assistant treasurer of Veterans Hospital Camp Shows Inc., the successor organization to the former outfits.

WBNS-TV Columbus, which took to the air Sept. 29, has sold two days per week of Telenews-INS daily newsreel to Ohio Oil Co., INS reported last week.

First In Every Way

WSJS
Dominates Winston-Salem!
(Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network
Your FIRST and BEST Buy!

Affiliated with NBC

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

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Cable Cutout, Putout

MIDWESTERNERS nearly missed seeing the World Series game Thursday on television. All network telecasts destined to points west were cut off when a plumbing contractor in that city accidentally severed the coaxial cable on Cleveland's East Side. Just 20 minutes after Wednesday's World Series game had been telecast, all TV sets in Chicago, St. Louis, Detroit, Milwaukee, Erie, Buffalo, Rochester, Cincinnati, Columbus, Dayton, Toledo, and Cleveland went dark. Cable repairs were completed by 6:30 a.m. Thursday.

Series Success

(Continued from page 46)

the State-Lake screen after being telecast by WKBK (TV), Chicago station owned by Balaban and Katz, which also owns the theatre. It is located at ground level beneath the video station. WKBK Tele-transcription equipment enabled theatre goers to see the Series within one minute after baseball plays were made. Regular morning admission of 50 cents was upped to $1.25 for the double feature. Patrons queued up at the box office long before it opened at 9 a.m.

At MBS, the exclusive A.M. Series operator, it was said that the number of stations finally carrying the event was 740 outlets, 520 of them Mutual affiliates and the others independents, and stations in Canada, Cuba, Puerto Rico, South America and Hawaii.

Some AM partisans, comparing the AM and TV coverage of the games, said that the Series was proving that the AM announcer's wit and voice were faster than the TV camera's eye. They maintained word descriptions of fast long shots, particularly of the famous first-game Henrich homer in the ninth, were superior to the video pictures of the swat.

TV Talent War

(Continued from page 46)

...diately with the complete organization of the field of motion pictures used in television.

Mr. Harris said SAG intends to start bargaining in New York right away. All the some 600 SAG contracts contain a clause permitting reopening of wage discussions for television, he said. Currently, in the absence of a fee scale for video, the SAG minimum of $55 has been paid for SAG performers employed in TV production, he said.

Mr. Petrillo and the AFM were interjected into the dispute when it became known he would give the screen actors support if called upon to do so.

The AFM already is engaged in a jurisdictional dispute with American Guild of Variety Artists, one of the 4A's unions, and the 4A's international board has sought the support of AFL president William Green in the dispute. He deplored a suit by an AFL union against another. However, Mr. Green has thrown his support to AFM by denouncing a court action begun in New York by AGVA against AFM. By the court action, AGVA seeks to stop the AFM from carrying out its order that all musicians must resign from AGVA, even if the musicians speak lines. The guild has contended anyone who speaks lines must join AGVA. Hearing for a temporary injunction in the AGVA action will be held today in New York Supreme Court.

TALLEST TOWER

WCON-TV Buys RCA Unit

WCON-TV Atlanta soon will have one of the tallest broadcasting towers in the country when it installs a new super-gain antenna developed by RCA to meet TV requirements for higher power, greater power gain and limited directional effects, according to a joint announcement by Clark Howell, president of the Atlanta Constitution Publishing Co., station owner, and RCA Engineering Products Dept. The new antenna, surmounted by a 56-foot FM Pylon antenna, will be mounted upon a 1000-foot tower now under construction by the International Derrick & Equipment Co. of Columbus, Ohio.

A distinct departure from present TV types, the new antenna consists of an array of dipole and reflecting screen combination units measuring 8½ x 11 feet and weighing 600 pounds. Forty-eight of the new antenna units will be mounted in 12 layers around all four sides of a specially constructed tower. The station will thus be able to achieve 50 kw effective radiated power to give TV coverage to rural areas within a 100-mile radius of Atlanta. The antenna is expected to produce a power gain approaching 12.
Demonstration
(Continued from page 45)

tion of the 150 viewers could see the first tests.

DuMont officials called for measurement of the viewing angle on the sets, and this was found to be between 30 and 40 degrees plus or minus.

Both black-and-white and color pictures were shown on the adapted sets from color transmissions. A specially equipped color-only set showed color test patterns via 4 mc and 9 mc channels. Resolution was described as 190 lines on the 4 mc band and 325 lines on the 9 mc band. Some comment was made by viewers about flutter in color sections of the pattern.

When all the color-only sets were turned on, Miss Painter and Jody Miller, "Miss Washington of 1948," appeared on the screen in brilliant gowns. Miss Miller sang a selection from "South Pacific," seated for a while on a davenport and then walking slowly around the room. Some viewers thought the black-and-white picture was sharper than that seen on color sets, which showed magnified images about a foot wide.

Further test pattern demonstrations brought comment from DuMont officials that color was not evenly distributed, which Dr. Goldmark ascribed to the image orthicon tube. David B. Smith, Philco vice president, said he saw flicker. Dr. Goldmark called it flutter and Mr. Murphy said it was not system trouble.

Miss Miller and test patterns provided subjects for a series of transmissions in which the signal was routed to New York and back via coaxial cable before being fed to the WOIC (TV) transmitter. Many observers noted a loss of detail in the test pattern when a 2.7 mc cable was used instead of the 4 mc cable. This loss in detail was less apparent when Miss Miller provided live program material. A radio relay circuit to Baltimore was substituted for the New York loop. Some flutter was noted but this was ascribed to the haste in which the circuit had been set up. The tests were repeated as three manequins staged a fashion show. A copy of the New York American with red streamer was shown. Letters an inch high were legible.

Col. William A. Roberts, DuMont counsel, stated for the record that he saw "little color breakup in this series of tests."

Ambient illumination on the front of the receiving sets was measured at about 1/4-foot lambert. A card held by Comr. Robert F. Jones showed 1/4-foot lamberts.

Miss Painter did her familiar scarf demonstration as the studio door was opened so actual and received color could be compared. Some loss of yellow was noted in her striped dress but this yellow loss was not apparent on a Dale pineapples can, a majority of viewers felt. Boxes of Wheaties and Hi-Ho crackers were held up by Miss Painter.

In the afternoon 4 mc and 9 mc color pictures were shown on the special receiver, employing crispening circuit. A 300 w floor lamp was aimed at a color set and a black-and-white picture, with the color image showing little loss whereas the black-and-white World Series picture appeared badly washed out.

When attention was called to specular reflection of room lights from the magnifying lenses, Mr. Murphy conceded the effect existed. Dr. Allen B. DuMont, head of DuMont Labs, observed that no major manufacturer uses a lens on a black-and-white receiver.

The color pictures were measured for light intensity, showing a reading of 18 foot lamberts. A series of colored slides was shown at the request of DuMont officials.

Betty Cannon, Alexandria (Va.) dancer, wearing a blue costume, demonstrated resistance of the CBS system to color breakup. When she lost her lace skirt, color cameras were turned off and the black-and-white set turned on. Since it was the opening of the ninth inning of the second World Series game, there were held up by Miss Painter to study black-and-white fidelity until the last man was out. Majority sentiment appeared to indicate satisfaction with a Brooklyn victory.

Juggler Demonstrates

A juggler garbed in a brilliant red clown suit tossed white balls, with no apparent color breakup. His image was about half the height of the frame. He shifted to red balls, with equally good results. This resistance to breakup was well maintained as he violently bounced a white ball. He concluded by juggling vertically three blue-gray Indian clubs. Most observers agreed the juggling demonstration was not marred by apparent color breakup.

Tests also were made of color fringing and the demonstration went up with use of color bars. The color values on a live model, ranging from 225 foot candles downward.

At the conclusion of the CBS tests Dr. DuMont held a news conference in the Carleton. He declared color TV will not be commercially ready for another 10 to 20 years. "All you have seen is a limited range of subjects," he said. Any color standards adopted by the FCC should be compatible with the present system, he said, capable of being sent and received either in black-and-white or color.

Dr. DuMont predicted color programs will cost more to produce and transmit, with color film more expensive. The big problem is to develop a practical receiver that can be put in the home, he declared. He said CBS has lost definition in shifting to a 6 mc band width, realizing only a maximum of 405 lines instead of the 525-line black-and-white standard. All present engineers must be changed to receive the system, he said.

The public won't be satisfied with this system, he forecast. RCA's color is costly and complex, and presents a difficult registry problem, he indicated, winding up with the declaration that neither RCA nor CBS color has been properly tested.

At the conclusion of the DuMont news conference, CBS President Frank Stanton issued the following statement:

"Dr. DuMont's statement speaks for itself in showing his continued attempts to provide color television from the public. The observers at the CBS demonstration today clearly indicated their approval of the color pictures we broadcast and sent to New York and back. But in any event his statements will be met and are being met before the FCC which is the proper forum for determining the true facts. I do not think that it is fitting for me to try this case outside the Commission hearing room and the demonstration where it belongs."

Gaylord Durham

FUNERAL services for Gaylord (Gene) Durham, 51, KECA-TV Hollywood engineer, were held Tuesday in Burbank. Mr. Durham died of a heart attack at his home in Los Angeles Oct. 4. He had been a Hollywood resident for the past two years and previously with NBC Hollywood and KFSD San Diego. He is survived by his wife, Ethel, and one daughter, Mrs. Leonard Runsey of Los Angeles.

45.0 "HOOPER"*
(proves the best buy
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5kw ABC 1kw (d) (a)
Rep: HOLLINGER
TV AUXILIARIES

FCC's proposed rules to move TV relays and pickups from experimental to permanent status [BROADCASTING, July 4] contain clauses which might be regarded as "a back-door declaration of basic policy," NAB contended in a statement filed with the Commission last week.

A number of other industry organizations which have filed comments in the proceeding indicated that although generally approving the proposals, they objected to certain aspects of the language used. Deadline for briefs is Oct. 24.

NAB commented especially on a clause limiting pickup or STL station-to-station "where wire service is not practicable." Cost of using such a station is less than that of wire service, NAB said, and stations may carry a minimum of local remote programming if compelled to use wire.

The statement, submitted by Don Petty, general counsel, and Richard Jencks, attorney, was based on a survey of operating TV stations. NAB urged the FCC to provide extra pickup channels for stations in larger cities by providing three frequencies in the 7000 mc common carrier band; exempt TV stations from requirement of prior authorization for remote operation; hold in abeyance requirements for frequency monitors and measurements until economic means are developed and available.

FCC should study further the problem of identification at beginning and end of period of TV auxiliary station operation, NAB suggested, and called for increase from 100 to at least 400 feet the distance before operation is deemed remote control. Call-letter rules would require a camera or other device not available commercially to provide visual identification, it was explained.

Westinghouse Radio Stations Inc. has been similar to NAB regarding use of wire service and certain other features, as did Scripps-Howard Radio Inc. The latter also thought that common carrier reservations should be made secondary to private use or at least on share basis since greater utility and efficiency attends private operation.

Raytheon Mfg. Co. held that all frequencies should be available to both private and common carrier groups at the "discretion of the Commission on an individual case basis." To give inter-city relays exclusively to common carriers, allowing only temporary priority, would retard progress of television by discouraging the construction of much needed relay links in many areas and impede development of new equipment. Raytheon also indicated AT&T would gain a monopoly contrary to the interest of the Communications Act.

AT&T, while generally supporting FCC's proposals, indicated that it would be to television's advantage to extend the common carrier policy to other parts of the proposal not now so designated.

KVOS Bellingham, Wash., suggested that TV license applicants be given temporary relay authorizations to bring programs into an area while their station was under construction. This would stimulate advance set sales and reduce economic problems for the pioneer in any area.

WSAZ-TV & WMCT (TV)

Two additional stations have joined the DuMont Television Network, bringing to 47 the network's total number of affiliates. Latest stations in the DuMont fold are WSAZ-TV, Huntington, W. Va., and WMCT (TV), Memphis, Tenn.

WSAZ-TV, owned by WSAZ Inc., will start commercial operations on Nov. 15, and is also affiliated with CBS-TV. WMCT (TV), owned by the Memphis Publishing Co., is also affiliated with CBS-TV and NBC-TV.

EASY 'SALE-ING'

DULUTH, MINN.—"If it's easy 'sale-ing' you're looking for in this rich Duluth-Superior Market," complimentary charters our Otto Mattick, "it's a breeze with KDAL." KDAL is the favorite of audiences in this favored market... favored because of its stability, its ever-important buying power. Incidentally, Otto Mattick doesn't trust to fate to keep him sailing full speed ahead. He creates his own impetus and maintains top speed. KDAL's own continuing promotion plan. KDAL Hoopers tell an indisputable story of audience dominance. Why not put it to work for you?

