POUGHKEEPSIE'S
only a few
blocks away

A TRUE TALE THAT—TO US
ANYWAY—PERSONIFIES
THE POWER OF WOR
AND WOR-tv

It’s call her Mrs. G.—though that’s not really her name. Like any woman, she wouldn’t dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won’t you sit down?"

One of WOR’s 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy’s from Poughkeepsie just about twice a year and today it occurred to me that I might drop into WOR and tell you people just how much Daniel, he’s my husband, and I enjoy what you send us."

"Well, isn’t that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie’s only a few blocks away from WOR. And she added, “it looks to us like WOR-tv is going to be family-like, just like WOR. It isn’t the same as the other television stations; it’s different, it’s warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR’s ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18 states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It’s little wonder that we can honestly and truthfully say

WOR reaches the most people where the most people are

*which is 86 miles up the Hudson from a city called New York
SINCE 1946

another "Louisville"

has been added to Kentucky Radio families

---

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

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

---

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

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

WHAS
Louisville, Kentucky

VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles...Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation’s Greatest Regional Network.
Upcoming


Oct. 30-Nov. 5: National Radio and TV Week. (Other Upcomings on page 73)

Bulletins

WKLO Louisville, independent, to join ABC network effective Jan. 1, 1950. WKLO operates fulltime on 1080 kc with 5 kw daytime, 1 kw nighttime, replacing WINN, Louisville as ABC outlet. WKLO is managed by Joe Eaton.

SEN. HARRY F. BYRD (D-Va.) threatened late Friday to sue Drew Pearson for libel if the ABC commentator does not "adequately correct . . . lies, insinuations and innuendoes" published in his column. Sen. Byrd charged commentator with attempting to involve him "by false statement" in tax fraud case.

3 NETWORKS, FCC SIGN GIVEAWAY STIPULATION

STIPULATION between ABC, CBS and NBC and FCC in giveaway cases signed late Friday by U. S. District Judge Simon H. Rifkind in Southern District of New York postponing hearing for temporary injunction scheduled for this Thursday until time mutually satisfactory to counsel and court. This interpreted to mean both sides feel temporary injunction no longer necessary because FCC already has postponed operation of rules until final court test. Next step expected in case is FCC's answer to complaint, perhaps this week. Trial of issues might then follow quickly.

NARBA GROUP AGREES ON LENGTH OF TREASON

ENCOURAGING sign at NARBA treaty conference on Montreal developed Friday as judicial subcommittee representing all nations agreed that length of any treaty adopted should be five years, with status quo existing after expiration date until new pact can be adopted (see early story page 22).

Observers construed action as important in that it resolves deadlock over sovereignty rights of nations. Language of agreement points out need of avoiding interference between nations, specifies five-year effective period and then provides for status quo until new pact goes into operation.

MBS APPOINTS WAGNER

HAROLD M. WAGNER, MBS director of traffic operations, with Mutual since 1941, Friday named network's manager program operations, taking over duties performed by Jack Paige, now vice president, Inter-Mountain Network.

Business Briefly


FORD TO SIGN: Ford Dealers, through J. Walter Thompson, New York, to sign contract with CBS-TV for hour-long show, Tuesday, 9 p.m. featuring Kay Kyser and band.

HERTZ CONFRS: Hertz Drivurself Stations, Chicago, General Motors unit, studying radio with eye to first use of medium. Conferences with Campbell-Ewald, Chicago, which has suggested AM spots nationally, to continue into November.

INSULL RESIGNS: SAMUEL INSULL, Jr. has resigned as vice president of Stewart-Warner Corp., Chicago, to return to insurance business. Resignation, effective Nov. 1, "has been accepted with regret," president and board chairman James S. Knowlson said Friday. Mr. Insull directed activities of the radio and television division.

KPHO-TV JOINS ABC-TV

KPHO-TV Phoenix, Ariz., joining ABC-TV effective Nov. 17, bringing to 38 network's total affiliates. Station, holding only Phoenix video grant to date, is owned by Phoenix Television Inc., and managed by Rex Scheppe, Station, to operate on Channel 5, also affiliated with NBC, CBS and DuMont.

CHURCH COUNCIL FILES SUIT AGAINST CBS

CHARGES of censorship and discrimination in handling of sustaining religious programs were made against CBS and its WCBS New York Friday by American Council of Christian Churches in petition filed at FCC. Fundamentalist group seeks hearing on complaint and asked Commission to withhold WCBS' license renewal until alleged practices are discontinued.

ACC is parent organization of New Jersey Council of Christian Churches which last May filed similar complaint against WCAM Camden, N. J., and asked revocation or suspension of license [BROADCASTING, May 16]. FCC has taken no action on this complaint.

CBS "in its presentation of religious programs has entered the business of supplying religion to the nation as a church, which it calls Church of the Air," ACC said, charging this is "a blend of all religions which in no way represents the historic viewpoint of the Protestant position." ACC said CBS "indicates to participants the nature and extent of the message they may present," forbids controversy, and thereby "has become the agency and tool of those particular religious interests which are opposed to the position and viewpoint of petitioner."
**YOU'RE "HEAD AND SHOULDERS" ABOVE THE REST WITH WKMH...**

**YOU'RE "HEAD AND SHOULDERS" ABOVE THE REST WITH WKMH...**

<table>
<thead>
<tr>
<th>STATION</th>
<th>1 TIME RATE</th>
<th>260 TIME RATE</th>
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<tr>
<td>WKMH</td>
<td>$ .51</td>
<td>$ .33</td>
</tr>
<tr>
<td>A</td>
<td>1.69</td>
<td>1.27</td>
</tr>
<tr>
<td>B</td>
<td>1.57</td>
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<td>D</td>
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<td>1.56</td>
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<tr>
<td>E</td>
<td>2.07</td>
<td>1.57</td>
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<tr>
<td>F</td>
<td>1.11</td>
<td>1.11</td>
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</tbody>
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* Based on share of audience—Aug. thru Sept. Conlan Report

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

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo

"MONEY-WISE TIME BUYERS
ANALYZE COSTS."

1000 WATTS

WKMH
1310 KC

Fred A. Knorr
President and Gen. Mgr.

October 24, 1949 * Page 5
Morning, Noon and Night

WFDF HOLDS THE AUDIENCE... in Flint!

- As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

  WFDF—registered more listeners than the other four local stations combined in every time period.

  WFDF—had two to five times as many listeners throughout the day as any local station.

  WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience dominator—WFDF. It's a natural, because it's a favorite with Flint folks.

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBC Indianapolis—WEUA Evansville

Page 6 • October 24, 1949
Bruce Behymer has been the outstanding authority on livestock and grain to thousands of prosperous farmers for a long, long time. He has delivered complete market reports and farm service programs over KFH continuously for 18 years and his reports have been carried in the Wichita Eagle for 30 years.

Farm service is important in the KFH area. This is basically an agricultural and livestock region; markets, crop reports and intelligent farm service information are vital to the welfare of the KFH rural audience. Bruce Behymer has had TOP Hooper rating over all other farm service programs consistently for years; beam your message to his loyal and select audience. Call a Petry man for the few remaining availabilities.
YEARS of RADIO

WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn’t tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What’s more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn’t mean we are grey-beards — far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That’s WSM — 24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact — to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!
WHEN Polly the Shopper goes shopping the whole town goes with her. At least that's the way it looks to KOIL Omaha over which the program has c a r r i e d its women's audience for 12 years. "Polly" is Belle West, director of women's programs for KOIL, who is beginning her 25th year in her shopping role. Miss West had a "Polly The Shopper" column in a local paper, Omaha Bee News, for 12 years until the paper ceased publication in 1937 and on Oct. 16 of that year, she brought the feature to KOIL. Her broadcasts since that time have been continuous.

Wrapped around her program is a story of success shown by repeated instances of good selling and Hooperatings. The latter gave "Polly" a 5.5 rating for both her morning (11:15 a.m.) and afternoon (1:15 p.m.) shows from December 1948 through April 1949. When a local clothing store (Herrbergs) had a fall Millinery Festival promotion on Marche Hats three ads were scheduled on the program. Result was the store had to wire for more hats. Again when The Acquila, exclusive women's ready-to-wear store, received 500 pairs of new "Prim" nylon hose, Miss West described them on the air in just one ad. All of the stockings were sold out and subsequent shipments have been sold without further advertising.

Other successes: Leavenson Chemical advertised a new spray gun at cost of $12.95 each—one "Polly" spot sold them out; Engineering Assoc, small Omaha firm, is busy keeping up with orders for contracting jobs after three spots in one week on the program; Pearl Davey, picture shop, sold $700 worth of religious pictures during a rainy day because of one announcement.

Miss West built her large and loyal audience in the Omaha- Council Bluffs market by occasionally making the rounds of the Omaha stores and telling her listeners of the many shopping bargains. The pasting years have made her program an institution.

On All Accounts

THE story goes that when Nat Brandon was in St. Louis on recruiting duty during the war, he got just one recruit—a fiancee. If the story is true—and it is admittedly apocryphal—it is the only campaign Mr. Brandon has worked on which has shown such poor results, numerically speaking.

Now director of creative plans and copy and member of the firm of Noble-Dury & Assoc, fast growing advertising agency in Nashville, Nat is hard at work on campaigns for such diversified accounts as General Shoe, Duck Head Overalls, Warren Paints and Blue Seal Flour, among others.

Nathan (he prefers Nat) Wilford was born May 30, 1916, on a farm near Dover, Tenn., situated on the Cumberland River in the northern section of middle Tennessee. In these rustic surroundings, the advertising executive grew up to love the natural beauty of the outdoors. He attended Dover High School and both the U. of Tennessee at Knoxville and Middle Tennessee State College at Murfreesboro.

His move to Nashville in July of this year was a homecoming, since it was in that city in 1935, just out of college, that he got his first taste of the advertising merry-go-round when he joined C. P. Clark Inc.

Four years later, in 1939, he left Nashville to help found and serve as sales manager of WSAV Savannah, Ga. The more than three years Nat spent with WSAV, interrupted though they were by four years of Army life, gave him an intimate knowledge of the station viewpoint and the vast potentialities of radio.

Unlike so many of his contemporaries, Nat Brandon did not wind up in some Army special services or public relations office. Aside from the aforementioned detached service bit of recruiting duty, he was assigned to the Air Transport Command and, after graduating from Officer Candidate School in Miami, served in the Priorities & Traffic Div., Headquarters, ATC, in Washington.

Returning to Savannah after the war, he longed for the many faceted agency field once more and so he travelled North—to Augusta, Ga.—where, for a brief period, he was assistant to the president and radio director of Nachman Rhodes.

(Continued on page 67)
Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator... our man Jamison is a standout.

He looks like a young fellow on the way up... with something on his mind. When he talks, people listen.