Avery-Knodel will welcome the opportunity to tell you more about how KDAL can sell for you. You'll profit by giving them the chance to do so.

‘RED FEATHER’

TV Networks Back Fund Drive

In a combined effort toward public service entertainment, the four television networks, ABC-TV, CBS-TV, NBC-TV, and DuMont, each are contributing not only time, but filmed acts of their outstanding performers to create a half-hour Community Chest of America program, Red Feather USA.

The film will be telecast on a staggered schedule by all four networks. Broadcast times are as follows: CBS-TV, Monday, Oct. 17, 7-7:30 p.m.; ABC-TV, Tuesday, Oct. 18, 9:30-10 p.m.; DuMont TV, Wednesday, Oct. 19, 10-10:30 p.m.; NBC-TV, Thursday, Oct. 20, 8-8:30 p.m.

HUBBELL SHIFT

Names Richardson, Wisse

BOB RICHARDSON, managing director of Richardson-Hubbell Television Networks Ltd., London, was appointed last week vice president in charge of European operations for Hubbell Television Inc., New York. He will continue as managing director of the London operation.

Liese Wisse, former executive secretary to the late Robert Ripley, was appointed executive secretary and personal assistant to Richard W. Hubbell, president of the New York television Film Financing, Production & Distribution Co.
The field frequency is 164 per second, as compared to the black-and-white standard of 60.

CBS also suggests that standards include a color sequence phased pulse to permit in addition to manual locking also automatic locking of the receiver color system and others together—that is, so that when the viewer sees one color, the viewer sees the same color.

The standard also includes specifications for the color primaries.

Station equipment necessary for the CBS system he said, includes standard TV broadcast and relay transmitters, without modification; standard RMA-type synchronizing signal generator, modified to produce line-scanning frequency of 29,160 per second, field-scanning frequency of 144 per second, and to inject color sequence phasing pulse each 1/48th of a second for automatic color phasing; disc-type color monitors; and a color mixer, a piece of equipment additional to the standard monochrome station's normal studio complement.

Dr. Goldmark asked FCC to distinguish between a system "which exists wholly or in part on paper, and one which is in actual operation under normal conditions." He also drew a distinction between a color system and its apparatus, declaring that the color disc is not essential to the CBS system.

He added:

- On the other hand, RCA and CTI, as far as I know, must use multi-image electronic apparatus and hence if there are limitations in that apparatus, as there now appear to be, those are the limitations of the system themselves and discussion of potential performance apart from the apparatus inherent in

them can only serve to confuse the issue of performance.

- It is important to bear in mind that although there may be no eventual limit to the feats which can be performed within the electronic art if adequate equipment is ever made available, and often are, serious limitations imposed when cost must be taken into account.

Dr. Goldmark said opponents of the CBS method "seem to have concentrated most of their criticism... on the ground of definition."

He conceded the CBS system has lower "geometrical resolution" than standard black-and-white, but insisted this is more than offset by such equally important factors as contrast, variation in color hue and saturation, and crispness.

He said the "hypothetical geometrical resolution" of other systems is satisfactory, but claimed "it is exceedingly doubtful that the hypothetical can in fact be realized."

He maintained there is "no validity" in the contention that the CBS system using disc-type equipment has inherent registration problems. "But the same is not true as to the other systems," he asserted. "They have major image registration problems arising from the fact that before the original scene can be perceived by the eye of the viewer 15 separate images—nine at the camera and six at the receiver—must be registered and must permanently be kept in register."

Mr. Plotkin brought out, by questioning, that the RCA three-tube equipment would have the same registration problems when used with the CBS system as when used with the RCA system.

Dr. Goldmark reported that "the

CBS color television system for 6 mc is in almost all respects indentical, from camera to viewered image, with the present standard televi-ision system which has already been fully field tested in practice."

He saw no need for further field tests on that score. To give FCC "a maximum amount of pertinent information" before the hearing ends, he said, 29 color receiving sets of various styles will be installed in the Washington area for further demonstrations.

A portion of his prepared statement not yet covered in testimony Dr. Goldmark rated the CBS system relatively inexpensive for the broadcaster and public alike. "It can be seen from the figures of the equipment permanently converted to color were reported at $3,358; for single field camera equipment.. . . the monochrome to color, and from color to monochrome, $4,331; for dual camera field equipment permanently converted to color, $6,032, and for the same equipment made switchable, $7,197.

Will Hear Manufacturer

The statement also said a manufacturer will testify that a black-and-white set may be adapted to receive color signals in monochrome for about $40. If the manufacturer of such equipment was made at the factory and for about $35 plus service charge if the change were made in the home by means of an external scanning adapter. Cost of converting a monochrome set to receive color in color, he said, will be estimated at about $70 at the outset and about $60 when production of such adapters is made. This would not include the scanning adapter. For a conversion-adaptation job done at the factory, it was estimated the total cost can be as low as $66.

Dr. Goldmark said he could not conclude "in all honesty" that the RCA converter is "a converter at all" since it seems "about six times as large as the little black-and-white set it is supposed to convert."

He thought color converters under the CBS system could be shipped within 60 to 90 days after FCC authorization, that scanning adapters and sets with internal adaptation could be shipped sooner, that complete color sets would take only a little longer than converters, and that color cameras could be ready in "a matter of months."

Dr. Goldmark encountered sharp protests from counsel for other companies when he undertook his discussion of set costs. They claimed he was attempting to give testimony of witnesses who had not yet appeared. They were overruled by Chairman Coy, however.

Dr. Goldmark is slated to continue with his presentation when the hearing resumes tomorrow (Tuesday) after today's official demonstration of the RCA system.

FCC meanwhile denied a petition by Allen B. DuMont Labs asking that CBS be directed to make a color pickup of Friday's World Series baseball game and relay it from New York to Washington as part of its official demonstration. This, DuMont argued, would provide "a more appropriate test" of Columbia color than the scheduled pickup from a Washington high school football game which was slated for Friday and the Thursday demonstration of transmissions via 2.7 and 4 mc cables.

KECA-TV Hollywood extends beaming of its test pattern from five to seven days weekly. Pattern will now be transmitted 1-4 p.m., Mon. through Sat., and 5-8:45 p.m. P.S.T. Sun. It was formerly shown three hours Mon.-Fri. only.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

RENEWING Detroit Mobilephone dealers sponsorship of Michigan U. grid games on WWJ-TV Detroit (1 to 2): A complex of campus athletic directors, and Olds General Sales Manager G. R. Jones; standing — W. E. Walbridge WWJ-TV general sales manager; L. F. Carlson, Olds executive advertising manager; Sports- caster Paul Williams.

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

A $557,206,000 retail sales area.

WASV

It's 630 in Savannah

CPS. 5000 WATTS 960 KC

Owned and Operated by the TIMES WORLD CORPORATION

ROANOKE, VA

Page 58 * October 10, 1949

BROADCASTING • Teletcasting
SUBSTANTIAL USE of radio and television to stimulate newspaper circulation is advocated in a study published last month by Max Eisen, president of New York's Assn. of Advertising Men, and former special assistant to the publisher of the European edition, New York Herald Tribune.

Mr. Eisen, who is currently engaged in publicity work, urges that newspapers, in addition to broadcasting news, should use radio announcements on articles, features and serials, and sponsored programs to attract specific groups. He suggests the use of newspaper staff writers on radio and video programs to acquaint the public with those who write the paper.

Mr. Eisen feels that television is an excellent medium for newspaper circulation building, and points out that while circulations have decreased slightly in New York since video's inception in a mass scale, once the novelty factor has declined, TV will increase traffic and increase newspaper sales.

The study, "How to Increase Daily Newspaper Circulation," is available for $2 (mimeographed) from Columbia U. Bookstore, New York. Mr. Eisen is a Columbia journalism graduate.

MORE than half the people who do not own television sets can nevertheless be considered regular television viewers, according to a survey by Marketscope Research Co., New York.

Marketscope's survey in the New York metropolitan area. It reported that 95% of non TV owners had seen television, that 55% were regular viewers in terms of Marketscope's definition of regular—viewing two or a half viewing hours at least three times a month. Among owners of TV sets most see television in the homes of friends or relatives; 30% see it in taverns or other public places.

MEMO TO:
Joe Sudik, MC

Neighborhood Polka Hour

Your program at 8:30 PM daily and on Sunday 9:10 AM is doing a fine job. Your evening show is a real asset to the community. Keep up the good work.

John Demo
General Manager

WICH NORWICH, CONN.
KPHO PHOENIX
Increases Power to 5 kw

KPHO Phoenix is now a full-grown radio voice in Arizona with its power increase from 250 w on 1230 kc to 5 kw. A recent Broadcasting Station report states that Arizona radio listeners heard for the first time Sept. 21 at 9:10 p.m. the full meaning of the phrase "nine-ten will get you five thousand." Bill Reddick, program director of KPHO, says the new "Voice of Phoenix" is the result of 15 years engineering research and development combined with the excellence of complete Western Electric matched unit installation.

Over 4,000 ft. of coaxial cable


District of Columbia—4.

Before me, a notary public in and for the District, hereinafter referred to as notary public, personally appeared N. A. Long, who having been duly sworn in accordance with law, deposes and says that he is the business manager of Broadcast- ing Station KPHO in Phoenix, Arizona, and that the following is, to the best of his knowledge and belief, a true and complete list of the stockholders owning 1% or more of the total amount of stock.

1. That the name and addresses of the publisher, editor, managing editor, and business manager are:

Publishers and Editor—Mrs. Betty Taishoff, Washington, D. C.
Managing Editor—Aval King, Washington, D. C.
Business Manager—H. C. Long, Washington, D. C.

2. That the owner is: (If owned by a corporation, the name and address must be stated and immediately thereunder the names and addresses of the stockholders owning 1% or more of the total amount of stock. If not owned by a corporation, the name and address of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)


3. That the known bondholders, mortgagees, and all other security holders owning or holding 1% or more of total amount of stock and addresses or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name and address of each person for whom such stockholder or security holder acts is given; also that the said two paragraphs contain statements embracing all the statements by the affidavit's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affidavit has no reason to believe that any omission, error, or other fact or omission has any interest direct or indirect in the said stock, bonds, or other securities than as stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown is 15,180.

Mayers M. Long
Sworn to and subscribed before me this 6th day of October, 1949.

MINNIE JAMES
Notary Public
(Amy commission expires November 14, 1941.)

TEEN SUCCESS
WONE Staffer Is Star

SUCCESS story in the creation of Rhapody of Youth, teen-age talent program, gives credit to the tireless effort on the part of Betty Ann Horstman, energetic teen-age staff member of WONE Dayton. Popularity of the show has grown each week since the radio premiere on Aug. 24, when Mrs. Frank J. Lausche, wife of Ohio's governor, and a host of other civic leaders, appeared at the Ames Theatre in Dayton with police escort amid the popping of flashbulbs.

The Gallagher Drug Co. of Dayton, sponsor of the program over WONE, wanted it known that the show would be devoted to giving local youngsters an opportunity to display their talents and possibly assist them to reach stardom. Gallagher's advertising agency, Hugo Wagensell & Assoc., Dayton, recommended a grand introduction to the city with civic and youth leaders and the press made aware of the program's potentialities.

With the agency's outline in hand, Miss Horstmann arranged for the personal appearances, the police escort, invitations, theatre facilities, press coverage and of course, the entertainment. Show presents skilled, hand-picked talent and has a backlog of several hundred youths from which to draw.
GARVER BOOK
Is Guide to Low-Cost Shows
New York: Prentice-Hall Inc. 329 pp. $7.50.

SUCCESES with sponsor participation programs by radio advertisers are discussed with diligent acumen in this new book by Mr. Garver, who presents observations and conclusions well-detailed with survey reports, charts and tables. The book is called the publishers the "first guide ever published for successful radio advertising" on such low-cost types of shows as disc jockey, farm, musical, musical clock, women's service, audience participation and husband-wife.

To back up this claim, Mr. Garver, former radio and TV director of Alley & Richards Inc. and previously sales manager of WJZ New York, takes up each of these show classifications and analyses its origin, growth and success. Following these fact-full chapters, the author points out factors important to the sponsor: How to choose and get results of a program; ratings of programs, and the future of these types in AM-FM-TV.

One-half of the book is given over to close scrutiny of a national survey taken by Mr. Garver city-by-city of AM sponsor participation programs. Survey tabulates data on the program policies of stations in each locality with information on program types, rate structures, exchange and raising aids, mail response, taboos, permissible number of commercials, and transcription rules. Also included is a geographical list of stations broadcasting such shows with information about network affiliation, names and types of programs, costs and station representatives.

For assistance in the survey, Mr. Garver drew upon the knowledge of 260 station executives and their representatives, C. E. Hoover Inc., A. C. Nielsen Co. and ABC.

Outstanding guests will participate in survey on WJZ Radio conducted by Dr. Arno Huth at New School for Social Research, New York.

BROADCAST service to more than 8,500 youngsters who act as safety patrols at elementary schools is carried by WWDJ Washington. Every school morning, broadcasts include specific safety information, patrol assignments, citations for excellent work, round-up of elementary school events, weather reports and birthday greetings. "Safety Patrolman of the Month," selected and receives award from program's monthly special guest. Show, titled Orders of the Day, was given successful trial run last spring.

Teen-Age Quiz Show
STUDENTS from public, private and Catholic schools in Philadelphia and its surrounding areas take part in the un-rehearsed half-hour show, Teen-Age Quiz, over WPEN Philadelphia. Questions concerning current events that are local, national and international in nature are sent in by students. Show serves to keep students well informed of the news of the day and has found favor with school authorities, WPEN reports. Six pupils participate in weekly show and every student will be represented.

Narrow Escapes
AS PART of safety campaign in Dade County, Fla., WIOD Miami, sent two staff members, Scott Bishop and Harry Munyan, on train trip between Miami and Palm Beach. Messrs. Bishop and Munyan rode in cab of diesel engine and tape recorded accounts of three near-accidents when motorists drove across tracks in front of oncoming train. Recordings were then aired on WIOD to illustrate dangers of careless driving in vicinity of train crossings and rail tracks.

Fire Prevention
TWO-CITY hook-up featuring executives of Lawrence, Mass., and Boston Fire Deps. will be feature of Fire Prevention Week show, aired by WLAW Lawrence. Show will be broadcast at 19:45 a.m. tomorrow (Oct. 11), opening with a call to Lawrence central fire headquarters. Chief Retelle will respond to call to WLAW studios, describing maneuvers that firemen go through on way to answering call. Chief will then climb ladder from street to studio's windows where he will be interviewed. Boston's Chief Inspector Francis W. Kelley will be in studio and take part in broadcasts. Space in front of WLAW studios will be roped off and traffic officers will be on duty to prevent confusion.

School Music Class
NEW TWIST on music programs for school children has been endorsed by Moncton (N. B.) School Board and incorporated into school curriculums. CKCW Moncton airs Basic Course in Music Appreciation every school day. Show embraces lectures and music with added feature of review questions. In this way, students receive practically entire music course via radio. Examination questions are answered immediately following program and from grades made on them, pupils' yearly marks will be given.

TV STYLES
PHILADELPHIA'S leading style shops and best-known models are featured by WCAU-TV that city on daily fashion show, Takes 10, seen for 2½ hours every afternoon, Mon.-Fri. Each of 16 Eras stores of Philadelphia Fashion Group Inc. is responsible for putting gowns and models before cameras and supplying its own style as commentator. Some 65 fashion shows have been set, with various members stores planning on average of one TV appearance each month. Each store receives monthly opportunity to showcase its latest lines. Interviews are presented with outstanding designers.

PROGRAM FIRM
Formed by Searle & Parks, a California corporation, has been jointly announced by Don Searle, former vice president of ABC Western Division, and James Parks, owner of James Parks Co., Searle & Parks program agency. Address is 6331 Hollywood Blvd., Hollywood.

Purpose of the new firm, with capitalization of $250,000, will be to establish a radio program service, National Home Institute, which will include national product testing, and to create, represent and sell radio packages.

Mr. Searle, who returns from semi-retirement, will head the company as president. He was associated with ABC from 1943 to 1948, first as general manager of KGO San Francisco and later as vice president and general manager of the network's western division. Earlier, he acquired and managed stations in Iowa, Kansas and Nebraska.

Mr. Parks' program agency represents his interest in the Quiz Kids program. He formerly was vice president and director of Broadcasters Guild. Previously he was in charge of radio for General Artists Corp. and William Morris Agency in Chicago.

THE PICK OF THE NEW HITS!
on special "DJ" platters*

TEX
BENEKE
Over Three Hills
I Can Dream, Can't I
DJI-773

FREDDY
MARTIN
Blue Bird On Your Windowsill
I've Got A Lovely Bunch of Coconuts
DJ-774

SAMMY
KAYE
Let's Harmonize
Makin' Love Ukulele Style
DJ-775

TONY
MARTIN
Toot Toot Tootsie Goodbye
You Call It Madness
DJ-776

TOMMY
DORSEY
East of the Sun (and West of the Moon)
I'll See You In My Dreams
DJ-777
Respects
(Continued from page 48)
uated jobs on newspapers were to be had “for experience.” Young Mr. McAndrews did the next best. He took the post of director of public relations for St. Mary’s College where he remained until June 1938.

During fall terms he was advance man for the football team. Spring of each year found him doing a similar tour for the college debaters. Along with many public relations chores, Mr. McAndrews managed to teach speech and coach debate teams.

His job entailed contact with radio. As director of public relations, he worked up educational features with various stations in the area for his alma mater. He had a weekly book review and authors interview series on KSFO San Francisco; college debates on KXA San Francisco; faculty lectures on KRE Berkeley, and student plays on KROW Oakland.

Enjoying this radio experience, Mr. McAndrews decided to become part of the fast growing industry. So he started bombarding local stations and the networks for a job.

He became an NBC San Francisco junior announcer on Jan. 16, 1936, and three months later was boosted to senior grade. On the side, he wrote book reviews for the San Francisco Chronicle and handled other freelance writing assignments.

Within a year he was holding down the combination assignment of night program manager and script writer. Some six months later a shift was made to press relations, then headed by Milton Samuel, now West Coast publicity director of Young & Rubicam.

When Charles B. Brown, then NBC Western Division advertising and promotion manager, wanted a bright young man as his assistant in June 1937, Mr. McAndrews was chosen. A few months later Mr. Brown shifted his major operations to Hollywood which in the meanwhile had become the network’s Western Division headquarters.

Mr. McAndrews was made promotion manager of the San Francisco office.

Logical Successor

With Mr. Brown elevated to promotion manager of NBC operated stations and transferred to New York in early 1940, logical man to succeed him in Hollywood was Mr. McAndrews who became Western Division advertising and promotion manager.

Then came World War II, and in early 1942 Mr. McAndrews was commissioned a second lieutenant in the Army Air Forces. He became assistant public relations officer at AAF West Coast Training Center, Santa Ana, Calif. Transferred to AAF Headquarters, Washington, in November 1943 as assistant public relations officer, he spent the next year as newreel and picture officer for AAF public relations. Next 18 months found him as radio liaison officer between AAF headquarters and commercial radio. He was discharged a major in December 1945.

Upon his return to NBC he went on Jan. 1, 1946, taking over his former post of Western Division advertising and promotion manager. It was 14 months later that he joined Young & Rubicam’s public relations department as promotion manager. And Milton Samuel was again his “boss.”

But that association was terminated last May 15 when Mr. McAndrews resigned, this time to join Southern California Broadcasters Assn. as its first fulltime salaried managing director.

Professionally Mr. McAndrews considers a weekly radio advertising course which he has conducted since 1946 for the U. of California Extension Division his prime extra-curricular activity. But magazine writing, too, might be classified as extra-curricular. An astute student of economics, he has contributed articles to dozens of publications.

Unhurried and Definite

Six-foot-two, blue-eyed and tipping the scales at 200 lbs., his manner is that of the quiet, unassuming character, but he doesn’t hesitate to speak his mind once a question or problem is put.

Adelina Clara Ciabbari, a Los Angeles girl, was teacher of home economics at East High School (Calif.) High School until she became Mrs. Robert J. McAndrews on Feb. 13, 1943. Hugh Higgins, one time assistant advertising director of NAB and now manager of WMOA Marietta, Ohio, was best man. Mr. McAndrews says he considered between the two cities many week-ends before Miss Ciabarri consented to change her name.

The McAndrews, with Peter Francis, 5, and Michael Anthony, 2, make their home today in the Crenshaw district of Los Angeles.

On the hobby front, Mr. McAndrews goes in for a lot of gardening and wood chopping to keep in trim. He admits playing “a little tennis” and also likes to swim.

Organizational he’s a director of Greater Los Angeles Chapter of the National Safety Council; St. Mary’s College Alumni Assn., and Hollywood Ad Club. He is in addition West Coast representative on radio executive committee of the National Council of Catholic Men. As vice president of the Advertising Assn. of the West, Mr. McAndrews instigated founding of both the Hollywood and Santa Barbara Ad Clubs.

NATIONAL labor leaders and midwestern government officials heard in discussion of current labor crisis over KMIC-KFPM Kansas City, Mo. Among those heard were Frank Carlson, governor of Kansas, and William Green, president of AFL.

In Altoona, Pa., it’s
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEKER ASSOCIATES
ANA MEETING
AM-TV Discussion Set

VIEWPOINTS on the subjects, "Don't Give Up AM Radio" and "Television Has Reached the Pay-Off Point," will highlight the radio and television session of the 40th annual meeting of the Asso. of National Advertisers, to be held Monday, Oct. 10, through Wednesday, Oct. 12, at New York's Waldorf Astoria hotel.

The Tuesday afternoon session, open only to ANA members and their advertiser guests, will feature the view-points of the following speakers: for AM radio—W. N. Connolly, advertising manager, T. C. Johnson & Son, Inc.; Hugh M. Beville Jr., NBC director of research; William C. Gittinger, CBS vice president in charge of sales. For television—Robert S. Peare, vice president, General Electric Co.; Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television; George L. Moscoviches, CBS manager of television sales development.

Case histories on radio and television will be presented by Thomas H. Brown Jr., vice president of J. E. Hooper Inc., and L. W. Diggers, ANA counsel will speak in the FCC giveaway order and the Commission's review of color television.

Ludens Takes Giveaway

LUDENS Inc., Reading, Pa., will sponsor a quarter hour of the CBS Sing It Again program, hour-long Saturday night giveaway. The sandy and cough-drop manufacturer has purchased the 10:45-11 p.m. segment of the 10-11 p.m. broadcast, starting Saturday, Nov. 26. Agency is J. M. Mathes Inc. Other sponsors of the program is Carter Products Inc., which has the 10:30-10:45 portion of the musical quiz.

JAMES T. BUTLER, formerly of WBBB Peoria, Ill., and sales manager of WMJJ same city, appointed sales representative of WIRL Peoria.

DONALD P. CAMPBELL, formerly with MBS sales department, joins New York television sales staff of Edward Petry & Co. station representative. Prior to joining Mutual, he was with NBC, ABC and WSB Easton, Pa.

PAP WENDLING joins sales staff of WBBM Chicago.

WAYNE B. GLASGOW, new to radio, appointed to advertising sales department of WLAC Nashville, Tenn.

LEE RIOSENS, national sales manager for KLZ Denver, appointed radio account representative for Colorado Woman's College, Denver, for third consecutive year.

MACK SWITZER, KLZ public service director, reappointed radio instructor at Regis College of Loretto Heights College, both Denver.

HAROLD W. BATELDER, former sales manager of WBAL-TV Baltimore and before that vice president and general manager of WFBF same city, appointed sales manager of WTVJ (TV) Miami, Fla. He succeeds M. J. WEISFELDT, who resigned to become vice president of Charles Anthony Gross Adv.

DuMONTE Television Network appoints Richard Baiton Co., San Francisco, as Western sales representative for network and affiliated stations.

GEORGE LARUE resigns as sales manager of KFBK Sacramento to enter insurance business.

LEIGH STUBBS, formerly with CKEY Minneapolis, becomes sales promotion director for CHUM same city.

KLIF Dallas appoints Adam J. Young Jr. Inc., New York, as its national representative.

KEVIN B. SWEENY, sales manager of KPI and KPI-TV Los Angeles, on three weeks tour visiting Eastern agencies.

ANN M. WRIGHT of DuMont TV Network spot sales staff, and Dr. Alfred G. Cerchio, have announced their marriage.

KRMG Tulsa, Okla., scheduled to take the air next Christmas as ABC affiliate, names John Blair & Co., Chicago, as its national representative.

GEORGE E. LEDELL Jr., account executive of KPI-TV Los Angeles, is the father of a girl, Patricia Ann.

Jewelry Booklet

THE WATCHMAKERS of Switzerland, in conjunction with the Jewelry Industry Council sponsored "Watch Parade," are offering a merchandising booklet to retailers which contains suggested radio spots, local publicity releases, and copy for direct mail in addition to a five-piece window display. Foote, Cone & Belding-International Corp., is handling the account.

CONSOLE incorporating AM and FM announced by Motorola Inc., Chicago. Console, Model 79Kx1 sells for $99.95.