The reason is obvious. Mr. Jamison always knows what he's talking about... always delivers. For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.
Please Producer
EDITOR, BROADCASTING:
We think your magazine furnishes an unmatched coverage of the field. We also think that it is by far the best buy for the money among trade publications.
I sincerely hope that you continue to enjoy success and the best of business. Rush that next issue—we can hardly wait.
Frank L. Woodruff,
Executive Producer
Woodruff Associates,
New York

Wants Films
EDITOR, BROADCASTING:
We handle the advertising for Soapine (like Rinso, Duz, etc.). We have 5-minute evening periods on WBZ-TV Boston, and are now using filmed shows of approximately

3½ minutes running time, plus sides and live announcements.
We are in the market for additional series of these 3½ minute completed film and sound, in 13, 26 or 52 episode groups. Obviously, our market consists of women who are housekeepers and mothers.
Could you suggest possible sources for such "ready-made" material? We will appreciate your advice.
Edwin C. Whittemore,
Vice President
Bennett, Waither & Menard Inc.
Boston

Lauds LeBlanc
EDITOR, BROADCASTING:
I would like to pipe in a good, baritone "amen" to Eugene Jones' letter in your Oct. 10 issue concerning Dudley LeBlanc. We broadcasters down in the Hot Biscuit Belt recognize the Senator's talents for promotion. When we receive a letter from him we have no idea whether it will hold an engraved invitation to the Mardi Gras, a commission on the Governor's staff, or a complimentary round trip ticket to Hawaii. He's a great showman!

Football Time Deal
EDITOR, BROADCASTING:
I was interested in your editorial entitled, "The World Se-rious" which appeared . . . Oct. 10 as something equally as bad is happening here on the coast.
A national advertiser is now broadcasting professional football games over a special network comprising some 30 radio stations paying nothing for time but supplying the games at no cost with the privilege of course to commercialize their product.
It seems to me this is a serious mistake and can only end in dis-aster . . .

Charles P. Scott,
Gen. Mgr.
KSRO Santa Rosa, Calif.

Back on Firing Line
EDITOR, BROADCASTING:
In the past few weeks, I have had occasion to take a turn at the turn-tables, fill in with the sales department, type up a number of commercials, and even engineer a football game. Hence the enclosed cartoon was born.
Although most station managers started in one of these departments,

Mr Manager...
REMEMBER WHAT IT'S LIKE TO...

Engineer
Salesman
Writer
Dj

I wonder how many remember how it feels to be on the "firing line" . . .

Lyle Warrick
Assistant Manager
WSUA Bloomington, Ind.

Any Takers?
EDITOR, BROADCASTING:
We have been on the air since Nov. 1, 1948. In January 1949 we had 5 hours and 30 minutes of studio programs. For the month of October, in not quite a year, we have scheduled 117 hours and 45 minutes of local studio programs—all "live." This does not include (Continued on page 78)
"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

Shown here is a Blaw-Knox special 417 ft. Type H-49 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
you'll do better with the same line-and two hooks!

Drop your line in North Carolina's greatest metropolitan market, Raleigh-Durham. WNAO and WDUK combine facilities and rates to offer you a "fisherman's paradise" and a "whale" of a discount.

All you have to furnish is the bait and the line—we've got the hooks. "They've" been biting on drugs, foods, autos and trucks, furniture, appliances and radios, clothing, hardware, farm machinery, gas, oil, and tires, tobacco, cosmetics, soft drinks and dairy products.

Those ol' fishin' guides, Avery-Knodel, are our "reps"—you can get hold of them in New York, Atlanta, Chicago, San Francisco and Los Angeles. They'll point out the best fishin' spots in North Carolina.

Page 14 • October 24, 1949

Page NORTH CAROLINA'S LARGEST METROPOLITAN MARKET

Agencies

JAMES H. BOLT appointed vice president of Waldie & Briggs, Chicago, where he has worked since 1943. An account executive, he also supervised client activities in industrial and consumer products. He formerly was in the advertising department of Swift & Co., Chicago.

LOIS REA, former manager of advertising production for Ziff-Davis Publication Co., Chicago, appointed media director and traffic manager of Bill Bonsib Adv., Denver. She previously was production and traffic manager for Abbott Kimball Adv., Chicago, and for Besenau & Hohman, same city. She also has been with Lowe Runkles Agency, Oklahoma City, and Charles Daniel Frey Agency, Chicago.

MARY GROSVENOR ELLSWORTH, formerly with N. W. Ayer & Son, Huber-Hoge Inc. and Pedlar & Ryan, all New York, joins Compton Adv., New York, as copywriter. She also was with WRVA Richmond, Va.

ALICE ROSS, formerly in media departments of Lawrence C. Gumbinner and Franklin Bruck advertising agencies, both New York, appointed time buyer of New York office of Joseph Katz Co.

HERBERT BEAVEN, formerly vice president and manager of Los Angeles office, Brissacher, Wheeler & Staff, joins service staff of Mogge-Privett Inc., same city.

GERALD J. WEIPERT joins radio and TV staff of Brooke, Smith, French & Dorrance Inc., Detroit office. He formerly was on staff of WWJ-TV Detroit.

MADOLIN BINGHAM, formerly advertising and sales promotion manager for Munsingwear Inc., Minneapolis, joins Abbott Kimball Co., San Francisco, as account executive.


ALLEN DUCOVNY, formerly with Robert Maxwell Assoc, as producer-director and director of public relations with Superman Inc., joins radio department of Kenyon & Eckhardt Inc., New York, in radio-TV production capacity.

JAMES L. DEPAULI, former manager of San Francisco office of West-Marquis Inc., joins Albert Frank-Guenther Law Inc., same city, as account executive.

EDWARD H. DEXTER, formerly of Benton & Bowles, New York, joins Lennen & Mitchell, New York, as copy supervisor. Believe joining L&M, he was copy supervisor at Benton & Bowles for three years and was with Compton Adv. and Young & Rubicam in similar capacity for five and 13 years, respectively.

JOHN R. MAYER, former food account executive for Foote, Cone & Belding, New York, transferred to agency's San Francisco office as account executive on Western Beet Sugar Producers Inc.

FREDERICK JONES Jr., formerly of M. Glen Miller Adv., Chicago, joins account staff of Biddle Co., Bloomington, Ill.

HOWARD BAY, independent Broadway set designer, appointed by Young & Rubicam, New York, to do background television settings for two of its programs, Silver Theatre and Fred Waring, both weekly shows on CBS-TV.

DEL WAKEMAN, formerly advertising and sales promotion manager of Ekco Products Co., Chicago, joins Rhoades & Davis, San Francisco.

NORMAN E. KRAFF, former general director of Food Research & Advertising joins Presha, Fellers & Presha, Chicago, as director of New Product Div.

GEORGE THARP, for several years with Beverly Hills (Calif.) Citizens, and CLIFFORD GILL, motion picture publicist, open advertising and publicity offices in Beverly Hills under name of Tharp & Gill. Offices are at 8666½ Wilshire Blvd. Phone: Bradshaw 2-8229.

HELEN ANDERSON, formerly of WJBK-TV Detroit, joins radio and television staff of Simons-Michelson, Detroit.


KRONSTADT AGENCY, Washington, moves to 711-14th St. N.W. Telephone: Republic 0272.

HICKSON & JORGENSEN Inc., Los Angeles, moves to 600 St. Paul Ave., effective Nov. 1.
a coupla CHAMPS team-up again this fall

For 3 successive years, University of Michigan has been top team among the country's football giants. For the 3rd successive year, WWJ-TV, first television station in Michigan, will televise U of M home games for the same sponsor—Oldsmobile Dealers of Detroit.

Tens of thousands in this most prosperous major market in America will make a date with WWJ-TV Saturday afternoons to watch U of M, and then make a date with the Oldsmobile 88 for the following week. Olds' dealers, like the countless number of other WWJ-TV advertisers, have found that WWJ-TV not only offers the engineering know-how that assures better pictures, but also the ready-made audience born of WWJ-TV's pioneering and programming leadership. Yes, in Detroit, WWJ-TV is tops in television.
And now the HPL is on

October 17: WCAU, "The Philadelphia Bulletin Station"—Columbia’s great 50,000-watt affiliate in the nation’s fourth largest market—became the ninth station to broadcast, live and locally, the most sales-effective participating program in all radio—"The Housewives’ Protective League."

It’s already a sales manager’s dream come true in eight of your biggest and richest markets… including the country’s first… second… and third!

Now add the fourth—Philadelphia: WCAU—with its 50,000-watt “umbrella” coverage of the nation’s fourth richest market—serves a territory where 1,145,180 radio families buy every kind of retail product to the tune of nearly four billion dollars a year!

And that means now “The Housewives’ Protective League” can deliver your sales story to a total of 14,211,820 of the nation’s radio families. Accounting for 38% of the nation’s retail sales!*

During the past twelve months, more than 200 of the shrewdest advertisers in the country have used HPL programs to sponsor their products. Each of these profit-minded advertisers has testified—in hard dollars and sense—that “The Housewives’ Protective League” is radio’s most sales-successful participating program. For detailed information get directly in touch with the stations, their national spot representatives or...

THE HOUSEWIVES’ PROTECTIVE LEAGUE
"The program that sponsors the product"

A DIVISION OF CBS  145 MADISON AV., NEW YORK  COLUMBIA SQUARE, HOLLYWOOD

*Sales Management “Survey of Buying Power,” May 1949
Lazarsfeld

By DR. PAUL F. LAZARSFELD
Director of Bureau of Applied Social Research, Columbia U.

M O S T O F T H E O R A T I C H O O D S I N C E D I S C I P L I N E S L I N E H A V E TO BE MADE ON THE BASIS OF INSUFFICIENT KNOWLEDGE. W E DON'T REALLY KNOW WHAT THE EFFECT OF FEDERAL AID TO EDUCATION WOULD BE, AND WE CAN'T REALLY TELL WHETHER BUYING A CERTAIN STOCK WILL MEAN A GAIN OR A LOSS. STILL, WE HAVE TO ACT SOMEHOW.

It would be self-deception to think that more research in the social sciences will solve the difficulty. Science can only tell us about the average of many cases. In an individual problem there will always be unexpected factors which might bring about a surprising turn of affairs.

If an advertiser has to decide how much of his budget to spend on radio or on printed media, again, he has to take a certain amount of risks. No serious research man will claim that a general statement can be made about which of two media is better. What research contributes can be compared to bricks for a building. You need many other things in addition to bricks before you have a house. But, again, the man who wants to sell space or time has to fulfill his mission. He has to argue with the advertiser in favor of his medium. Argument of this kind is an important function, because it finally leads to action.

A good argument consists of many elements. It will partly use factual information based on scientific research. But it also has to make inferences from data which the research man would be unwilling to make out of his own research. You can't argue with an advertiser if you are mingled with all that there has to be a great deal of persuasion just based on belief and enthusiasm.

The relation between research and argumentation of this kind is many-sided. Undoubtedly, arguments are more convincing the more they can be based on fact. But, in turn, research profits from argument. It tells us what new facts we need in order to decide where our own interpretations and inferences are still weak. It forces us to improve our research instruments.

It is for these reasons that no research man would ever hesitate to do work for a client even if he knew that the client does not want to use the findings for the purpose of an argument. As a matter of fact, in the media field a great deal of the best research has grown out of search funds in the hope that it could be used in the findings in an argument.

TWO essential points were made clear from the beginning. One, that research of the media-mindedness resulted in more scientific findings than was ever thought to have been accepted in any field of research. Second, that when the research findings had to be accepted no matter how they came out and, secondly, no claim was to be imputed to research groups that the field was finding, even if it was favorable to newspapers, would in any way be conclusive as to the broader arguments of the merits of the two arguments at which, as was mentioned before, could not have scientific meaning to begin with.