ANNOUNCEMENT

CAROLINAS

ANNOUNCING

The last WORD

...for results in

SPARTANBURG

MORE FOR YOUR DOLLAR WITH

WORD in Spartanburg

See TAYLOR-BORROFF

WDYX-FM 12,000 WATTS DUPLICATION

WORD OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

BROADCASTING • Telecasting

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The suit maintains Dr. Frey hired Mr. Altman as manager at a minimum salary of $110 and that as a consideration of the latter moving from Alameda to Red Bluff and his rendering assistance in obtaining the FCC license, the station president promised Mr. Altman "steady and permanent employment." Mr. Altman's attorneys are Stanley Pugh and William Stoffers.

'Let George Do It'
THE PROGRAM, Let George Do It, is on Don Lee-MBS network. In the San Francisco section of the Fall business roundup in Broadcasting, Sept. 5, the program was listed on NBC.

PICNIC for Connecticut political leaders held at home of Edward N. Allen was aired by WDRC Hartford, Conn.

Now you can afford BIG NAMES on your commercials

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

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

Celebrity Commercials by Keith Kerby Ltd.

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

Page 64 • October 10, 1949
National Nielsen-Ratings Top Programs
(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES
—AND INCLUDING TELEPHONE AND NON-TELEPHONE HOMES)
AUGUST 31, 1949

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ROBERTS ELECTED
Heads Chicago Ad Club

HARLOW P. ROBERTS, vice president and former radio director of Goodkind, Joice & Morgan, has been elected president of the Chicago Federated Advertising Club for a one-year term.

Other officers include three vice presidents—John V. Sandberg, vice president; Pepsodent Div., Lever Bros.; Mabel Obenchain, Midwest manager, Famous Features Syndicate; and Gordon E. Taylor, vice president, Reinecke, Mayer & Finn. Harry Kovats, vice president, Runkle-Thompson-Kovats, is secretary, and G. W. Cunningham, general mail order sales and advertising manager of Sears, Roebuck & Co., was re-elected treasurer.

T. DORSEY DISCS
Starts at Standard in Dec.

FIRST recording session for Tommy Dorsey under his new long term transcription contract with Standard Radio will take place in New York in December, it was learned in Hollywood last week.

If that recording session is held, as planned, the platters containing 10 tunes per side should be in hands of subscribing stations approximately four weeks thereafter, according to the company. In addition, the firm announced it has enlarged its custom-built library shows to six and one half hours weekly, with addition of Chapel In The Sky, religious musical half-hour.

Michigan FM Network
THE MICHIGAN FM Network has expanded this fall to carry U. of Michigan football games throughout the state. Edward F. Baughn, general manager of WPAG AM-FM Ann Arbor, the key station, says the network includes nine AM and five FM outlets in nine cities. They are: WPAG AM-FM; WUOM-FM Ann Arbor (Michigan U. station); WTHM-AM Fort Huron; WKAS Saginaw; WBCB Battle Creek; WWKO Kalamazoo; WHFB AM-FM Benton Harbor; WJEF Grand Rapids; WTVB Coldwater, and WABJ AM-FM Adrian.

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LEVER TO N. Y.
Moving Nearer Ad Center

LEVER Bros., an $8 million annual radio and television advertiser, will move its headquarters on Dec. 1 from Cambridge, Mass., to New York City, where eventually it will erect a new 20-story building located on the west side of Park Ave. between 53rd and 54th Sts. at a cost of $6 million, Charles Luckman, president, announced Wednesday.

Moving along with the parent company are the executive and the general offices of the company's three subsidiaries: The Pepsident Co., the John F. Jelke Co., and Harriet Hubbard Ayer Inc.

In explaining the move Mr. Luckman said: "We will, for example, be adjacent to the primary sources of radio, television and advertising, all of which play a vital role in our continued growth and progress. This will enable us to meet the challenge and opportunity of highly competitive industry and of an expanding economy." Lever Bros.' seven agencies are located in New York. They are Federal Adv. Agency, Ruthrauff & Ryan, J. Walter Thompson Co., SSB-BBDO, N. W. Ayer & Son, and Foote, Cone & Belding. The firm's two other agencies, located in Chicago, are Needham, Louis & Brorby and Tatham & Laird.

FACULTY members of Teacher's College, Columbia University, will discuss problems connected with their classroom work over series on WDRB Hartford, beginning Oct. 22.

MILTON S. WOLKEN appointed regional sales manager and director of sales promotion for Consumers Aid Inc., in-store broadcasters in Chicago and Midwest. He formerly was with Radio Market Advertising Co. and WWXLI Pori, Ill.; KSST Davenport, Iowa, and WMOR Chicago.

HALLACK McCORD, advertising and research man, announces organization of McCord Research Bureau to conduct sampling research in fields of marketing, advertising, journalism, radio and public opinion. Firm's temporary address is 1049 Pearl St., Denver.

W. O. CRAMPTON, staff member of RCA public relations department at RCA Exhibition Hall, New York, appointed publicity manager of hall. He formerly worked in radio, music, photography and publicity in Toronto.

TOWNLEY A. ELLINGTON, formerly member of general advertising department of Detroit News, joins sales contact staff of Jim Handy Organization, Detroit.

HENRIETTE K. HARRISON, national radio director of National Council, YMCA appointed radio director for Visiting Nurse Service Campaign, to begin Oct. 18.

JOHN J. ANTHONY contracts with Charles Michelson Inc., New York radio transcription firm, for five-week across the board quarter-hour transcribed series entitled Your Problem, Please.

TRANSIT RADIO Inc, Cincinnati, releases handbook covering important operating phases of Transistor for FM station operators. Book covers market analysis, rate structures, transit contractual relations, financing of equipment, time sales and programming. Material was furnished by affiliates of Transit Radio Inc.

CINEMART Inc., New York recording firm, announces that facilities and studios of WMCA New York will be used to handle complete service available to clients.

PAX Productions, San Francisco radio and TV packaging firm, moves to new quarters in Shreve Blvd., 210 Post St. Telephone remains Sutter 1-5022.

CARDINAL Co., Hollywood, announces new plan whereby stations may purchase all its current transcribed shows for flat weekly fee, based on each station's national one-time quarter-hour rate. Included in package at present time are five syndicated programs—half-hour weekly Anderson Family; quarter-hour Art Baker The Newspaper, half-hour Adventures by Morse; quarter-hour Sleepy Joe; and five daily Storyteller.

DON GIESY & Co., New York publicity and public relations firm, moves to new offices at 62 West 46 St. Phone: JUdson 6-4938.

Equiptment


EMERSON RADIO & PHONOGRAPH Corp. has started manufacturing plant at Montreal and first Canadian-made Emerson radio and television sets are to be ready for marketing in Canada early this month. Canadian Fairbanks-Morse Ltd., franchised as exclusive Canadian distributor.

SECOND prize in fifth bi-monthly Radio Ideas Contest sponsored by National Research Bureau Inc., Chicago, went to Shopping With Polly show on WLAW Lawrence, Mass.

'Forum' Starts Oct. 30

OLDEST broadcast discussion program, American Forum of the Air, with Theodore Granik as moderator, will become a regular weekly simulcast feature of NBC starting Sunday, Oct. 30, 4:30-5:00 p.m. [Broadcasting, Sept. 28]. Presented on both radio and TV networks, the program will originate in the Wardman Park Hotel in Washington with an audience of several hundred persons permitted to ask questions of speakers. NBC announced last week. In 21 years on the air, the program presented as speakers 90% of all Senators, Representatives and Cabinet members, as well as two men who became President, NBC said. Program, telecast by NBC during the past summer as American Televisio Forum, reportedly has been optioned by the Assn. of Eastern Railroads, through Kenyon & Eckhardt, New York [Closed Circuit, Oct. 3].

Court Helper

INITIATIVE by WSON Henderson, Ky., not only has served the public interest but also has helped carry out justice. Hecht S. Lackey, manager of WSON, requested permission of the court to broadcast trial proceedings in the contesting of an August primary election of city commissioners. Request at first was denied on grounds of invading the rights of witnesses. Permission, however, was granted to place a microphone behind witnesses to record testimony for subsequent broadcast. It finally developed that a court reporter could not be obtained during proceedings and the court and attorneys in the case requested WSON to make recordings of the entire trial. Later, the Judge in company of the attorneys visited the station in order to hear the testimony for purposes of review and, of course, WSON gained permission to make its broadcasts.

CKEY Toronto sent discs of its coverage of S. S. Noronic fire to all Toronto advertising agencies.

WOULD BUY AT THE RIGHT PRICE IN PHILADELPHIA

FM BROADCASTING STATION
IF YOU WANT TO MAKE A QUICK DEAL
GIVE DETAILS, INCLUDING PRICE
WRITE OR WIRE
BOX 757c, BROADCASTING

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Harmony in Seattle

Engineers Form Vashon Island Radio Club

The rivalry which characterizes programming and commercial operations of Seattle's stations does not extend to their transmitters engineers.

Four leading Seattle stations—KIRO KOMO KVI KING—have transmitters on Vashon Island, in Puget Sound, and the some 20 employees of the stations plus their wives have formed a friendly though informal organization which fosters camaraderie among the theoretically competitive engineers.

The Vashon Island Radio Club—a convenient handle, since the group has not gotten around to finding an official name in the two years of its existence—started with occasional dinner meetings in various homes. Popularity of the gatherings and rapid increases in membership have since resulted in a regular schedule of bi-monthly dinners and social get-togethers, now held in a hall rented for the occasion.

Whenever possible, studio engineers from Seattle and Tacoma are invited to join the islanders for the evening. Talent from the group itself often provides entertainment after the dinner hour—a skit at a recent meeting made such a hit that it established its cast as top billing at several subsequent Vashon Island affairs.

Social Activities

Summer activities this year were highlighted by an old-fashioned barn dance at the KOMO transmitter, and a family picnic attended by some 70 people at Dockton State Park, far from the KING and KIRO transmitters. The first event this fall was a “School Daze” dinner Sept. 28 at Madrona Lodge. Present Officers are Dallas Jensen, KIRO engineer, president; Marc Miller, husband of Cliff Miller, KOMO chief engineer, vice president; Alice Jordan, wife of Andy Jordan, KING engineer, secretary-treasurer.

In times of emergency, as when a station is forced off the air, personnel at any or all of the other transmitters pitch in with help or equipment. For example, when lightning struck the KVI transmitter last May, men from all the other stations worked shoulder to shoulder with the KVI staff to help locate the trouble, and furnish equipment to make speedy repairs. The wives got together too, and had coffee and cake ready for the men at the end of the four-hour job.

Garland (Mrs. Lawrence) Norin, wife of a KIRO engineer, summarized the values of the club as follows:

“Although primarily social, the group takes an active part in civic affairs of the island too, and assists with local benefits and charity drives. A team to compete in local sports events is also contemplated. Members are unanimously agreed that these radio roundups of the past two years have done much to create a spirit of cooperation and unity within the profession, and a feeling of fellowship that might not otherwise have existed.”

Walter Elected

Heads Wisconsin Network

John M. Walter, general manager of WPGF Green Bay, Wis., was elected president of the Wisconsin Network at a special stockholders meeting held Sept. 27 at Fond du Lac. He succeeds the late William F. Huffman of WPHR Wisconsin Rapids.

George T. Frechette, general manager of WPHR Wisconsin Rapids, was named managing director and secretary-treasurer of the network and Earl Huth of WHBY Appleton, was named vice president, succeeding Mr. Walter. Network offices are maintained at Wisconsin Rapids. The nine full-time affiliates are WPHR Wisconsin Rapids, WHBY Appleton, WJN Racine, WHHL Sheboygan, WCOL Janesville, WGEZ Beloit, WIBU Poyette, KFIZ Fond du Lac, and WPGF Green Bay.

Complete U. of Detroit 1949 football schedule is being aired by WJBK Detroit for fourth consecutive year.

KGW FM

Portland, Oregon

Affiliated with
Represented nationally by Edward Petry & Co.

Broadcasting * Telecasting

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KXOK, St. Louis

630 on the dial

Fund

Tabbed in Parliament

New FUNDS for Canadian Broadcasting Corp. were tabbed in Parliament at Ottawa on Sept. 28, and include $4,500,000 loan for two television stations and studios to be built at Montreal and Toronto by CBC, and $200,000 for receiving license fees and other expenses in CBC taking over Newfoundland Broadcasting Corp. this April 1. CBC now operates all but three privately-owned stations in Newfoundland.

Insofar as TV is concerned, the estimates, which still have to be approved, will cover equipment of American manufacture or design, but to be made or assembled mainly in Canada, for the two CBC TV stations. Original loan announced last spring was for $4 million, but increases in equipment costs in the United States have added $500,000 to the loan to be made to the CBC. The CBC estimates it will be 12 to 18 months from time loan is granted to first operation on Canadian TV stations. Sites at Montreal and Toronto have been picked, and equipment has been ordered.

Second series of new RCA Victor Bluebird releases feature Ralph Flanagan, Ella Logan, Cary Calloway, the Main Street String Band and Jesse Rogers.

Superiority Complex

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

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC 5,000 Watts

A "John Blair" show

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SEPTEMBER 30 to OCTOBER 7

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch.,synchronous amplifier
vis.-visual
sta-special temporary authorization
Co.-conditional grant

Grantees authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 30 Decisions . . .
BY COMMISSION EN BANC

Petition Granted
Allen R. DuMont Labs Inc.—Granted petition filed Sept. 27 insofar as it requests that: (1) full opportunity be afforded petitioners and any other interested party, to demonstrate black-and-white television in comparative monochrome and color TV demonstrations to be held in November in connection with current television proceedings; (2) said demonstration include provision for demonstration of color and other TV over-intercity transmitting facilities under like conditions and with the content and admittance of demonstrations of CBS, NBC, ABC, and DuMont's color TV system scheduled Oct. 6, 7, and 10, be submitted to Commission by those companies and made public by Commission in advance of said demonstrations. DuMont petition was denied in all other respects.

September 30 Applications . . .
ACCEPTED FOR FILING

License for CP
WWGH Marion, Ill.—License to cover CP new AM station.
KRGS Waco, Tex.—Same.
KGAR Garden City, Kan.—Same.
Modification of CP
WSPL-FM Springfield, Mass.—Maj. CP new FM station for extension of completion of construction permit.

TENDERED FOR FILING

SSA—1290 kc
WMRO Aurora, Ill.—SSA for operation after January 10, 1950, with 100 watts on assigned 1290 kc for period not to exceed 6 months.

October 3 Decisions . . .
BY COMMISSION EN BANC

Oral Argument Set
Radio Commission of Southern Baptist Convention and Executive Board of Radio Commission of Texas—Ordered oral argument Nov. 4 on behalf of petition filed Feb. 23 requesting Commission either: (1) to amend its rules and regulations governing low-power non-commercial educational FM stations to make religious organizations expressly eligible as licensees of such stations; or (2) to promulgate new rules and regulations establishing separate category of low-power non-commercial religious broadcasting stations. Petition to operate on 88-92 mc FM band presently allocated exclusively to low-power non-commercial FM stations; or (3) to promulgate new rules and regulations attaching group of frequencies elsewhere to a band of low-power non-commercial religious educational stations.

Rio de Janeiro, Brazil—Petition for license to control 100 kw AM station to be filed by petitioner on date hereof.

October 4 Applications . . .
ACCEPTED FOR FILING

AM—1550 kc
WPSF Anholt, Calif.—Application for license to control 100 kw AM station.

AM—680 kc
WKY Evansville, Ind.—Applications for renewal of license and voluntary consent to change from 1280 kc to 680 kc with 250 kw.

License for CP
RCNI Broken Bow, Neb.—License for CP new AM station.

SASA—1290 kc
WMRO Aurora, Ill.—Request for SSA to operate on 1290 kc with 100 watts on assigned 1290 kc for period not to exceed 6 months.

SASA—1410 kc
WDOV Dover, Del.—Request for SSA to operate on 1410 kc with 100 kw during period October 1 to 10 p.m. C.S.T. for period not to exceed 6 months.

License Renewal
WNNT Washington, Va.—Request for license renewal AM station.

Programs of CP

BROADCASTING

Servicing the announcers and management of AM, FM, television and facsimile facilities.

Commercial Radio Monitoring Co.

COMMERCIAL RADIO EQPT. CO.

PRECISION FREQUENCY MEASUREMENTS Engineer On Duty All Night Every Night

PHONE LOGON 8281
Porter Blvd., Kansas City, Mo.

VACANCY
YOUR FIRM'S NAME in this "vacancy" with the 45,000 daily audience, station owners and managers, chief announcers, and all the people who know AM, FM, television and facsimile facilities.

BROADCASTING

Custom-Built Equipment
U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69, Princeton, Illinois - Tel. No. 4200

Page 68 • October 10, 1949

SOUTHERN EDDY

Commercial Radio Monitoring Co.

COMMERCIAL RADIO EQPT. CO.

PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE LOGON 8281

Porter Blvd., Kansas City, Mo.

VACANCY
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SWEDEN HEP

Airs WWDC Be-Bop Record

THE BE-BOP craze apparently is not confined to America alone—it has reached such proportions in Sweden that the Swedish Broadcasting Authority sent a special representative to the U. S. to fetch a first-hand recording of real American be-bop.

The recording, now on Swedish stations, was made through the cooperation of John Massey, WWDC Washington disc jockey. Mr. Massey rounded up a group of amateur Negro musicians in Washington and arranged for two American experts on be-bop to attend the waxing session for an interview.

A translator from the Swedish embassy staff gave a running commentary, in Swedish, of Mr. Massey's announcing. Everything was translated into Swedish except the music—it needed no explaining to the "hep" Swedish youngsters who requested it, according to Gunther Stield, Sweden's radio representative.

TWO-page letter to principals of high schools in Greater Boston area calling attention to the new music program on WOCP Boston distributed by station. Second page is intended to be posted on bulletin boards.

Pa.: KBPC-FM Houston, Texas; KTVM-FM Temple, Texas; WSPF-FM Salisbury, N. C.—License for CP.

AM—1600 kc
KBOR Brownsville, Tex.—License for CP.

License for CP

AM—1550 kc
WSPC Anholt, Calif.—Application for license.

AM—680 kc
WKY Evansville, Ind.—Application for renewal of license and voluntary consent to change from 1280 kc to 680 kc with 250 kw.

TENDERED FOR FILING

SSA—1290 kc
SASA—1410 kc

APPLICATION RETURNED

RCNI San Marcos, Tex.—RETURNED Sept. 19, incomplete request for transfer of license on WEDM-FM New Braunfels, Tex. on sale of 30% voting stock from Charles L. Cain to Edward C. James. (Continued on page 76)
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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C. ADams 2414</td>
<td>Member AFCE®</td>
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<td>40 years of professional background</td>
<td>Paul Godley CO. Upper Montclair, N. J. MOnclair 3-3000</td>
<td>Great Nor' th, N. J.</td>
<td>George C. Davis 501-514 Munsey Bldg.—Sterling 9111 Washington 4, D. C. Member AFCE®</td>
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PLANE CRASH

THREE NBC Hollywood radio figures injured in the Los Angeles plane crash, which brought death to Buddy Clark Oct. 1, were all recovering at week's end.

Most seriously injured was Jennings Pierce, NBC western division director of station relations and public service, recovering from a basal fracture of the skull, lacerations and minor shock at St. Joseph's Hospital, Burbank.

Frank (Bud) Berend, western division sales manager, suffered minor shock and lacerations about the body, but was expected to be released from the hospital by the week-end.

Sam Hayes, NBC newscaster, was slightly injured in the crash but was released immediately following treatment for lacerations. Sally Hayes, his wife, is recovering from deep lacerations about the head and a fractured ankle.

The entire group was returning from the Stanford-Michigan football game at Palo Alto, earlier in the day of Oct. 1. Reported fuel failure led to the plane crashing on one of the main thoroughfares in Los Angeles, striking two power poles as it sought to make an emergency landing.

Mr. Clark, 38, who had been star of the Carnation Milk radio program, died of a multiple skull fracture approximately 90 minutes after the accident. The Oct. 2 show, which was to have marked the shift from NBC to CBS, was canceled by the sponsor.

As soon as news of the crash was known, C. A. Cottingham, radio director of Erwin, Wasey & Co. (Carnation Co.), reports that numerous calls were received from many of radio's top vocalists, all offering to sing without fee in honor of Mr. Clark on his CBS show. But Mr. Cottingham said that it was decided to pay silent tribute to the star by omitting the first program of the series.

Accordingly the program was to resume Oct. 9 on CBS, with no immediate replacement for the late singer, according to Mr. Cottingham.

Funeral services were held Oct. 5 with burial at Forest Lawn Cemetery. He is survived by his wife, Neda; daughter, Penny; and two other children by a previous marriage.

TEEN PROBLEMS
WISN Show Draws Civic Praise

WISN Milwaukee has been commended by city officials, civic welfare leaders for two program on juvenile delinquency broadcasts recently on its Your Questions Please program.

Looking for basic reasons why teen-agers get into trouble, the station decided to put the question to boys and girls who had been difficulties themselves. Through the cooperation of state welfare authorities, panel discussions by teen-agers at both the Wisconsin School for Boys, at Waukesha, and the Wisconsin School for Girls, at Osh-Gen, were transcribed.

The programs, entirely unscripted, were moderated by Gertrude Puelicher, who writes about teen-agers for a national newspaper syndicate. She reported that both the boys and girls were "not than happy" to give advice to parents and other teen-agers, base on their own experiences. Pressing of the transcriptions have been made available to Parent-Teacher associations and other groups as a public service of WISN.
St. Louis TR Hits 766
NUMBER of St. Louis busses and streetcars completely equipped with Trans-it Radio has reached 766, according to C. L. (Chet) Thomas, president of Trans-it Radio Inc. and general manager of KXOK-FM St. Louis. Other information reveals total of 587 busses and 179 streetcars equipped with FM are equally distributed throughout the city’s transit lines, covering all sections of St. Louis and St. Louis County.

WCAU SALES
To Close N. Y. Office Oct. 17
WCAU Philadelphia will close its New York radio sales office on Oct. 17 and from that date will be represented in Manhattan by Radio Sales, CBS station representative organization (CLOSED CIRCUIT, Oct. 3).
About a year ago, Radio Sales began representing WCAU in television in cities all over the county, also in radio with the exception of New York. This plan worked so well that WCAU considered its New York radio clients would get better service from Radio Sales and therefore decided to eliminate its New York office.
WCAU will not leave WCAU’s New York personnel on the unemployed list. Harold (Buzz) Davis, head of the New York office, will join Radio Sales as a representative contacting all stations. Anne Lawton will come back to Philadelphia to handle WCAU sales in the local territory. It is probable that Miss Lawton will specialize on the TV side. Donald W. Thornburgh, WCAU president, recently split the sales staff of WCAU-AM & TV into separate units (BROADCASTING, Oct. 3). Should this be the case there will then be six salesmen on TV and four on AM, with a service man on each side and Alex Rosen- nani in charge of both units.

CELEBRATING Tide Water Association's annual kickoff luncheon at San Francisco's Ad Club, marking 23-years radio sponsorship of all Western State football games, are (l to r): Harold S. Deal, advertising and sales promotion manager of Tide Water Association; Glen S. (Pop) Warner, former Stanford U. football coach; Carroll Hansen, CBS sportscaster; Thor Smith, president of the San Francisco Ad Club; Jack Shaw, Tide Water radio and TV sportscaster.

GRAND CENTRAL VOICE
COMMERCIAL broadcast are the latest additions to the daily diet of travelers who pass through New York's Grand Central Terminal. Using the terminal's public address system, sponsors of periodically-aired messages have taken over sound-waves formerly reserved for train and track information. Travelers, seeking the latter, must get it at information booths or station gates.
Profiting from this venture is the newly-formed Terminal Broadcasting Inc., with offices in room 1837 of the Grand Central Bldg. Commercials are sold at $350 weekly for the first 13 weeks. Sponsors receive 100-20-second spot announcements weekly, about 10 daily, some 60 minutes apart, on a rotating basis. The company reports that its 12-advertiser limit is sold out for the first 13 weeks.
Announcements aired after 2½ minute intervals, which are devoted to recorded music by Musak and bulletins on news and the time are broadcast daily from 7 a.m. to midnight.
Among the first advertisers are Studebaker, Old Gold, Hamilton Watch, N. Y. She-World-Telegram, American Express, Schaefer Beer, National Carbon Co. for Prestone Anti-Freeze and for Ever-Ready Flashlight, Beechnut Gum, American News and The Daily Mirror and Luden's Cough Drops will start in November when Michael Todd for his Broadway show, "As The Girls Go" drops out.
President of the company is F. Le Moyne Page, also president of Transportation Displays Inc., and vice president is Richard Blackwell, also BBDO vice president.

GLADYS HALL NAMED
GLADYS L. HALL, secretary to H. D. Jr., during his four years as NAB executive vice president, has been named secretary to Fred W. Albertson, partner in the Washington law firm of Dow, Lohes & Albertson. Before joining NAB Miss Hall had been secretary to Harry Butcher, then CBS Washington vice president.