So the selection of the specific

But it had considerable importance for argument.

Calling, for the sake of simplicity, an educated person one who has at least graduated from high school, it is evident that there are more educated than uneducated people; it was still scientifically justified to point out that many more people in the population are radio-minded rather than print-minded. From there it was only a small step to the argument that therefore radio advertising created more sales which should consequently be more profitable.

This argument, as far as is known, has indeed been used with general success by the industry.

WHAT counter argument could the printed media use? One was the part of the media-minded people have a higher average income. And this in turn seems also to have been a successful argument, which could be raised whether general media-mindedness is identical with susceptibility to advertising. No one seriously supposed that this perfectly this problem of susceptibility.

It could undoubtedly be done, but the expenses of getting reliable findings would be too large. In another point of argumentation.

But in the course of such efforts another point came up. Radio had obviously much broader coverage. Studies showed clearly that people knew and remembered many more commercials than printed advertisements. This is even true for the average person on high levels of education. At this point, the printed media, and especially the newspaper media, had another opportunity to add a point. If it is only a matter of repetition, then maybe advertisers should start to use newspaper ads with the continuous repeated promotion. This was the idea on which the American Newspaper Advertising Network was founded. If preceded more closely, such an argument was obviously the investigation of a single advertising message.

In comparing newspaper and radio in general, one was comparing at the same time continued exposure with short-term exposure. What would happen if people were studied at the time that they had just listened to one radio commercial or read one newspaper advertisement?


People were also asked to re-
and Ads in Newspapers Compared

member recent experiences with advertisements. These retrospec-
tive interviews were used mainly for general background and will
not be discussed further at this point. (The retrospections, inci-
dently, showed again that more radio commercials than printed ad-
vertisements are remembered by the average respondent.)

The new element was introduced by the following method: The sam-
ple consisted of about 600 women respondents representative of a
community in the New York metropolitan area. Each respondent
was asked to listen to a commercial and to read an advertisement on
the same product. Eight nationally advertised products and drug brands
were used. The order in which the two messages were presented
alternated from one respondent to the next so that half the respond-
ents first read and the other half first listened. The whole emphasis
and the subsequent analysis were directed toward finding out what
went on in the mind of the respondent at the time he received
the message. This is what is meant by impact.

A large number of indices were developed to describe the respond-
ents’ reactions and only a few of them can be briefly described here.
One was, for instance, an index of richness. The respondents were
rated according to whether the ad reminded them of a personal ex-
perience, whether they pictured themselves using the product or
whether they compared it in their minds with other brands.

The same advertisements were rated according to whether they were
vivid, intermediate, or pale. The amount of deliberation as to the
product mentioned by the ad and another index. Careful records
were kept during the interviews and the answers were rated by several
observers; in this way the indices have a reasonable degree of
reliability.

The results can be summarized in a general way by saying that
printed advertisements created a more attention reaction than the
radio commercials. This came out with practically all the indices in-
cluding such measures as number of points in the sales message re-
membered right after hearing or seeing.

A large number of qualitative remarks were used to get a rea-
sonable explanation for this result. It is probably due to the fact that
in reading, the respondents could choose their own speed more, could
go back to check on details if they wanted to and were greatly helped by
the illustrations. Such an inter-
pretation, however, is only conjec-
ture as yet. Only the finding it-
self seems well established by this
study.

WMT is the new oracle of Delhi

HOW now would such a new find-
ing enter the argument and
how should it be developed by fur-
ther research? Obviously, nothing
Can be claimed as to final sales
effect. But the newspaper partisan
can well argue in the following
way. Much of the advantage of
radio might be due to the fact that
the relative painless of one mes-
sage is overcome by frequent repe-
tition. So if advertisers would do
continuing advertising in news-
papers, the greater immediate im-
 pact which printed advertisements
seem to have could be built up
toward a final greater sales effect.
(Th e matter is not taken into
consideration here, of course.)

Partisans of radio, on the other
hand, could make good use of
the finding by putting the following
problem to their copy writers: Is
there something in the tradition of
radio copy which makes its impact
less strong than it could be? As
in previous studies, so in the pres-
ent one many of our respondents
complained that radio commercials
are not informative enough.

Most interesting, probably, is the
implication of the present study
for television. Everyone agrees,
of course, that television has a
far greater impact than radio because
it uses two channels, exposure
through the eye and through the
ear. But there is still one consid-
erable difference between watching
on the television screen and reading
a printed ad. The television
viewer must still adapt himself to
given speed and cannot return to
the content of the message after it is
over. Therefore, a continua-
tion of such impact studies in con-
nection with television advertising
should be very fruitful.

A final word might be said about
the general idea of such impact
studies. Many a “practical man”
will say: I want to know what people
do and not what is going on in
their minds. This is a very
short-sighted attitude and actually,
very impractical. Of course, we
Can find out whether a certain com-
mercial will sell goods. But then
what? Will we therefore repeat
the same commercial for the rest

... and The Word goes out, loud and clear, from
one end of WMTland to the other: Get a load of
WMT, for entertainment (exclusive CBS program-
ing for the area), and information (AP, UP, INS
news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within
WMT's 2.5 mv line make up an important part of
the important Iowa audience (whose per capita
income hit $1,491 in '48, up 33% over '47 and 68%
since the end of the war)! You needn't consult an
oracle about reaching the prosperous Eastern Iowa
audience. Use WMT. The Katz man has full details.

* Note to purists: We know the ancient oracle
was at Delphi, not Delhi. How close can you get?

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HOOPER STATION AUDIENCE INDEX

WINTER, 1949  CITY ZONE  Greensboro, N. C.

<table>
<thead>
<tr>
<th>Station</th>
<th>Days</th>
<th>Time</th>
<th>Listening Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBIG</td>
<td>Monday thru Friday</td>
<td>8:00 AM—12 N</td>
<td>46.0</td>
</tr>
<tr>
<td></td>
<td>Monday thru Friday</td>
<td>12:00 N—6:00 PM</td>
<td>41.2</td>
</tr>
<tr>
<td></td>
<td>Sunday thru Saturday</td>
<td>6:00 PM—10:00 PM</td>
<td>59.8</td>
</tr>
</tbody>
</table>

Columbia Affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by Hollingbery

WBIG

“The Prestige Station of the Carolinas”


CHARMORE Co., Paterson, N. J., appoints Monroe Greenthal Co., New York, to direct advertising and merchandising of Charmore Carryall. Radio will be used.

BUDGET PACK Inc., Los Angeles, appoints Ted H. Factor, same city, to handle advertising. Firm, now using television on two Los Angeles stations, plans to increase TV schedule and add radio.

G. N. COUGHLAN Co., West Orange, N. J., appoints A. W. Lewin Co., New York, as agency for its “Chimney Sweep” soot remover and “De Moist,” mildew preventative. Present radio plans call for spots and some participations in St. Louis, Kansas City, Chicago and other Midwestern Cities, with emphasis on “Chimney Sweep.” Company’s radio budget not expected to exceed $15,000.

Network Accounts

TONI Co., Chicago, for Toni Home Permanent, is sponsoring, on alternate days, 10:15-10:30 a.m. segment of CBS daily Arthur Godfrey Show. Sharing sponsorship of quarter hour on other days, is Wildroot Co., for its hair tonic. Agency for Toni is Foote, Cone & Belding, Chicago.

Adpeople

FRANK A. OBERNDORFER appointed assistant advertising and sales promotion manager of Receiver Sales Div., Allen B. DuMont Labs Inc. He will assist HENRY R. GEYELIN, DuMont’s advertising manager, in national and cooperative advertising campaigns, as well as handling of sales promotional activities with DuMont dealers and distributors. Mr. Oberndorfer has been engaged in advertising and sales promotion functions for past four years.

“MEH-HEE-KOH” touch adorns WPDQ Jacksonville studios and “super” sales meeting as promotion and merchandising plans for the Frederic W. Ziv Co. transcribed program The Cisco Kid and a related contest are discussed. Sponsor of the sales is Foremost Dairies, Jacksonville. Shown at the table are (l to r): Frank Taylor Jr., assistant manager of WPDQ; Robert R. Feagin, WPDQ general manager; Ed Volkwein, vice president of sales for Foremost; and Rex K. Smith, sales manager for the dairy. Others attending included salesmen and other employees of Foremost.

Page 16 * October 24, 1949
Mr. Arthur S. Pardoll  
Sullivan, Stauffer, Colwell & Bayles, Inc.  
437 Fifth Avenue  
New York 16, N. Y.

Dear Art:

Maybe he'll deny it... but "Jim" McConnell, NBC Spot Sales Director, can really sing.  

Fact is, he's humming a new tune these mornings, the lyrics for which were provided by WGY. The song goes something like this:

TUNE EIGHT-ONE-O FOR A NEW MORNING SHOW... THE SPONSORS ARE HAPPY, HI-HO, HI-HO... and here's the story behind the song:

WGY has just inaugurated a new series of morning program features which include EARLE PUDNEY at the turn-table and the keyboard, for 90 minutes, with inspired palaver and top-notch platters. GARY STEVENS, nationally-known recording star, shines with the WGY HEPTET in the "A. M. SHOWCASE" -- 8:45-9:15.

"MARTHA AND VERN" follow with recipe wrinkles, homespun facts, and all sorts of comical hi-jinx. Martha Brooks and Vern Cook are a real selling team -- a happy combination.

What a beautiful morning for the listener, the advertiser... and my secretary. (She is lately spending more time at the dial than the file.) It's music to everybody's ears the way the new talent handles the commercials... and that's the payoff for the sponsors participating in these shows.

Little wonder Director McConnell is giving out with the dulcet tones. Give yourself a treat. Call him up on Circle 7-8300 and make him sing. We'll wager you'll sing too.

Cordially,

RBH:ACS

STATIONS MANAGER
**Dollies, booms, stands,**

**MICROPHONE BOOM AND PERAMBULATOR, MI-26574**

- The ideal audio boom. One operator can follow the sound, or move from one sound source to another—easily and quietly. "Cunning" device revolves directional microphones through 360 degrees. Radius of boom can be extended to 17 feet, retracted to 7 feet, 4 inches. Can be elevated from 6 feet, 5 inches to 9 feet, 5 inches above the floor.

**DE LUXE TV STUDIO CRANE**

- Specifically for large studios. Enables you to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats. Lens height: from 2 to 10 feet above the floor. Full 360 degrees panning around the crane base. 180-degree panning of the turret table. 100-degree up-and-down lift. Turns in a 6-foot radius.

**STUDIO CAMERA DOLLY, TD-5A**

- Similar to the dollies used in film studios—but both front and rear wheels turn to the side. Entire unit can be moved side-wise. Stops lock dollies in a fixed position. Camera crane boom can be elevated from 23 inches to 74 inches above the floor.

**RELAY TILT HEAD, MI-26206**

- TYPICAL COMBINATION NO. 1

Complete camera set-up for maximum operating convenience. Friction Head, MI-26205 gives camera 360-degree panning and full tilting action. Has "degree-indicators" scales and locking handles. All-Metal Tripod, TD-11A uses individual tie rods and center post for sturdy bracing. Each leg has position calibration and locks. Movable spike points permit set-ups on rough surfaces. Unit folds into compact, self-locking package. Tripod Dolly, TD-11A takes up a circular area only 57" diameter. Wheel stops for fixed positions. Folds and carries in a compact package.

**METAL TRIPOD, TD-11A**

**RELAY TRANSMITTER, TTR-1A**

**TRIPOD MOUNT ACCESSORY KIT, MI-2651B**

**TYPICAL COMBINATION NO. 2**

A complete vhf relay transmitter for difficult terrains and long distances, where radio relay is more practical than coaxial cable. Tripod Mount Accessory Kit, MI-2651B provides means for mounting relay equipment to tripod. Includes mounting plate, saddle, and bolts. Relay Tilt Head MI-26206 provides wide adjustment angles for vertical tilt and horizontal rotation. Sealed bearings for all-weather service. Accurately calibrated. Individual locking handles. Metal Tripod TD-11A same as Combination No. 1.

**RELAY HEAD, MI-26574**

- RCA Studio or Field Camera

**METAL TRIPOD, TD-11A**

**RELAY TRANSMITTER, TTR-1A**

**TRIPOD MOUNT ACCESSORY KIT, MI-2651B**

**TYPICAL COMBINATION NO. 1**

DOLLY, BOOMS, STANDS,
Another camera set-up for studio and mobile work. Handles RCA Studio Camera or Field Camera. Friction Head, MI-26205 same as used in Combination No. 1. Lo-Hat, MI-26190-1 provides greater freedom and height for camera action. Metal Tripod TD-21A for fixed or portable set-ups. Cast aluminum and stainless steel construction. Legs adjustable up to 21 inches. Dual feet; pointed for field work and flanged for fixed service. Metal Dolly TD-25A, non-swiveling. Foot-controls for parallel wheel alignment. Individual wheel and tripod locks.

**TYPICAL COMBINATION NO. 3**

A complete relay pick-up receiving system. Relay receiver and parabola fasten to tripod through Reflector and Parapet Mount, MI-26187. Metal Tripod, TD-21A is set up for rough surfaces. Field Camera and Friction Head, MI-26205, can be mounted on High Hat MI-26190-2 for wall or parapet use. Complete assembly is attached to Parapet Clamp Support MI-26189.

**TYPICAL COMBINATION NO. 4**

Here, Reflector and Parapet Mount MI-26187 fasten to Clamp Support, MI-26189—which mounts on top of wall. Relay reflector may also be permanently mounted in wall openings by means of "Gimbal" Antenna Ring Mount, MI-26207 (not illustrated).

**mounts, accessories...**

**for every TV set-up**

PICTURED on these pages are typical units and combinations from the most complete line of television accessories in the industry—application-engineered to meet every pick-up situation called for in your TV operations.

This line of mechanical accessories enables you to select just the right combination for your station operation. It includes every device needed for providing universal camera action in the studio and the field. It provides additional flexibility for maneuvering and covering shots from any angle.

RCA TV accessories are stoutly built to withstand the tough wear and tear encountered in field and studio operations. Yet each unit is a model of mechanical simplicity—easy to transport, easy to set up, easy to adjust, and easy to handle.

RCA TV accessories like these are used today in nearly every television station in the country. For complete information on the entire line, call your RCA Broadcast Sales Engineer. Or write Dept. 19JD, RCA Engineering Products, Camden, New Jersey.

**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**
"Those aren't the figures I wanted..."

shouted the V. P.

... look in the

for facts and figures

mail NOW!

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

- ¼ PAGE  $70  ½ PAGE  $120  ¾ PAGE  $200  1 PAGE  $350  2 PAGES  $700

The above one time rates are subject to frequency discounts for regular contract advertisers.

FIRM

ADDRESS

CITY  ZONE  STATE

SIGNED BY

FINAL AD DEADLINE: DEC. 1st 1949  •  GUARANTEED CIRCULATION: 17,000

- AM, FM, TV STATION LOG BY CITIES
- MEDIA COSTS
- ANALYSIS OF 1949 RADIO
- RADIO AND TV BILLINGS
- DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
- AUDIENCE ANALYSES
- PROGRAM RATINGS

BROADCASTING • TELECASTING YEARBOOK 1950

16th in a distinguished series
THE indomitable Isaac Potts (2d left), sponsor of Little Potts Sing 'N Win on WFRB Baltimore, celebrates the ninth anniversary of his program by taking over the job of m.c., commercial announcer and the part of second tenor in the Lather Boys Quartet. The studio audience seemed to think Mr. Potts has talent and salesmanship.

- Robert Trout, NBC newscaster, commemorated his 18th anniversary behind a microphone on Sunday, Oct. 16, by re-reading his first news program. Startled listeners heard reports on the Manchurian crisis and League of Nations council sessions, the impending death of Thomas Edison and a political scrap involving Huey P. Long.

- Charley Stookery has celebrated his 17th anniversary in early morning radio in St. Louis. He is the farm editor for KOKO St. Louis. He originated the Farm Folks Hour at KMOX that city in 1932.

- WXYZ-TV Detroit celebrated its first anniversary Oct. 9 with announcement that it is now telecasting 49 hours per week.

- Kenyon & Eckhardt Inc., New York, is celebrating its 20th anniversary this month.

- Jay Stewart, m.c. of ABC Surprise Package, celebrated its 10th year on radio Oct. 14.

- Don Wilson this month celebrates his 26th year in radio and 20th year as an announcer.

- Monty Masters, writer-producer at KNBC San Francisco, celebrated the first anniversary of his weekly afternoon Monty Masters Variety Show, with large studio party at KNBC's Radio City last week.

- Herman D. Taylor has completed a quarter of a century with WTIC Hartford, Conn. He isPlant manager for the station.

- V. La Rosa & Sons, extensive users of Italian-language radio time in the Northeast, celebrated the beginning of their nineteenth year of broadcasting in the same time-slot on WOY New York. Program, La Rosa Hour, has been placed by Commercial Radio Service, New York, since its inception.

SEVEN-FOOT birthday cake tops height of Harold E. Fellows, general manager of WEEI (CBS) Boston, at the station's "Silver-Letter-Day" commemorating 25 years of broadcasting. WEEI held all-day open house last month with the mail-bag containing congratulations from military and naval commandants, prominent political figures, former employees, other networks and independent station managers. One fourth of WEEI's staff are members of its 15-year Club and half that number are ready to see this year to form a 20-year Club. E. B. Rideout, meteorologist, has been with the station all of the 25 years less 10 months; Carl Dickerman, chief announcer, 23½ years, and Caroline Cabot's Shopping Service 23 years.

MCCANN - ERICKSON Honors 30-Year Executives

TWO executives of McCann-Erickson, San Francisco, retiring after more than 30 years service, were honored at a testimonial dinner at San Francisco's Bohemian Club Oct. 12. Five other active executives with more than 30 years in the firm shared honors with the retiring members at the dinner.

Leaving the agency were Edgar Persons, vice president and account executive who joined McCann-Erickson in 1919, and Francis Tothunter, art director, who joined the firm in 1917. Guests of honor remaining with the firm were Henry Hawes, vice president and general manager, with the firm 32 years; Roswell Cochran, vice president and account executive, 30 years; Frederick H. McCreery, vice president and account executive, 30 years; Joseph H. Eastgate, copy department, 30 years; H. W. Thomas, Los Angeles account executive, 30 years.

HOOPER STATION AUDIENCE INDEX

McCANN - ERICKSON

Honors 30-Year Executives

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NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1 SALES MAN IS

50,000 WATTS
680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.
NELSON DISCUSSES P. I.

IN VIEW of the many articles and letters published recently in connection with per inquiry broadcasting, I can't resist commenting on the subject. Never having purchased any of this type of broadcasting I hope that I am able to present a strictly unbiased attitude.

Not long ago I wrote the NAB on the subject of rate cutting, local vs. national rates and per inquiry broadcasting; and concluded by saying that the last would seem far more legitimate than the other two.

Early this year I brought up the subject at the national meeting of our AAAA Committee on Radio and Television Broadcasting. This committee is made up of people involved with time buying from all sections of the U.S. Much to my surprise, a few of the members were unaware of this form of purchase in the broadcasting business. Of those who knew about it, some had been approached by stations offering this type of buy and others by their clients who had been approached either by stations or companies which are specializing in this type of business.

As a group of timebuyers who are responsible for knowing about everything that is going on, we felt it necessary to recommend that the AAAA send a bulletin to all its member agencies advising them of what seems to be a fairly widespread practice. Our position, on any such matters, is not to recommend for or against such use, but to advise that should it be necessary for them to look into it there is no reason why such a purchase must be limited to a certain few. We said it was the responsibility of any advertising agency to be in a position to purchase for its clients anything that anyone else can, at an equally low cost and just as effectively.

It was pointed out at our meeting that in addition to some companies specializing in per inquiry business — who incidentally are not adverse to working with advertising agencies and granting the customary commission — many stations carry this type of broadcasting on their own. We said there was no available list of such stations and said it would be necessary to get information it would be necessary to write to the stations. That could be why some inquiries are being made.

I have personally had several sales pitches made to me for per inquiry business by good stations and they are NAB members. (Let's face it — a halo does not automatically become a part of the membership of any industry organization!)

As a result of one of these sales stories I presented the plan to a mail order account which uses newspapers (straight rate basis, though). However, the station after seeing the product felt it should be shown in color and would not make a good per inquiry item for radio.

Not All Suitable

Maybe it is fortunate that not all products are suitable for mail order per inquiry broadcasting, because then our lives might very well be based on a day-to-day existence rather than building toward a constructive future for manufacturing, distribution and sales. Local retail sales outlets are a part of our American way of life, and it doesn't seem possible that per inquiry broadcasting can grow to such an extent that the present system will be damaged. And I do not think that manufacturers could continue to pay such a high percentage of the sale price of an article for very long. (At least, not the percentages I have quoted).

Has anything been heard publicly from any of the stations that carry per inquiry broadcasting? What have been their experiences?

IN THE COURSE of 22 years service with J. Walter Thompson Co., New York, Linnea Nelson, timebuyer, has bought more than $100 million in time.

The agency, one of the most active in radio and television, handles estimated billing of $12,000,000 a year in those media. Its full radio activities include national network shows for Swift & Co., Libby, McNeill & Libby, Kraft Foods Co., Johns-Manville Corp., and Lever Bros.


In television, the agency has network programs for RCA Victor, Lever Bros., Kraft Foods Co., P. Bellantine & Sons, Wine Advisory Board, Scott Paper Co., and Libby, McNeill & Libby. It handles local television programs for J. B. Williams Co. and Ford Dealers Assoc. of Southern California.

Miss Nelson joined J. Walter Thompson's New York office in 1927 as a typist. Soon she began working on the then pioneering problem of buying radio time. She bought the first network show, for Royal Desserts, in 1929.

She is a member of the board of directors of Broadcast Measurement Bureau and a member of the American Assn. of Advertising Agencies' timebuying committee. She was a principal contributor in the writing of the first AAAA-NAB radio contract and has been prominent in rate card standardization and audience measurement activities.
A SUDDEN FLURRY of trading in the New York Stock Exchange has lifted ABC stock out of the doldrums in which it had languished since early this year and by last week revived speculation as to the identity of buyers.