WOODRUFF ASSOC. PLANS
FRANK L. WOODRUFF, Assoc., New York, newly-formed radio-television package firm, announced last week, that it would hereafter be known as Woodruff Assoc. with offices at 1619 Broadway, New York. The firm also announced the appointment of Thomas A. Brownell, formerly with Shell Oil sales department and previously advertising manager of Cooper Cabinet Corp., as sales manager.

FIRST fall meeting of CBC board of governors will be held at Winnipeg, Oct. 17 and 18.

COOKE ADDS
Office and Key Personnel
APPOINTMENT of three new managers and the opening of new offices in Cleveland and Detroit were announced last week by Donald Cooke Inc., station representative.
The company has opened a Cleveland branch at 405 Swetland Bldg., with Howard McGlenahan, formerly with Pan American Broadcasting Co., as manager.
Detroit office is at 1323 Penobscot Bldg., with Charles J. Shepard, formerly of Lorenzen & Thompson, as manager.
In Chicago, the Cooke company has appointed Fred R. Jones, former manager of the Chicago office of Pan American Broadcasting Co., as manager. Mr. Jones succeeds Jerry Campbell, resigned.
Fred Symanski, former space salesman in Chicago, has joined the Cooke company's Chicago office. Coincidentally, it was announced that Cooke's Chicago office had been moved from 360 N. Michigan Ave. to 2228 N. La Salle St.

BOND APPOINTS CAYTON
BOND CLOTHES STORES, New York and coast to coast stores (men's and women's clothing), has appointed Cayton Inc., New York, to handle its television advertising. Effective Oct. 14, Bond Stores will sponsor Bond Sports Show on NBC-TV interconnected network.

Mr. Al Durante
J. Walter Thompson Co.
New York City
Dear Al,
Dropped in th' WCHS formation office other day an' seen a buncha purty gals, pitchers on' dress desk. I sho'ly 'round a little an' d'd a lot an' lem what Al! Them pitchers was th' 15 year old gals what entered the Linc Radio Theater contest fer pick th' purtiest gal home run. Th' gals was some o' them gals purty, an' there was a flock o' them, too! But what really impressed me was th' fact that some o' them pitchers come from a hum- nered miles away! I jest think o' that! Folks iinn' way off a hum- nered miles com-in' to Charleston, W. Va. Whew. WCHS must be a purty place! Yrs., Al

WCHS
Charleston, W. Va.

October 10, 1949

BROADCASTING • Telecasting

UNDUNIQUED PROGRAMS BUILD AUDIENCE
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. WILSON
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

WCHS
Charleston, W. Va.
Help Wanted

Salesmen

Experienced professional commercial man for network station in large, fast-growing southwestern city. Also see that main large accounts necessary. Splendid opportunity for right man. Box 874c, BROADCASTING.

Wanted — Salesman by progressive southwestern Mutual station. Commercial manager's job open. Salary plus commission. Box 735c, BROADCASTING.

Salesman for independent in large midwest. Must have outstanding record on independent station. Unique opportunity. Box 816c, BROADCASTING.

Salesman, single, preferably (because trips are of week or two duration) to contact radio stations over large area in southwestern United States.Must have record of convincing sales achievement; ability to maintain large accounts necessary. Box 763c, BROADCASTING.

Wanted — TV sales representative to handle accounts in new Western market. Must be able to get 25 new accounts in next 30 days. Good salary. Box 824c, BROADCASTING.

Radio director: Experienced male producer of educational programs wanted by eastern university to produce over 30 years who can also announce and write radio script. Good salary. Box 824c, BROADCASTING.

Program director and news editor combining progressive views of broadcasting in deep south. Community of 20,000 with application for writing character and permanency as important as ability. Must have practical experience and enthusiasm. Box 786c, BROADCASTING.

Looking for a man with showmanship, sales ability and love of radio? Most modest person in England? Write to Box 785c, BROADCASTING.

Commercial manager: Outstanding sales record. Highest references. Experience covers 250 and 50,000 watt stations. Must be able to earn minimum $5000 per year with bonus over stipulated salary. Available within 30 days. Box 813c, BROADCASTING.

Radio director: Experienced college graduate, two years first string music critic on major New York paper, later columnist with large commercial radio station, having one year on large eastern regional in major metropolis. Possesses outgoing personality, very impressive sales record and an excellent reputation. Program is distinctive, friendly personality, with competent program director. Program already carries 10,000 listeners but could be doubled if present station is willing to go all out. Send resume to Box 719c, Brownsville, Texas.

Announcer, strong on platter and news. CBS affiliate in eastern Pennsylvania metropolitan market. Good salary, pleasant working conditions. Send and direct to WHOL, Allentown, Pa.

Combination announcer-engineer, one year professional experience. Send and direct to WITZ, Jasper, Indiana.

Announcer-engineer, strong on announcing, permanent, attractive conditions on major network. Address employment to WIN, Allentown, Pa.

Airport announcer: Experienced jobber on sales and recording, live public address, record sales and recordings. Author of several books on recordings and advertising. Has spent one year on large eastern regional in major metropolis. Possesses outgoing personality, very impressive sales record and an excellent reputation. Send to Box 719c, Brownsville, Texas.

Program director combines program director and announcing. Prefer Ohio or Virginia experience and college graduate, presently employed. Will consider West. Write Box 810c, BROADCASTING.

Commercial manager: Outstanding sales record. Highest references. Experience covers 250 and 50,000 watt operations. Must be able to earn minimum $5000 per year with bonus over stipulated salary. Available within 30 days. Box 813c, BROADCASTING.

Salesmen

Desire sales in full knowledge of general advertising. Five years aggressive, College business administration. Box 870c, BROADCASTING.

Eight years, sports, disc, events, news. College graduate, married, Empl. Box 873c, BROADCASTING.

Versatile announcer-singer: own piano accompaniment. Anywhere. Discs, etc., Box 790c, BROADCASTING.

Announcer, three years experience in all type air show except play-by-play sports. Box with station and fellowship. Has good market career shotgun. Box 786c, BROADCASTING.

Wanted. Position on announcing staff of station, assisting security and program. Box 874c, BROADCASTING.

Announcer, 25, three years, want to add sales to announcing. Have written and broadcast newscasts. Box 800c, BROADCASTING.

Announcer, qualified for console, copywriting, DJ, music librarian, newscasting. Have written and broadcast newscasts. Box 786c, BROADCASTING.
Situations Wanted (Cont’d)

Continuity writer, radio school graduate, reliable, energetic, excellent commercial copy. Box 751c, BROADCASTING.

Producer-director—Knows programming, production, administration. Delivers plus excellent newscasts and commercials. College grad. Experienced rural and metropolitan market city experience. Has ability to start writing and airing women’s programs, traffic. College grad. 1st class experience, personal interviews. Box 768c, BROADCASTING.

Available immediately. Transmitter engineer. Vacation experience. Attended two well known schools. First class licensed, present call. Will travel. Box 801c, BROADCASTING.

Engineer, married. Forty years experience, studio, recording, transmitter. Give details to person interested. Box 59c, BROADCASTING.

Engineer with two years experience, single, 23 years old desires engineering position immediately. Box 826c, BROADCASTING.

Writer-announcer, 1st class radio, telephone experience. All local experience. Box 805c, BROADCASTING.

Situations Wanted (Cont’d)

WANTED: ANY AM, FM, TV equipment. One family desires program director-announcer. College and radio sales experience. Familiar with new entries. Adequate experience. Box 771c, BROADCASTING.

Attention: Stations in Rockwell region. Competent program director with following qualifications: experience in reporting, writing, announcing, programming, sound knowledge station affairs. Able to build audience with listener and sponsor-appraisal, increase audience from present base. Excellent in all program areas. Will accept permanent location west. Box 840c, BROADCASTING.

One man copy department. Experienced radio and agency. Married, very interested in buying. Let me prove commercials can have listening power. Washington newspaper and radio- Announcements. Box 812c, BROADCASTING.

Production—Programming, Others

President-director. Over two years experience in network originating station. Desires to network traffic, coordinate, presence. Any station. Box 1736, BROADCASTING.

Television

Continuity writer, radio school graduate, reliable, energetic, excellent commercial copy. Box 751c, BROADCASTING.

Producer-director—Knows programming, production, administration. Delivers plus excellent newscasts and commercials. College grad. Experienced rural and metropolitan market city experience. Has ability to start writing and airing women’s programs, traffic. College grad. 1st class experience, personal interviews. Box 768c, BROADCASTING.

Available immediately. Transmitter engineer. Vacation experience. Attended two well known schools. First class licensed, present call. Will travel. Box 801c, BROADCASTING.

Engineer, married. Forty years experience, studio, recording, transmitter. Give details to person interested. Box 59c, BROADCASTING.

Engineer with two years experience, single, 23 years old desires engineering position immediately. Box 826c, BROADCASTING.

Engineer, 1st phone, 1 year broadcast experience. Xmitt, transceive, remotes, single, 21, presently employed, desire change. Available short notice. Have car, travel anywhere. Box 828c, BROADCASTING.

Engineer, 21 months experience transmitter and engineering institutes. Prefer within 750 mile radius of Chicago. Box 833c, BROADCASTING.

Engineer, recently married, transcription and radio. Last 2 1/2 years. Presently chief technician. Will consider anywhere including chief regional or local or other job with opportunities for advancement. Permanent. Sober and hardworking. Box 836c, BROADCASTING.

Engineer—Radio telephone first, married, car, will travel anywhere, dependable with permanent location. Can announce. Pay secondary, available immediately. Willing to go anywhere. Box 844c, Concord St., Johnson City, N. Y.

Young man, 28, 4 years High school and radio television school graduate. No experience in broadcasting. Will travel middle Atlantic or New England states. Robert Clarkin, 431 W. 27th St. New York, N. Y.

Man with first class ticket desires position. Single, college, will go anywhere. W. N. Dickenson, 515 West 5th, Mitchell, S. D.

Position desired. Graduate 18 months engineering course, holder first class license, 7 months broadcast experience. No XMSL. Box 850c, BROADCASTING.

Wanted Position in broadcasting. Hold first class license. Impartial to localities. Left coast or any point in Vermont, or New York, or Ohio. Age 19. For further information write to Emore Haney, Bureau, Ill.

Plus, plus, plus. Engineer, first class license, 25 years experience, WDRS 5 kw directional with 7 antenna transmitters. All Class B, XMSL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefe, KSIL, Silver City, New Mexico.

Job seekers—First class license, forty weeks schooling in radio. No experience. Married, any Midwest or Southeast station. Vernon McMullen, Clarinda, Iowa.

First phone 550, 2nd phone 552 car will travel. James Turner, 6609 Avenue C, Brooklyn, N. Y.

Production—Programming, others

Writer-announcer, AB Swarthmore College, radio with NBC network. N. Y. university, acting experience. Desire contact with small station and go anywhere. Salary secondary to position. Will write, produce, train inexperienced personal. Box 775b, BROADCASTING.

Available immediately for Washington, D. C. area—trained college graduate, experienced in radio engineering, possesses excellent voice. Box 795b, BROADCASTING.

Top newsman. Age 38. 3 years experience. Particulars on request. Box 589c, BROADCASTING.

Newman to report, write, broadcast, 250w GE antenna, 360 degrees, 60 degree gain. Box 816c, BROADCASTING.

Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

For Sale

Situations Wanted

For Sale (Cont’d)

Equipment

FM Station equipment for sale. One GE 3 kw transmitter with console, 8A-FM antenna $1500, RCA 7B-B console $500, RCA modulation monitor $250, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

Equipment. Make an offer. Two Blaw Knox 2000 type H-AM and RCA modification TX type 64A, RCA transmitter type J-1, 65 Westinghouse motors, 3 power packs, 5 bundles, UP, WERT, Reading, Pa., Harold E. Schaefer, Chief Engineer.

RCA No. 788 console, serial 1008, Excellent condition. Now In WHAR, Clarksburg, West Virginia.

One 170 ft. Winchager 101 tower in good condition. WHSC, Hartsdale, South Carolina.

Guyed, insulated tower of 5" tubular steel. 130 feet, is yours free if you remove from third-floor roof location good condition. Box WPWJ, Hammond, Indiana. Phone Sheffield 6400.

Western Electric 109-AA reproducer complete with spare 8A head. 100 watt remote transmitter with crystals, complete with rack. Make offer. WTLC, Gastonia, N. C.


WANTED TO BUY Stations

If you are interested in selling your regional AM, FM, TV, or other station, interested in buying, Price must be fair and in agreement. Box 765c, BROADCASTING.

TELEVISION

Producer—director. Over two years experience in network originating station. Desires to network traffic, coordination. All sports productions. Ability to train inexperienced personal. Paying program ideas. Married. College grad. Present station knows of this ad. Full particulars, references on request. Box 860c, BROADCASTING.