After a short period of brisk activity in which the stock rose to a high of 10 and ¾, the ABC issues began a decline in volume and price, which reached bottom before the middle of the year when the stock was a drug on the market at 5 and ½.

The recently accelerated trading has elevated the price to as high as 8 and ¾, reached last Wednesday when 9,800 shares changed hands.

Reasons advanced for the increased activity varied, but competent observers agreed that the rise in price that accompanied an enlargement of volume could indicate only that a buyer's market prevailed.

The situation was not unlike which obtained at the end of 1948 and the beginning of 1949. In 1948, when weakly trading at one point reached a total volume of 38,800 shares in a market in which prices rose steadily.

At that time it was conjectured that Twentieth-Century-Fox Film Co., or its president Spyros Skouras, may have been endeavoring to acquire all of the ABC stock by buying on the market, thus raising the price of the stock and enabling the company to take advantage of the lower prices of ABC stock by raising them to a level that would make them attractive to buyers.

As of the first day of the year Mr. Kintner held 16,000 shares. He disposed of 1,400 in the interval between then and last Sept. 1.

The spurt in ABC stock trading was coincidental with a rise in volume and price of other so-called radio stocks, including RCA and CBS, most of which have improved in recent weeks.

Wall Street observers attributed the general increase in interest in radio issues to a belief in the public that anticipated Christmas sales of radio and television receivers would like the prices of manufacturers stocks.

The explanation, however, would hardly apply to ABC which manufactures nothing and relies exclusively upon income from broadcasting.

The suggestion that despite its lack of manufacturing ABC might be riding the tail of a wave of buying by ordinary investors in radio stocks generally was rejected. Every exploration of the motivation of ABC buying led back to the apparently inescapable conclusion that the buying was not being done by just folk.

As long as last April Mr. Noble himself, at an annual stockholders meeting, described ABC as speculative and not a proper purse for investors of small means.

Reports Substantive View Subsequent financial reports issued by ABC have indicated no reason to alter Mr. Noble's estimate. The mid-year report showed the network suffered a net loss of more than $41,000. Although time and program sales since then have doubtless improved ABC's position, they have not been sufficient in quantity to justify any change in the description of ABC stock as speculative, observers felt.

The recent movement of ABC stock on the New York Stock Exchange is shown in the following day-by-day schedule.

<table>
<thead>
<tr>
<th>Date</th>
<th>Volume of Shares</th>
<th>Closing of Price</th>
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<tbody>
<tr>
<td>Oct. 7</td>
<td>8 500 75%</td>
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<tr>
<td></td>
<td>10 1,000 75%</td>
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<tr>
<td></td>
<td>11 1,000 75%</td>
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<td></td>
<td>12 (Holiday)</td>
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<tr>
<td></td>
<td>13 2,600 75%</td>
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<td></td>
<td>14 1,100 75%</td>
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<td>15 1,600 75%</td>
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<td>16 5,900 75%</td>
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<td>19 5,600 85%</td>
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<td></td>
<td>20 1,600 85%</td>
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</tbody>
</table>

On Oct. 18 ABC was among the 10 most active stocks on the exchange. RCA stocks that day led all others, with 37,000 being traded. A total of 18,900 ABC shares changed hands. ABC has a total of 1,689,017 shares outstanding while RCA has 18,857,156.

**AFA CAMPAIGN**

To Stress Reducing Costs ADVERTISING as a means of reducing consumer goods costs, not increasing them, is the theme of the third campaign of the Advertising Federation of America which seeks to promote a better public understanding of advertising.

The campaign theme was revealed at a news conference Thursday in New York by Ralph Smith, executive vice president of Duane Jones Co., and chairman of the AFA committee for the campaign.

Nine spot announcements for use by radio stations have been prepared, and are going with letters to every station in the country charging 20 or one hour for time, along with a free disc offer.

Campaign messages are brief, Mr. Smith said, because time and space are donated. AFA's name does not appear in ads or is not mentioned on transmissions as it was the group's purpose to "promote advertising, not AFA."

**SCAA Meeting**

Radio-TV Panel Set Radio and television will get the spotlight at the meeting tonight (Oct. 24) of the Southern California Advertising Agencies Assn. at the Kodak Young Auditorium, Los Angeles.

Representing radio, William Shaw, assistant sales manager of Pacific Network will discuss "How Radio Pays Off." For television John Vrba, promotion manager, KTTV (TV) Los Angeles, will take up "TV Success Stories of Local Advertisers." Edward G. Neale, owner, Neale Adv., Los Angeles, is meeting chairman.

**Why NARBA Blood Boils**

BLOOD BOILS at the NARBA conference in Montreal, and it isn't all Latino.

Our delegation is aroused because of what it probably regards as ill-timed and unwarranted official proposals and invasions, economic as well as electromagnetic, against the wave-jumping of Cuba and Mexico, (in utter disregard of our hemispheric understanding).

And the Cubans (Mexico isn't officially attend- ing the conference) already feel that U. S. broadcasters have committed a diplomatic gaffe (the accepted term is "insult").

This strange state of affairs erupted last week in early January, when in Miami, the NARBA conference meeting in Pinehurst, adopted a sizzling resolution aimed at Mexico and Cuba. The resolution emanated from a district which has cradled many a conference. It is a district in which every man is an orator, and every orator a zealot.

The resolution having been duly adopted, copy was sent to the President, the Secretary of State, the Chairman of the FCC, the Chairman of the U. S. delegation to NARBA, and the members of the Senate and House Foreign Relations Committees.

The U. S. delegation to Montreal was polled. Only one of 20 felt the resolution was warranted. The others deplored it. The view was that the conference could get somewhere if patience and tact were used. To threaten another war or economic sanctions, it was felt, would bring together the delegation from Cuba, which till now has been divided. It would fire the spirit of nationalism.

We are not schooled in the devious ways of diplomacy. We do not understand the Latin jet's put-off-until-tomorrow-what-can-be-done-today approach. We do believe that the Cuban demands were a grandiose bluff, and that they were invited, not invited, and in a position, and that Mexico absented itself because it had nothing to gain by being present.

Facts are facts. Cuban and Mexican stations are causing ruinous interference on many of the channels assigned by treaty to the U. S. They are wave-jumping all over the spectrum. Such tactics do not augur for good faith or good fellowship.

We deplore high-pressure tactics. We certainly are in favor of tact just as vehemently as we are of good cooperation, whether its international or local, is a two-way street.

The first move, it is crystal clear, is for the Cubans and the Mexicans to get on their own sides of the radio street. Then let the NARBA conference proceed in orderly and gentlemen fashion on equitable allocations and uniform standards.

We respect our Latin neighbors. They should respect us in kind.

Let's bury the tomahawks and machetes, and start from the beginning with a return to the cooperation that there will be time enough for pyrotechnics, etheral and otherwise, if negotiations break down.

Mexico and Cuba: It's your move—back to the pre-Montreal assignments.

**Broadcasting** • Telecasting
PROTECT U.S. CHANNELS

By J. FRANK BEATTY

U. S. BROADCASTERS will fight for the right to keep the North American air free from chaotic Cuban and Mexican interference, judging by first industry reaction to Latin squatting on American frequencies in defiance of post-NARBA pledges. 

NAB District 4 broadcasters set the pace for an all-out battle to protect U. S. channels at the Oct. 18 NAB convention, N. C., meeting. Nearly 300 delegates adopted a stinging resolution calling on governmental agencies to invoke full sanctions against Cuba and Mexico (see text below). 

The action indicated that growing industry indignation over the destructive interference will receive the attention of the White House, State Dept., Congress, FCC and particularly the members of the U. S. delegation attending the third NARBA conference now in session at Hotel Windsor, Montreal. 

In its spontaneous action, District 4 threw into the battle the weight of 207 stations whose delegates took an active part in what was described as the largest district meeting in NAB history. 

Campbell Arnow, WTAR Norfolk, district director, and Frank U. Fletcher, WARM Arlington, Va., FM director-at-large, in convention group (I to r): Don S. Elias, WWNC Asheville, N. C.; Mr. Arnow; NAB President Justin Miller; Mr. Fletcher; George B. Storer, WWVA Wheeling, W. Va.


District 4 Resolution Urging Protection for U. S. Channels

WHEREAS the North American Regional Broadcasting Agreement, first 1937, has been modified and extended in 1941 and 1946, between the United States, Cuba, Canada, Mexico and certain other countries of Central America, adopted a method of eliminating interference between radio broadcasting stations of the respective countries by equitable allocation of frequencies and the use of directional antennas, and whereas this action, when previously agreed upon procedure, was anticipated that a status quo would be maintained by the respective countries during the deliberations of the present NARBA convention meeting in Montreal for the purpose of effectuating a new treaty to replace the one now expired, and whereas Cuba has disregarded its pledge to maintain the status quo operation until a new treaty is ratified; and Mexico has declined to attend or take part in the Montreal conference and whereas these countries have permitted their licensees to greatly increase their transmisions of power toward United States stations in direct violation of the status quo and to begin operations on frequencies hitherto reserved for the United States country, and whereas, this practice has resulted in unbearable and chaotic interference in the service areas of many American stations and has severely impaired or destroyed service on which millions of American citizens depend for daily information, entertainment, and education, in hundreds of communities in this country, and whereas this situation is being further aggravated daily as more and more Cuban and Mexican stations increase their power or take over channels assigned to United States stations, thus constituting the most serious invasion of channels to date, and whereas it appears to be the ultimate aim of Cuban and Mexican officials to break down all clear channels in this country and to further restrict and, in some cases, destroy the presently overcrowded channels in order that they may obtain many more channels for their own use, 

BROADCASTING • Telecasting

WITH RESPECT TO these violations of the NARBA Agreement, TRAFFIC to invoke economic sanctions against Cuba and Mexico to halt their channel grabbing, as proposed by NAB District 4 (see story this page), were regretted last week by most members of the U. S. delegation at the Montreal NARBA conference.

A poll by BROADCASTING, taken after members of the American group had been informed of the District 4 action, showed that only one delegate endorsed the strongly worded resolution.

High-pressure tactics at this point in the diplomatic maneuvering might arouse nationalistic spirit among factions within Cuba’s delegation and upset the progress already made, most of the U. S. delegates contacted pointed out. This would mean a loss of goodwill among the Cubans, it was felt, and tend to preclude any chance that Mexico might go along with a treaty should one be adopted.

Action of District 4 was viewed by some of the U. S. delegates as inappropriate and untimely. Adoption of such a resolution during early stages of the negotiations, or even before the conference got down to serious business, would not have embarrassed the U. S. delegation, it was suggested, but it makes the whole job tougher now that the officials are not aware of the debris.

One delegate's view was that the resolution would be regarded by both Cubans and Mexicans as an affront and produce the very opposite reaction from that anticipated. Another view was that the interference situation is critical and demands plain talk.

The Montreal NARBA conference, under way a month-and-a-half ago, approached the critical stage at the weekend as a technical committee started setting up a list of stations regardless of channel classification and with each country putting down its objection or lack of objection.

With this narrowing of the issues, the committee started at 540 kc and prepared to go right down (Continued on page 35)

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With this narrowing of the issues, the committee started at 540 kc and prepared to go right down (Continued on page 35)
ED. SCHUSTER & Co., Milwaukee, Wisconsin's largest department store and described as perhaps the nation's [BROADCASTING, May 2], 1949, for the fall and early winter.

The contract features a list of expanded radio and television purchases by clients of Cramer-Krasselt, Chicago agency.

Besides buying a TV schedule to promote its own services, Cramer-Krasselt has placed audio contracts for Golden Rule, large St. Paul department store. The schedule is described as the largest three-dimension block purchase in Twin City history. A third retailer, Broadcasting Ltd., a Milwaukee department store, is running TV spots in Milwaukee.

The Schuster radio schedule totals 31 hours per week, six hours more than the record-setting lineup last spring.

Four Milwaukee stations — WCLI, WEMP, WEXT and WMAW — are carrying the current lineup, scheduled to run at least through Christmas. Two morning half-hours, an afternoon hour and a supper hour followed by another half-hour are carried on WEMP, all Monday through Friday. On WMAW Schuster is sponsoring a 20-minute morning program series by four musical matinees at 10:15 p.m. on Sundays; Monday-Through-Friday.

The WMIL package consists of on-the-hour news from 8 a.m. to 8 p.m., six college programs in the morning and one half-hour weather forecast. In addition Schuster's sponsors a 90-minute musical show on Thursdays, 9:30 p.m. to 10:45 p.m., an hour more than the usual half-hour program aired on WEMP.

The six Schuster morning programs are the morning variety show; quarter-hour musical at 1:15 p.m. and Fritz the Plumber, 2:45-5 p.m. The three last-named series are six-weekly. Schuster's WXTV contract includes three five-minute musical segments, six-weekly.

Cramer-Krasselt has placed a four-program television schedule for Schuster's on WTMJ-TV Milwaukee as part of its expanded use of the medium on behalf of eight local clients. The programs include 15-minute segments of the Song Shop 4:16-4:30 p.m., thrice weekly; co-sponsoring show, a 9:50 p.m. to 10:45 p.m., Sunday. In addition Schuster's is using spot announcements and special events on WTMJ-TV.

Golden Rule, St. Paul, has signed with WMIN Minneapolis for 11 quarter-hour broadcasts and 23 half-hour shows a week following a successful test started on WMIN last May. The programs run from 9:30 a.m. to 11 p.m., mostly five or six days a week.

WLQI, Minneapolis, Golden Rule has signed for 11 quarter-hour hours a week, including six-weekly morning and five-weekly afternoon musical programs.

Cramer-Krasselt, One Broadway House of Music, musical department store in Milwaukee, is running a spot schedule on WTMJ-TV, using Cramer-Krasselt one-minute films. Also using the same one-minute film commercials on the station are Pfizgradt Co., General Electric distributor, and Milwaukee Co., investment and securities.

Two other financial institutions

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RCA ASKED FCC last week for two months' postponement of the Nov. 14 comparative demonstrations of color television systems, while Philco Corp. and Allen B. DuMont Labs. in the meantime went to the aid of Color Television Inc. in work on equipment for the CTV system, including a direct-view color television tube.

In its bid for delay of the comparative showings until January, RCA told the Commission it needs the extra time for adequate field-testing of its color system and for production of additional direct-view sets to permit a "fair" comparison with rival systems. Further, RCA contended, a postponement should be made so that CTV may participate then.

FCC's official timetable for the hearings, issued the week before [BROADCASTING, Oct. 17], made no provision for sessions after the completion of cross-examination, which is scheduled to start Dec. 5 and probably will take up most of the month. It called for Nov. 14 comparisons of the RCA and CBS color systems and black-and-white to be shown by DuMont.

RCA told the Commission, however, that CTV not only expects to be given a comparative showing with RCA and CBS, but also has indicated, through counsel, that "CTV plans to have its equipment in Washington by the end of January for the purpose of such a comparative demonstration."

The Commission is slated to go to San Francisco for an official look at the CTV system the week of Nov. 28, though Comr. Robert F. Jones suggested several times last week that this showing might better be held in the East.

RCA's decision, the commission was told by Philip's and DuMont's decision to work with CTV, counsel for Radio Mfrs. Assn. reported that manufacturers feel each of the rival color systems is entitled to a demonstration with the best apparatus available. Thus, it was pointed out, CTV had been offered assistance on equipment problems including development of a direct-view tube, which figures prominently in the CTV outlook.

CTV spokesmen have estimated that with a direct-view tube existing black-and-white sets might be converted to CTV color for about $65 to $75. Their current proposals, however, are based on use of projection sets.

Using the projection method, they estimated CTV color sets would cost from 5 to 10% "more or less" than existing monochrome projection receivers; that present projection sets could be converted for about $100, assuming a re-sale value of approximately $100 for the parts replaced, and that conversion of direct-view sets-again with a direct-view tube is available—probably would cost $200.

CTV Vice President George E. Sleeper Jr., who presented the estimates, was questioned sharply about his assumption that replaced monochrome parts would have a substantial re-sale value.

Except for brief questioning of Dr. Peter C. Goldmark, developer of the CBS color technique, the week's sessions were devoted to CTV testimony, most of which centered on highly technical explanations of the all-electronic, "completely compatible" system. Witnesses were Mr. Sleeper and Samuel B. Smith and Col. Donald K. Lippencott, of San Francisco.

The Commission meanwhile was told by Skiatron Corp. of New York, that it held patents on a "subtractive" color system which is superior to "additive" processes employed in the RCA and CBS systems, and that it would have witnesses available to testify after Nov. 15.

FCC's intention to make its own tests of the RCA, CBS, and CTV color systems was made clearer earlier in the week when Chairman Wayne Coy called upon these firms to deliver receivers to the FCC laboratories.

(Detailed resume of hearings, page 42)

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COLOR TV—This Week's Summary

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(Detailed resume of hearings, page 42)
NETWORK BILLINGS

GROSS BILLINGS of the four nationwide AM networks in August totaled $12,164,974, according to figures released last week to Broadcast by Publishers Information Bureau. Figure is 14.5% below the combined network gross time sales of $14,231,502 in August 1948.

Combined network gross for the first eight months of this year, according to PIB data, is $125,027,664. This total is 3.5% below the $129,616,007 for the same period of last year.

Procter & Gamble Co. was the leading network advertiser in August, from the standpoint of time purchased, using $1,076,631 worth of network time, below discount. Sterling Drug Co., second, with gross network time purchases of $600,029 during the month. General Mills ranked fourth, with a gross of $531,399, just edging out Miles Labs whose gross was $531,166. Liggett & Myers was fifth with $490,564.

(Fore the ten leading network clients, see Table I.)

Food Leads

Analysis by class of advertiser (Table II) shows food advertising as the leading user of network time during August, accounting for $2,689,605 worth of network time, or 22.1% of the total used by all types of advertisers.

Toiletries ranked second in August, with $1,935,220, or 16.0%; smoking materials (cigarettes, etc.) third, with $1,739,022, or 14.3%; drugs fourth, with $1,610,752, or 13.2%; soaps and cleansers fifth, with $1,254,985, or 10.3%.

The same rank order obtains for the first eight months of 1949.

P&G Top in Aug.

CARLOS FRANCO

Takes Kudner Executive Post

CARLOS A. FRANCO, formerly with Young & Rubicam, New York, and a veteran in the radio business for the past 25 years, will join Kudner Agency [CLOSED CIRCUIT, Oct. 17] as general executive on Oct. 31.

Mr. Franco was with Y&R for the past 13 years as associate director of radio and chief timebuyer. Prior to his association with the agency he was with NBC as a salesman.

During the war he was general consultant to the office of the Inter-American Affairs besides his duties at Y&R.

He has been chairman of the broadcasting and telecasting committee of the AAA since its inception, and a BMB director.

Brewer Joes PC&H

WILLIAM BREWER, national spot salesman at NBC Chicago for the past year, Nov. 1 joins Potts, Calkins & HOLDERGENCY, Kansas City, Mo., as radio and television director. He was former manager of an Armed Forces Radio Network in Italy.

BANK RADIO

Financial PR Group Discusses

RADIO will continue to be an important advertising and entertainment factor for several years, "despite TV's phenomenal inroads," W. W. Delamater, assistant vice president, Land Title and Trust Co., Philadelphia, said Thursday at a radio clinic of the Financial Public Relations Association in Chicago. The FRA, with 300 members in the U. S. and Canada, met in annual convention at the Edgewater Beach Hotel.

Among the 99 clinics conducted Wednesday, Thursday and Friday for 70 association members were two on radio and one on TV. Mr. Delamater was panel chief for the Thursday radio session, outlining "The Future of Radio."

Predicting continued effectiveness of daytime radio, Mr. Delamater anticipates a three-to-six-year period before video will have

AT opening meeting of the season of Radio Executives Club of New York Oct. 6 are H. M. Shackleton (l), vice president of Johns-Manville Corp., and John J. Karol, CBS sales manager and REC president.

BROADCASTING * Telecasting

Because banks are acquiring a "sharpened sense of advertising values," they are using radio in increasing amounts, in the opinion of Frank R. Warden, vice president, Central National Bank and Trust Co., Des Moines, Iowa. Mr. Warden, who opened the radio clinic Wednesday afternoon, pointed out that a reason for the increased use of radio by banks is the greater newspaper production costs. "It's doubtful that the same multiplicity of costs faces radio stations."

"Astute timebuying enables a modest advertiser to reach a maxi-

(Continued on page 54)

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MBS Shift

Hult Moves to New York Office
As Sales Vice President

ADOLF N. HULT, MBS vice president in charge of the Central Div. since 1945, last week was promoted to vice president in charge of sales for the network.

His appointment is effective today, Oct. 24.

Mr. Hult replaces Z. C. (Jess) Barnes who resigned after nearly five years as the sales vice president and more than seven years with Mutual.

Although no announcement of a successor to Mr. Hult in Chicago was made, it was learned that Carroll Marts, who was appointed sales manager of the Central Div. last August, would become chief executive, but without the vice president's title.

The appointment of Mr. Hult culminated a series of rearrangements in the executive level of Mutual since Frank White became president. It was believed no other executive changes were contemplated.

Joined MBS in 1934

Mr. Hult, a native of Chicago, was a MBS when it was formed in 1934, as an account executive, after four years of service in a similar capacity with WGN Chicago. In April 1941, he became sales manager of the MBS Central Div. and was elected a vice president in March 1945.

Mr. Hult's first business experience was as a reporter for a Moline, Ill., newspaper. Later he became a sales representative of the National Lock Co. in Rockford, Ill., leaving in 1930 to join WGN.

As vice president in charge of sales, he will move to Mutual's New York headquarters.

Mr. Marts, a native of Ankeny, Iowa, was associated with the Atlantic & Pacific Tea Co. from 1929 to 1942, rising to chief accountant in Chicago. He joined Mutual in January 1943, in sales service in Chicago and later became sales service supervisor.

In 1948 he was made assistant to the Central Div. vice president, became an account executive in the Central Div. in 1947 and business manager of mid-western operations in July 1948. Mr. White appointed him sales manager of the Central Div. last August.