4 years in television writing, producing and directing. Background includes stage and films. Desire to make change. Available about November 1st. Would prefer regional or city station desiring services of a thoroughly qualified and experienced television producer and director to man school graduating for an in. Address Box 592c, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station. $120,000. Broker. Box 830c, BROADCASTING.

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console. 7 rack complete with microwave. Just like new. $2500. Write or wire Colby, BROADCASTING.

Available immediately for Washington, D. C. area—trained college graduate, experienced in radio engineering, possesses excellent voice. Box 795b, BROADCASTING.

Top newsman. Age 38. 3 years experience. Particulars on request. Box 589c, BROADCASTING.

Newman to report, write, broadcast, 250w GE antenna, 360 degrees, 60 degree gain. Box 816c, BROADCASTING.

Situations Wanted

For Sale (Cont’d)

Manager

CP Holders Attention! Manager-program director-chief engineer-sales manager-four men totaling 35 years active broadcast experience—want to work together. Experience ranges from small stations to 3 kw network. CBS-ABC-Mutual affiliate experience. All qualified as above average announcers and performers. Excellent experience in radio and TV. Can increase sales and station quality. Experienced in local productions. Not interested in any network work. Prefer working with independent stations only. Interested in arm chair management. If necessary three of four can assume duties of full staff.

Dear [Your Name],

[Your Name]

Abilley Available

Situations Wanted (Cont’d)

Abilley Available

Situations Wanted (Cont’d)

Save Money... Use Our Graduates!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES COMMERCIAL WRITERS ACTORS PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th & CHESTNUT STREETS

PHILADELPHIA 7, PA.

School

The School of Radio Technique

NEW YORK • NEW YORK

NEW YORK City's oldest School Devoted Exclusively to Radio & Television Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Majors rates. Inquire! Send for free Booklet B.

Approved for G.I. Training in New York and Chicago Branches.

BOX 832c, BROADCASTING

ANNOUNCERS

MY TEN YEAR SPORTSCASTING BACKGROUND IS BEING WASTED

Present employers dropping local sports, so I'd like a new job with sports-minded station with TV prospects. Network AM and TV play-by-play experience, all sports including major league baseball. Experienced in football and possibly motion picture work. Establisht reputation, finest references.

BOX 752c, BROADCASTING

ABILITY AVAILABLE
Rhodes Sponsors

Rhodes Pharmacal Co., Cleveland, for Indrin, is sponsoring Gabriel Heathier and the newspapers, for a program entitled "The Fred Waring Show," at 8:30 p.m. CST. Contract, signed for 13 weeks through the end of the season, is part of the firm's $2.5 million advertising campaign to promote its arthritis-rheumatic remedy.

Miscellaneous

TRANSMITTING TUBES REPAIRED

Lewis and Kaufman, Inc.
Box 337, Los Gatos, Calif.

Florida Opportunity

$50,000.00

An unusual situation in one of Florida's most desirable markets. The station is showing modest profits, but is completely undeveloped and needs capable, aggressive management. Living conditions are ideal and business is constantly growing. Price for 100%, $50,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
Wiring House

MEDI
CHICAGO
San Francisco
Ray V. Hamilton


323 Montgomery St.

Rancho 6-4550

Kebrook 2-5872

Crystal Gazers

WHEN WSAV scheduled the ad, "We're Battling a Solid 630," for release in Broadcasting, Oct. 5, station officials hoped that the top teams in the American and National Leagues would end the season with percentages somewhere near 630. So what happened? That's exactly how the World Series contenders finished—630 on the nose.

SCRIPT CONTEST

For H. S. Students

The Third Annual Voice of Democracy contest for best broadcast scripts by high school students got under way last week when guide manuals and rules were sent to all NAB stations, 28,000 public, private and parochial schools, and Junior Chamber of Commerce chapters.

Three associations jointly sponsor the Radio Music Assn. and the U. S. Junior Chamber of Commerce. Endorsing the contest is the U. S. Office of Education.

NAB will send model broadcasts to all member stations, and non-member stations desiring them, starting Oct. 15. These are to be done during National Radio Week Oct. 30-Nov. 5. Students will start writing and rehearsing their scripts during that week, with local winners to be announced Nov. 12.

Local winning broadcasts will be sent to state Jaycee headquarters by Nov. 19. Statewide judging will be completed Nov. 26 by judging panels selected by the state associations. These are to be sent to NAB headquarters for national judging, with the four national winners to be announced Dec. 18.

Winners will be given a week in Washington in late February at which time they will receive their awards. The presentation will take place Feb. 22.

The 1948 contest drew over a quarter-million contestants.

FM Football Net

A FOURTEEN-station FM network in Pennsylvania, New York, West Virginia and Ohio is carrying the play-by-play broadcasts of Duquesne U. football games this season. It is known as The University Broadcasting System. Broadcast from various fields through the facilities of WDQK Pittsburgh, the university's new FM station, and are relayed to WPIT Pittsburgh, capital link in the network. From WPIT they are beamed to: WBTU Butler, Pa.; WWHG Hornell, N. Y.; WPAR Parkersburg, W. Va.; WBTW Jamestown, N. Y.; WIPB Washington, Pa.; WCLT Newark, Ohio; WGST Wooster, Ohio; WGST New Castle, Pa., and WLEU Erie, Pa.

On All Accounts

(Capacity, he produced the show when it switched to the first regularly sponsored radio and television simulcast. One year later he was named supervisor in charge of new radio and television programs. While thus occupied he also functioned as producer of The Fred Waring Show and The Arrow Show. Three months ago he was promoted to his present post as supervisor of operations for both radio and television for the agency. The Ericksons have been married for eight years. They have a home in New Canaan and an apartment in Manhattan.

Rod's hobbies include an interest in foreign cars (he owns an MG) as well as swimming and skiing.

Willard in Hospital

A. D. WILLARD Jr., who resigned recently as NAB executive vice president, is a patient in Alexandria, Va. Hospital. He was taken to the hospital Monday suffering from a burst appendix. His condition was reported somewhat improved Thursday. If treatment continues to be effective he will be taken home in about a week to rest preparatory to surgery.
AAA’s Appraise
(Continued from page 28)

“Where Do We Go From Here?”

Lead-off man in that discussion was Donald W. Stewart, advertising manager of The Texas Co., who told the agency people television would probably make more money than ever before, even though at present 15% commissions from the medium may not cover agency costs.

He expressed the belief that big, one-hour TV shows do not need to be seen more than once every two weeks, instead of weekly as is company’s Monday Night TV. By going on such a basis, the advertiser can be on all year without summer hiatus. That would give more advertising and time at choice TV time, in addition to saving the individual advertiser one-third of his expenditure.

Louis G. Cowan, president of the Louis G. Cowan show-packaging company, believed radio “is not dying” although he expected television to grow to “undreamed of proportions” in the time ahead.

Advertising agencies position

Mr. Cowan expressed the belief that TV programs would be developed not by agencies, but by network, Hollywood and independent show packagers. He believed agencies would not be able to afford to staffs to experiment with and secure TV show producers. He predicted show costs will get higher and will be worth it to the advertiser.

Charles Underhill, CBS director of television engineering, said radio’s great successes to come will be in fields closer to the theater than to radio. For example, he believes that TV will follow certain programs of choice’s great successes to come will be in fields closer to the theater than to radio. For example, he believes that TV will follow certain programs of choice’s great successes to come will be in fields closer to the theater than to radio.

Mr. Cowan believed agencies would not be able to afford to staffs to experiment with and secure TV show producers. He predicted show costs will get higher and will be worth it to the advertiser.

John Crosby, sales manager for the New York Herald Tribune, answered the question, “Where Do We Go From Here?” by saying he did not think radio is going anywhere. “Radio has already been there,” he said.

Mr. Crosby explained that he felt radio was no longer producing programs as well as it could but was merely trying to produce successful shows. This, he said, was “striving downward.” He is not hopeful for television which, in his opinion, has not yet begun to strive downward.

Harriet Van Horne, radio editor of the New York World-Telegram, urged a three-point platform to improve TV commercials. She called for a more honest approach, more honest and better presentation of products in terms of the viewer’s need.

Arthur C. Nielsen, president of the A. C. Nielsen market research firm in Chicago, asserted in a speech Wednesday that “television deserves attention, but don’t sell radio short.”

Mr. Nielsen envisioned “some rapid and important uses in advertising media,” with a “spectacular growth for television inevitable in the wake of the amazing growth of radio.” But, he cautioned: “The danger to you is not so much that you may overlook TV’s opportunities, but that you may turn your backs on radio without justification.” He cited the gain in radio stations from 2,580 in 1927 to 4,390 in 1949, accompanied by a 53% increase in home-hours of daily radio usage during the last six years.

FULL-HOUR SPANISH NETWORK PROGRAM

In his talk at the Advertising Club of America’s Western Network, Ms. Cowan will originate at KPRO Riverside, Calif., and be aired over 11 southern California stations.

WOR-TV STAFF

JEFF SMITH, former production manager of WOR New York, last week was appointed production manager of WOR-TV New York, it was announced by Julius F. Seebach Jr., vice president in charge of programs for the new television station.

Mr. Smith joined WOR as an engineer in 1949, having been formerly with Erwin Wasey & Co., New York. He later moved to the program department as a production assistant.

Mr. Smith’s former assistant, William C. Taylor, will replace him as WOR production manager, with Frank Muckenaupt, night supervisor, moving into the assistant’s post. Frank Miller moves from traffic to take over the vacancy as night production supervisor.

WOR-TV

Flagstaff Foods, Peils Beer has signed to sponsor half the boxing matches from Westchester on a rotation basis at 760 WOR, the half that is the first half of the card one week and the second half the next.

Pequot Mills, Shick Razors and General Foods have contracted for one-minute spots in several of the programs. Station breaks and participations have been bought by Petri Wines, Pepsi-Cola and D’Arigo Brothers (vegetable distributors), Pall Mall, Seidenburg Cigars and time signals by Longines.

R. Poppele, vice-president in charge of engineering for WOR-TV, gave these details of the equipment which generates the station’s TV signals.

While the physical aspect of the WOR-TV transmitter installation is unique—its 760-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States—the technical installation is also most unusual.

The primary installation is General Electric, but we did not confine ourselves to GE equipment exclusively.

Our plans called for the utilization of the best electronic equipment manufactured by the three leading television companies—GE, RCA and DuMont. This consolidation has given WOR-TV the benefits of the research of all three manufacturers and, I believe, the very best transmitter in the country.

“We have combined our TV and FM facilities from the operational point of view, and both transmitter facilities are housed in a specially designed, reinforced concrete building. It has a minimum of window space to keep out extraneous electronic interference.

“While the overall height of our tower and antenna is 810 feet above the ground, it is built on the Palisades 240 feet above the Hudson River. Thus, the antenna mast of the tower 1,006 feet high, is the second highest in the area.

“We have an electronically and physically sound installation, and certainly one of the most unusual in the industry.”

Groundbreaking for the transmitter and transmitter building took place on Aug. 28, 1948. Construction work on the tower was completed nearly a year later—July 9, 1949. WOR-TV’s signal went on the air for the first time on the evening of Sunday, Aug. 14. This unannounced “sneak preview” drew responses from all over the map, the Philadelphia keepers and New Haven were among the towns that phoned WOR-TV to praise its signal, or just to confirm they were really seeing WOR-TV for its first time on the air.

Pioneer in TV

WOR personnel had been experimenting in television ever since it was first invented. World War II interrupted the engineering experiments, but WOR leased program facilities from DuMont in New York and WRGB (TV) in Schenectady and from 1944 to 1945 presented 124 telecasts over these stations.

Following the war in 1945, WOR was granted a construction permit for its station WOR-TV. The North Bergen transmitter site was chosen and in June 1948 the CAA approved WOR plans to locate its transmitter there. Construction began in August.

For the First Time

NECRO RADIO PROMOTIONAL AND COUNSELING SERVICES

ENGINEERING

SALES

PROMOTION

ADMINISTRATION

Negro Radio Statistical Surveys Made in Major American Cities

MEDIA BROKERS

KYLE, CARTER & EUBANKS

6 EAST LAKE ST., CHICAGO 1, ILL.

(ATT AND STATE AND LAKE)

PHONE: FRANKLIN 2-4344

BROADCASTING • TELECASTING

Only a combination of stations can cover Georgia’s first three markets

WAGA ATLANTA

WMAZ MACON

WTOC SAVANNAH

The Katz Agency, Inc.