Preston Leaves WGN

Dennis Acting Program Dir.

WALTER J. PRESTON, program director of WGN Chicago for the past year and a half, has resigned, and Bruce W. Dennis, assistant to General Manager Frank P. Schrieber, has been named acting program director, Mr. Schrieber announced Thursday. "Mr. Preston resigned to enter the management end of the broadcasting industry," the announcement said.

Mr. Preston was program director of WSBM Chicago from 1941 to 1947 and for some time prior to joining WGN was an independent producer of program. Mr. Dennis joined WGN as director of public relations in 1946.

Stone Elected

Heads Tenn. AP Bcstrs.

HARRY STONE, general manager, WSM Nashville, was elected chairman of the Tennessee Associated Press Broadcasters at an organization meeting in Memphis. Elected vice chairmen were Leslie R. Brooks, WJJS Jackson, and Cliff Goodman, WETB Johnson City.

The state radio association agreed upon the following as its primary aim: To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state. A continuing study committee will be appointed to work out mutual problems with a three-man committee already selected by the state AP newspapers.

McCreery Buys SB&M Controlling Interest

WALTER McCREEERY, president of Smith, Bull & McCreery Adv., Hollywood (with other offices in New York and San Francisco), has purchased controlling interest in the agency and has moved to 6944 Wilshire Blvd. in Beverly Hills.

Although no full explanation was given for the fact that Frank Bull and V. R. Smith will continue to operate at their present address of 6642 Sunset Blvd. under the agency name of Smith & Bull, reason given for the move is "the agency's rapid expansion in the national advertising field."

Under the realignment Mr. Bull will remain on the board of directors of SB&M and Mr. Smith hold stock, but it was pointed out that the corporation will announce a name change "to avoid confusion of the similarity in names."

The bulk of the personnel will remain with Mr. McCreery's operations. The San Francisco office, headed by Robert Selby, and the New York Office, headed by Maxfield Kaylor, are both expected to be enlarged "as part of the expansion program."

CBS, Radio Guild

Negotiations Are Resumed

CBS and its white collar workers resumed negotiations last week at the point where they were broken off Oct. 14. On that day, the network had called off a scheduled meeting after a large group of the workers, members of the Radio Guild, UOPWA, CIO, proceeded to the office of Joseph H. Ream, CBS executive vice president, and demanded an audience.

By demonstrating, the union said, they were protesting CBS' position that a new NLRB election is necessary to determine whether the guild is still the proper bargaining agent, and whether the bargaining unit should include employees whom CBS considers confidential or supervisory.

THIS happy group lines up during a break in District 5 meeting: Seated, 1 to r., Reggie Martin, WJHP Jacksonville; Charles Smithgall, WGGA Gainesville, Ga.; Harry Camp and Owen Bridget, both of WQAM Miami; back row, 1 to r., L. H. Christian, WRFC Athens, Ga.; Ted Anthony and Bill Von der Busch, both WMIE Miami; Pete Kettler, WGBS Miami; Jim Bailey, WAGA Atlanta; C. P. Persons, WAPL Birmingham, Ala.

CARL HAVERLIN (third from right), of BMI, New York, takes time out during District 5 session to tell Ruth Branden of WBSP Pensacola, Fla., that BMI popular music has surpassed ASCAP for the first time in BMI's nine-year history. Others in group are, 1 to r., James Blackburn, Blackburn & Hamilton, Washington; Robert Feagin, WPDQ Jacksonville; Tom Gilchrist, WTMQ Ocala, Fla.; Allen Brown, WLOF Orlando, Fla.
GOVERNMENT agencies, queried on their individual communications needs by a Senate Interstate Commerce subcommittee to study spectrum space, had not replied last Wednesday as the 81st Congress adjourned for 1949.

There were signs, meanwhile, that the communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), may concentrate on the question of domestic and international records communications before delving specifically into the division of frequencies between private and government users.

This was indicated last week when W. P. Marshall, president of Western Union Telegraph Co., in a letter to Sen. McFarland urged establishment of a single system of domestic and international record communications—under private management and with WU as the nucleus.

Two-Forked Probe

The subcommittee's two-forked inquiry, which would embrace allocation of precious frequencies for commercial broadcast (radio-TV) use as well as government operation of communications systems, has been under Congressional deliberation for some time. Sen. McFarland said the overall probe would be comprehensively undertaken sometime next January.

Spokesmen indicated there would be little interim action until all replies have been sifted and weighed for study when Congress reconvenes.

Letters were sent to various government departments: State Dept., Army, Navy Air Force, General Services Administration, and Interdepartmental Radio Advisory Committee [Broadcasting, Oct. 17].

Text of the queries and replies won't be disclosed until the latter have been thoroughly studied, Sen. McFarland said.

Sen. McFarland told Broadcasting he felt frequencies could be better utilized than at present, and that there was need for greater "coordination" of facilities than now exists. He hinted that he felt many frequencies at the present were not being fully utilized with respect to government agencies, though he preferred to reserve judgment until the facts are in.

Assembled whether he felt FCC should be allotted more frequencies to fulfill its responsibilities to radio-telephone applicants, the Senator declined comment. Some recommendations will have to await a complete study of needs of the various agencies within the scope of the inquiry, he said, adding that the subcommittee will be guided similarly with respect to necessity for a hearing.

Sen. McFarland had asserted: "Only in the U. S. do we have a framework and a set of rules for the exercise of these rights. . . . In broadcasting, we have freedom of expression and opinion under a public licensing system; in the common carrier operation we have privately owned operating companies. In neither case do we want the government's finger in the pie."

He told Broadcasting the inquiry did not result from complaints that government services, particularly the military, were pre-empting spectrum space.

"But we have had a feeling that frequencies could be better utilized than they are now and that the whole communications system should be reviewed toward that end. We're going to study this thing overall before we make any specific recommendations," he stated.

Some authorities feel that many of the operations overlap among the military and other agencies where duplication could be avoided through better coordination. Each branch, however, prefers its own communications link and private priority, sometimes between two points covering approximately the same area, they point out.

IRAC, which allocates frequencies as between those for government use and those allotted FCC for private radio purposes, is expected to be a large factor in the inquiry. The committee makes its recommendations directly to President Truman.

The probe is related in part to a three-fold investigation involving matters pertaining to international and domestic telegraph, telephone, and radio communications. It was authorized earlier this year by a Senate Resolution under the leadership of Sens. McFarland and Charles W. Tobey (R-N.H.), which also called for a study of FCC procedural practices. Sen. McFarland last summer conferred with officials of various communications companies (telegraph, etc.) looking toward that end.

Examine Record

Congressional probers indicated they would examine their relation to national security and international treaties and would legislate recommendations on the basis of their findings. Such findings are instrumental in helping legislators determine what policy to follow on overall allocations in view of always pressing demands for more frequencies.

Mr. Marshall stated that WU, subject to FCC's determination of a fair rate, would purchase business of American Telephone and Telegraph Co. and others; that an integrated system of domestic communications would be developed with the national defense establishment; that WU would offer to purchase international telegraph facilities of RCA Communications, American Cable and Radio Corp. and other carriers.

He warned that if WU is compelled to merge with either the government or some competing form of service, "the only possible effective competition in the communications field will be destroyed."

In his reply, Sen. McFarland said no company can successfully compete with the federal government and he felt that a merger of all types of communications would drive out competition in the communications field.

INCREASED FCC activity in the investigation of Nevada stations' files is reported, giving further impetus to speculation that the Commission may be launching another probe into gambling beyond the broadcast of horseracing result information [Closeup Circuit, Oct. 10].

KWRN (AM-FM) Reno told Broadcasting last week two FCC members, identified as Joseph Brennan, San Francisco regional counsel, and Robert Alford, of Washington, personally went through the continuity files of the four Reno stations. Similar action at the Las Vegas stations has been reported from time to time.

Merrill Inch, general manager of KWNK said, "They took from the files all copy from gambling clubs and declared that it was to be submitted to the Commission for a 'policy decision.'"

Dilemma facing the Commission, if an inquiry is being made into the broadcast of advertising for gambling devices and gambling establishments, is the fact that gambling is legal under Nevada state law. FCC spokesmen in Washington disavow knowledge of any "policy orders" being issued from Washington but say if field reports are under preparation they cannot be revealed when received from investigators.

EXPONDING adage "that as long as people have ears, there will be a radio audience" is Allen Woodall, WDAK Columbus, Ga.; NAB District 5 director. Group includes (front row, l to r): Tom Carr, Georgia Local Station Group; James Wooduff Jr., WRBI Columbus; Red Cross, WMZ Macon; James LeGate, WIOD Miami; (back row, l to r) Charles Baskerville, WFLA Tampa; Alex Sherwood, Standard Radio, New York; Mr. Woodall; and Dan Schmidt III, George Hollingbery Co., Atlanta.

W. WRIGHT ESCH (seated, second right) of WMFJ Daytona Beach, president Florida Assn. of Broadcasters, tells District 5 group that the next FAB meeting will be held Nov. 4-5 in Sarasota. Seated in the front row (seated, r to l) are: Lew Avery, Avery-Knodel, New York; Ed Mullinax, WLAG, LaGrange, Ga. (president Ga. Assn. Broadcasters); Mr. Esch; George Storer Jr., WAGA-TV Atlanta; standing, William Carey, WXXY Sarasota; Addison Amor, RCA Thesaurus; Glenn Marshall, WMBR Jacksonville; Bill Stubbsfield, Capitol Records.
CONGRESS has taken cognizance of the radio industry's special problems in the creative and talent fields and labor legislation which in effect reverses regulations covering talent fees for radio and television.

In a measure (HR 5856) amending the Collective Standards Act of 1938, legislators ruled that regular rates of compensation for employees do not include payments for talent fees and payroll costs for performers, including announcers, on radio and television programs. Legislation placed the burden of interpretation, however, on the Wage and Hour Administrator, with respect to defining talent fees and their scope. That will have to be worked out as individual situations arise between performers and the broadcasting industry, it was indicated.

The new law modifies present regulations in that overtime pay is paid on average hourly earnings as computed by lumping together all talent fees with the regular weekly salary. Performers, adm inistrator had no authorization to draw exclusions, sought by networks, which would eliminate the practice of including such fees for purposes of computing overtime, according to Richard P. Doherty, NAB director of employer-employee relations.

Some announcing, for example, draw a certain base pay, within a union contract, in addition to larger sums as talent fees each week. The industry has contended that such a practice "unfairly penalized and harassed" radio broadcasting. It also claimed that, overall, overtime wage regulations tended to impair negotiations between radio unions and management to reach practicable collective bargaining agreements. In passing the new standards, which raise the minimum wage from 40c to 75c, Congress also corrected another grievance—one involving child performers in radio and television fields. It added them to the list of exemptions which already had embraced juvenile actors in the motion picture and theatrical branches. Also, exemption for "actors" was extended to "performers" as well.

The broadcasting industry never raised any question on the minimum wage provision, which it felt was "academic," since virtually all industry salaries or wages are above the former minimum level.