October 10, 1949 • Page 75

Represented, individually and as a group, by
FCC Actions
(Continued from page 68)

October 5 Decisions . . .
BY THE SECRETARY

WHIO-FM Dayton, Ohio.—Granted li- cense for new station. Chan. 228 (98.1 mc) 19 kw, 515 ft.
WKU-FM Bowling Green, Ky.—Granted license for new station. Chan. 221 (95.3 mc) 5 kw, 340 ft.
WDSU-TV New Orleans, La.—Granted li- cense for new commercial TV station. WDSU-TV is to be located near the present WDSU radio station.
WKBW-FM Buffalo, N. Y.—Granted license for new station; Chan. 297 (105.7 mc) 1 kw, 305 ft.

The Year’s Concluding
PROGRAM DIRECTORS' AND
LIBRARIANS’ CLINIC

CLINIC HIGHLIGHTS

* Outstanding speakers on “Management of Independent Stations”
* Important Panel on Building, Operating and Programming a TV station
* Backstage Tour of Radio City Music Hall
* A Real Celebrity Cocktail Party

ENROLL NOW!

Because of the approaching Holiday Season this will be the last Clinic to be conducted until early in 1950.

There is no charge for the two-day course.

Send your registration immediately to
ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.
580 Fifth Avenue
New York 19, N. Y.
PAY RAISE BILL

Truman Proves Conferences

President Truman met last week with the ten Congressional conferences studying the executive and classified pay bills, with a view toward reaching a general accord on differences between the House and Senate passed versions. The President was reported to have recommended liberal pay increases in both measures as previously voted by the House.

Under the Senate version of the executive bill (HR 1889) FCC Commissioners and other heads would receive $15,000, while the House set a ceiling of $12,500. The Senate bill contained a 12½% classified limitation on HR 5931 while the lower chamber set a maximum of $10,500 from the present $10,500 top level for FCC officials.

A compromise was believed imminent in the case of certain cabinet officers, but whether FCC Commissioners would eventually get the original $16,000 he attributed to them of strong Senate opposition, was a matter of speculation. Most observers felt FCC, FTC and other independent office officials might receive at least the $12,500 in the Senate bill. Whether the differences between the two measures, with similar compromises foreseen in the classified bill, as the result of the President's prodding.

REAPPOINTMENT OF LOWELL MASON to the Federal Trade Commission for his right full seven-year term in his present position was reported favorably by the Senate Interstate Commerce Committee last Wednesday and slated for early consideration by the Senate. His term expired Sept. 25.

The committee unanimously reported out Mr. Mason, a Republican, after receiving testimony in his own behalf. Opposition was expected on the Senate floor, though the Washington Post editorially urged his rejection on the ground his previous actions had served to rubicize those of his fellow commissioners during his past term. In addition, it suggested action be taken to impose an age-limit on commissioners, two of whom are well past 70 years old, in the manner of the late President Roosevelt's attempt to inject new blood in the U.S. Supreme Court.

A BOY'S WISH

KDKA Sends Ice Cream

A PENNSYLVANIA farm youth, now living and working on a 100-acre farm near Barn, Switzerland, has had his one big wish fulfilled. He has received a gallon of real, honest-to-goodness Pennsylvania ice cream, thanks to KDKA Pittsburgh.

Nineteen-year-old William Lefes, a Mercer County Rural Youth Exchange delegate, whose home is on a dairy farm near Sharpville, Pa., is one of 81 rural youths to be sent to Europe by American farm groups. In a letter to KDKA Agricultural Director Homer Martz, he expressed his disappointment in not being able to get real ice cream.

So Mr. Martz went to work. He made arrangements with P. S. Patterson of Recl-Moink Junkin Dairy Co., who supplied a one-gallon package of Sealtest ice cream, and L. K. Koster of TWA, which transported the special package to Zurich where Young Lefes received it.

RELIGIOUS RADIO

Special Category Considered

ISSUE of whether FCC may establish a specific category of religious broadcasting stations consistent with the expropriation to make religious organizations of their broadcasting facilities, the Second Amendment of the Constitution was raised by the Commission in ordering a hearing on the problem.

The petition contained in the Commission's order calling for hearing on the joint petition of the radio commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas. Oct. 21 was set as deadline for filing of briefs by all parties who may be interested in the problem.

The petition of the Baptist groups, filed last February, asked the Commission to amend its present regulations governing low-power non-commercial educational FM stations to make religious organizations expressly eligible as licensees or in alternative to promulgate new rules establishing a separate low-power station category to operate on the 88-92 mc FM band now allocated exclusively to the educational groups.

The petition also asked that if neither of these requests were granted, that rules be promulgated to set up such a service elsewhere in the FM band.

ASSN. of Canadian Advertisers will hold 39th annual convention in Royal York Hotel, Toronto, Oct. 19-21.

FTC'S MASON

Gets Senate Committee Okay

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SPORTS PICKUPSTELECastingINCOLOR BY CBS

CBS COLOR demonstration concluded Friday morning for FCC with out-of-doors sports pickups. Many observers said they could follow ball in both baseball and football scenes despite intermittent showers. Remote pickup was staged to closeups to prove results of Thursday's studio demonstration were generally obtainable for both types of programming (early story page 45).

Commissions and others participating in color phase of TV hearing observed remote pickups via same receivers and equipment used at Hotel Carlton, Washington, Thursday, with color camera at Woodrow Wilson High School stadium in northwest Washington for pickup of practice scrimmage. Camera fed via polyethylene cable to WOIC (TV) Washington for telecasting.

Forty-five minute demonstration opened with introduction by Patty Painter, CBS color model, in green dress and yellow scarf. She presented and "interviewed" large collie dog and gray cat in response to earlier suggestions by Comr. George E. Sterling that dog chase cat across field to see if two might be distinguished. Color in closeups was good, observers noted, but darkness somewhat at distances of about 40 ft.

Throwing and batting practice pictures had no color breakup or fringing, some witnesses said, but on fast pitches from side view ordinary stroboscopic effect noted as on black-and-white. Most at front half of room claimed they could see baseball; those at rear could not.

Full view shots of football field showed fall foliage on background trees to advantage, observers said, and cars passing on street easily identified. Details of players limited, they noted. Similar use of two teams hard to separate at times without close attention, some said, but had fair contrast other times. One team had orange shirts with blue numerals, other maroon with white.

Blue numbers on closeup shots appeared to bloom some because of contrast, witnesses said, just as sharp contrasts on monochrome. Action and ball could be followed easily on telephones up to 225-f. long shots, most in front of room said. No complaints heard of flicker and picture brightness said to be good. For long shots 90 mm lens used, close ups 9 in., both f11.

WESTERN ELECTRIC REVISES EQUIPMENT ACTIVITIES

WESTERN ELECTRIC Co. announcing today (Monday) withdrawal from commercial activities in microphone, loudspeaker and disc reproducing equipment, according to Vice President Frederick R. Lack. By agreement, Altec Lansing Corp., uninterested in such equipment and maintenance of parts to all former WE users. Among reasons cited for WE withdrawal were growing requirements of Bell Telephone System and of armed forces for WE products.

Altec was founded in 1937 to carry on the theater servicing activities of Electrical Research Products Inc., then WE subsidiary. Graybar Electric Co. to act as distributor for Altec as it has for WE on that type of equipment, which includes 109 reproducer series, 633 and 659 type microphones, and 728,765 and 757 type loudspeakers.

NAB-ASCAP TV GROUPS WORK ON LICENSE FORM

ATTORNEYS for TV broadcasters and ASCAP were still at work Friday morning for wording of blanket license form covering use of ASCAP music on television. Group was in almost continuous session last week, Thursday morning running until 5 o'clock Friday morning. Meetings will continue this week. Meanwhile, opening meeting between ASCAP and per-program license committee postponed from Thursday (Oct. 10) until week from today (Oct. 17).

Difficulty in completing blanket license form does not connote any major difference between ASCAP and broadcasters, Robert P. Myers, NBC assistant general attorney and chairman of NAB TV Music Committee, said Friday. Trouble, he said, comes from need of considering all types of ASCAP writer and publisher members and various types of TV broadcasters, which makes it no easy task for lawyers "to find ways to express what we mutually understand to be the deal."

DE FORREST TO APPEAR AT FCC COLOR HEARING

DR. LEE DE FORREST, vacuum tube inven-
tor and radio pioneer, and U. A. Sanabria, his associate, granted permission by FCC Friday to testify in color phase of current TV hearing (story page 45). Dr. De Forrest and Mr. Sanabria to testify "regarding trained technicians and engineer requirements with other factors which may influence decision on color."

Mr. Sanabria was termed "inventor of the interlaced scanning system which is the standard and also the intermittent scanning system which is now proposed by RCA for color."

Pair are to appear on behalf of American Television Inc., "a large manufacturer of television picture tubes and owner of American Television Institute of Technology." Two experts have supervised training of nearly 9,000 television men and perhaps a majority of both transmitter and receiver technicians throughout the country and may give very interesting comments in the interest of the industry," telegram to FCC said.

MBS BUDGET APPROVED

MBS board meeting last Thursday and Friday approved President Frank White's program and operational budget for 1960. Present at meeting were: Theodore C. Streibert, WOR New York; T. F. O'Neil, Yankee Network; Mr. White; Benedict Gimbel, WIP Philadelphia; Elbert M. Antrim, board secretary; J. E. Campeau, CKLW Detroit; Frank P. Schreiber, WGN Chicago; H. R. Carpenter, WHK Cleveland; J. R. Poppele, WOR New York; Linus Travers, Yankee Network; Lewis Allen Weiss, Don Lee Network; Willet H. Brown, Don Lee Network.

LUTZ HEADS KRTSACarl Charles L. Lutz, general manager of Express Publishing Co.'s KYFM (FM) San Antonio, named general manager KRTSA San Antonio under new ownership by publishing firm [Broadcasting, Sept. 26; also see story page 44]. KYFM call letters changed to KRTS-FM and KRTSA's earlier FM permit returned to FCC.

TV FILM MUSIC FEES MAY COME FROM STATIIONS

INDIVIDUAL television stations and not film producers, packagers and networks may bear brunt of playing for video film using union musicians.

That became known following meetings in New York between James C. Petrello, president of American Federation of Musicians, and industry officials on Wednesday. The AFM head met with networks representatives as well as film producers, independent TV packagers and agency heads on Thursday.

It was said that payment by TV stations might be based on as yet undetermined per centage of time charged. Payments themselves probably would go to fund similar to trust funds set up in case of recordings and transcriptions.

Presumably, scales now obtaining in making films would not be materially changed, major changes being the payments by stations. Meetings did not produce any definite proposals by either side. Definite proposals expected to come out of current meetings of AFM executive board.

WKLA LUDINGTON SOLD

WKLA Ludington, Mich., sold for $50,000 to Simon Oppenhuizen, owner of WFUR Grand Rapids. Station founded by E. K. and Grant K. Laben, operating with 250 w. It is ABC affiliate. Application for transfer of control being prepared for FCC approval. Transaction handled by Harold R. Murphy, Chicago office of Blackburn-Hamilton Co., media brokers.

Closed Circuit

(Continued from page 4)

houses in such places as Las Vegas were being broadcast. All's mum at this writing on Washington front but persecutions are indicated.

WALTHAM WATCH Co., through Hirsch- Garfield, New York, about to sign contract for network show. RUTHRAUFF & RYAN preparing two-hour television show on Thanksgiving for undisclosed sponsorship.

MAZON CANDY, New York, through its agency, Moore & Hamm, will sponsor network children's television show. Program and network will be announced early this week.

FIRST BMB survey of FM station coverage may soon be upcoming. Dozen FM station owners in Mississippi Valley area have discussed with Acting BMB President Kenneth H. Baker special project to extend in 500-mile area in Mississippi Valley. Cost estimated as between $1,000 and $2,000.

PEIFFER BREWING Co., Detroit, contemplated bid of quarter-hour transcribed dramatic news shows to be aired weekly in several regional markets. Agency, Mazon Inc. Detroit.

NEXT MAIN order of business at FCC will be evolvement of functional realignment of that agency in general accord with principles in now moribund MacFarland Bill (S1973). Chairman Wayne Cox now is among those desirous of effecting realignment. Once TV allocations problem is out of way, it's expected FCC will delve into new plan.

BROADCASTING • Telecasting
**KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS**

Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous sponsor renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week day at 12:30 p.m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coff-

**OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA**

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100* people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivolt area can also hear KMBC or KFRM clearly.

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,189,740* radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

CBS dood it again . . . and Skelton's scaring his wittle self all over WMTland this fall. One of radio's most popular comedians, Red Skelton joins the impressive company of stars added to the WMT roster in recent months. Sponsored by Proctor & Gamble, the Skelton brand of genial nonsense now reaches Eastern Iowa regularly on WMT.

With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm and industrial market. Ask the Katz man to show you how WMT sells in WMTland.