Both AFRA (American Federation of Radio Artists) and the networks sought in 1945 to obtain a correction of the application of overtime regulations to talent fees—to limit overtime pay to standard rate of pay exclusive of such fees—it will be recalled. The Administrator informed them, however, he was legally unable to interpret the Act other than around the concept "base pay, within the regular rate of pay."

Radio unions, such as AFRA, have generally regarded certain types of talent fees as extra compensation rather than regular rate of pay with a view to effecting more practicable collective bargaining agreements.

However, the Senate turned down, however, industry's proposal that premium pay be mentioned with premium rates under extra compensation provisions. Mr. Doherty termed it questionable whether the limited specification of "premium rate" would encompass types of premium pay based on employees working the full normal workday or normal workweek.

Again collective bargaining agreements were cited as the core of complaints.

Under the new law regular rates exclude in part:

(5) Extra compensation provided by a premium rate paid for work by the employee on Saturdays, Sundays, holidays, or regular days of rest, or on the sixth or seventh day of the workweek, where such premium rate is not less than one and one-half times the rate established in good faith by the contract, agreement, or other device, or like work performed in nonovertime hours on other days.

(7) Extra compensation provided by a premium rate paid to the employee in pursuance of a collective bargaining agreement, work outside of the hours established in good faith by the contract, agreement, or other device, or like work performed in overtime hours on other days.

The multi-colored mailing pieces will be sent by participating stations to see how local and national prospects, while BAB distributes them nationally. Number of prospects to be covered totals 25,000.

Each of the 13 pieces highlights a specific facet of advertising, and is designed to be released at intervals to create a cumulative effect. A total of 325,000 individual folders is being printed, which may increase should more subscribers join the campaign, BAB reported last week.

Stations are defraying costs involved in mailing, but are confident they will be able to profit from the campaign.

Max Hill

FUNERAL services for Max Hill, 46, publicity director of Wade Advertising Agency who died suddenly in Elkhart Ind. Tuesday were held Friday in Denver. Mr. Hill was a native of Denver, went to work for NBC from 1943 to 1945 and was on assignment for the network in this country the following two years.
JOCKO THE JOCKEY

There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H, the big independent with the big audience.

Just a little bit of money goes a long way on W-I-T-H! That's because W-I-T-H 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 grocery stores, 42.3% were tuned to W-I-T-H!

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W-I-T-H story.
The measure of a hit is the length of the line at the box office—not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:

- top network billings...most sponsored hours
- ...most nearly sold-out schedule in radio.

The pay-off is always at the box office—and here's why the obvious preference is for NBC: strongest station lineup in radio...largest audience in advertising.
Bank Radio

(Continued from page 27)

mum listening audiences," Mr. Warden said. The chain-break, he explained, permits a small advertiser to "cash-in" on an audience built by a large national advertiser. A good rule to follow is "to watch your adjacencies," he warned.

Bank advertising, often termed "stiff and stilted," can be humanized with the use of radio because it employs "the human voice and is therefore an especially adept medium for presenting a sincere and friendly message to the family. Radio copy lays stress where it should be—on the human equation."

Radio advertising must have "sound planning, astute timebuying and careful thought to copy appeals to be successful," Mr. Warden concluded.

All banks will be challenged by television, and should begin preparation for it now, John J. Barry, vice president of the National Shawmut Bank of Boston, warned at the Friday TV clinic.

Mr. Barry, who moderated an exchange of viewpoints expressed by financiers and bankers, explained that Shawmut Bank now sponsors on TV in Boston each week a feature film, 12 newsreels, 19 weather forecasts, three and one-half hours of Multiscope news and a dozen spots. Shawmut is the city's largest local TV advertiser, he said.

Whether banks will "take to" TV is now "an academic question for some 10,000 U.S. banks, currently out of TV range," Mr. Barry said. "However, if the FCC carries out its intention—and I think it will—every community will be brought into potential range."

His suggestions to bankers: Get your time franchises now, get into commercial production now, investigate techniques and devices which will enable you to bypass expensive commercials, and get into the market for program material now.

Mr. Barry advised them to arrange for time when a station applies for or is granted a license. He recommended 20-second spots for example, in the 7:30 to 10:30 p.m. network time slot. "Have programs or spots as near to network time and the hour of maximum circulation as possible—and that's 7:30."

Commercial production should be planned in advance to save money and eliminate mistakes, he said. "While the audience is building, it may be better to lease filmed bank advertising material, to be followed by tailor-made demonstrations." Answering his own question, "Why this rush?", Mr. Barry explained that network shows "are now achieving performance standards closely approximating the best on stage and screen. Your programming must meet these standards if you are going to bid for audience attention and consumer preferences. Extended advertising messages must have the same eye appeal, the spots must have the same shock values and impact."

Speaking on "selection of advertising media," Merrill Anderson, president of the Merrill Anderson Co., New York, voted radio "second best." He warned that, "except for carefully chosen spots on strong stations, it's hard to get tangible results at a cost which will compare with that of newspapers. However, on certain types of give-away, radio may well out-pull newspapers."

Television "seems likely to take over a good part of the banks' advertising dollar," Mr. Anderson predicted. Major drawback seen by him is the current price per thousand, "which is extremely high."

If rates continue to rise in proportion to audience increase, it will be difficult for banks to fit TV into their limited budgets. National advertisers will probably outbid local advertisers for desirable time, and most banks are local advertisers. During the three-day session, bankers were concerned with methods of building up public relations and "selling" money and credit, described as "two universally useful and necessary commodities" by William E. Singletary, assistant vice president of the Wachovia Bank and Trust Co., Winston-Salem, N. C. "Within the past year, the economic cycle has come to the place where business must begin to pedal—and they must understand how we sell," he concluded. Bankers were interested in radio and television as media to attract business and to foster successful public relations.

HANDING stock certificates to Frank G. Huntress Jr. (l), president, Sunshine Broadcasting Co., is Gene A. Howe (seated), editor and publisher of Amarillo Globe-News and former president of the broadcasting firm, at formal proceeding transferring control of KTSA (AM-FM) San Antonio to Express Publishing Co. Standing next to Mr. Huntress (l to r) are Charles D. Lutz, KTSA manager, and O. L. (Ted) Taylor, president of Taylor Radio & TV Co. and former KTSA minority stockholder. Transaction, closed at Merrill National Bank, Dallas, involved $450,000 [BROADCASTING, Sept. 26].

EDUCATIONAL RADIO

SBC Presents Awards

TWO educational broadcasters—Kenneth G. Bartlett of Syracuse U. and Richard B. Hull of Iowa State College—last week were named "Men of the Year" in the first tie vote cast in 10 years by the advisory committee of the School Broadcast Conference. George Jennings, conference director, presented the awards at the Wednesday luncheon of the three-day 13th annual convention in Chicago's Sherman Hotel.

Mr. Jennings commended both men for their use of educational radio and television.

Mr. Bartlett is dean of the University College at Syracuse, chairman of the Television Broadcasters Ass'n. Educational Committee, and chairman of the committee to set standards for choosing television in colleges. Mr. Hull, radio director at Iowa State and manager of the school's station, WOI, is president of the National Ass'n. Educational Broadcasters.

Annual SBC citations were presented to 11 stations, two colleges and a network. Stations, and programs for which they were cited:

**WABE** (FM) Atlanta, Uncle Don From Froopy Hollow Farm; **KYXW** Philadelphia, Once Upon A Time; **EDRA** Pittsburgh, Miss Hickory; **KATL** Houston, Square Dancing; **WXQ** New York, New York Times Youth Forum; **WSTC** New Brunswick, N. Y., Children Have Their Problems; **KCMO** Kansas City, Mo., Report Card From Your Schools; **WLB** Chicago, Let's Go Places, and **KUOM** U. of Minnesota, Look What We Found. Two stations earned two awards—**WW2** St. Louis for Science for You and Our Missouri Constitution, and **WBZ** Boston for Children's Corner and Listen and Learn.

Schools commended were **Illinois College Radio Workshop** for its School of the Air program "Trees," and the U. of Colorado for Today's Frontiers. Revolt of The Unhappy Clothes brought an award to the Empire State Rural Network.
A Verdict for KGNC

EXHIBIT "A" in a recent court case at Canyon, Tex., turned out to be radio. A woman state's witness, two hours on the stand, set all important time elements in the case according to what program was on KGNC Amarillo (18 miles away). The exasperated defense attorney trying to break down the time testimony, finally blurted "Don't you ever listen to any station but KGNC?" Composed answer was "No sir, I turn KGNC on early in the morning and I don't turn it off until late at night."

NARBA Reaction

(Continued from page 25)

the broadcast frequency list. The working group comprises one representative from each country.

The 540 kc channel is classified as clear by the juridical technical committee. This has not been cleared by plebiscitary action agreement but the agreement is declared tantamount to approval. The decision would mean, subject to domestic regulations, that the channel would be available for Class II assignment in the United States with powers ranging from 250 w to 50 kw.

In this country the channel is beset with proposed government restrictions based on the fear that ship automatic alarms would be affected. Furthermore, use of the channel would be restricted by proximity of defense installations.

The action apparently would give Canada's CBC Watrous, Sask., IA status on a permanent basis. The status of KXWA San Luis Potosi, Mexico, is not clear but it probably would be IB or II. KMBC Kansas City has long been an applicant for 50 kw on 540 kc.

Many smaller stations could employ the channel for widespread service and relieve interference were governmental restrictions removed.

The numerous hard-working NARBA subcommittees at Montreal are disposing of minor items, with the critical stage approaching due to the narrowing of the list of items on which agreement can be reached.

At the heart of the conference difficulty is Cuba's insistence on the right to assign stations on any frequency provided it does not cause objectionable interference. This raises the question of what constitutes interference. Already serious interference is reported by many U. S. stations as a result of Cuban assignments made since the NARBA agreement expired last March.

Conference delegates enjoyed a respite from the day-night negotiations and meetings at the weekend as the railroad buses for a trip to Ottawa as guests of Canadian Broadcasting Corp.
In raising the NARBA issue, Mr. Arnoux cited several examples of stations already suffering from Cuban and Mexican interference. "Don't be surprised if you hear a rhumba on every frequency," he said.

Judge Miller had warned in his talk that neither Cuba nor Mexico were representative of some NARING that expired last spring. Both nations understand the nuisance technique, he said.

The NARBA resolution noted that Cuba has disregarded its pledge to continue status quo until a new treaty is ratified, and Mexico isn't even taking part in the conferences. It reminded that number of many Latin stations has been increased, resulting in chaotic interference which is getting worse every day.

Clear and regional channels are direct targets, the resolution states, deploring the breakdown of the sound-channel policy.

Four types of sanctions are suggested: Stop protecting their stations, rearrange Cuban sugar quotas, set up passport restrictions, withdraw currency support. Use of other similar techniques is advised.

The district asked that President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and Congressional committees be notified of the resolution.

Serving on the resolutions committee were Ben Strouse, WWDG Washington, chairman; George B. Storer, Fort Industry stations; William E. Rine, WWKB Washington; B. T. Whitmire, WFBF Greenville, S. C.; Harold Essex, WSJS Winston-Salem, N. C.

Costs Discussed
Mr. Arnoux presided at the opening of the District 4 meeting Monday morning, introducing Mr. Essex, a member of the NAB Employer-Employee Relations Committee, who took charge of a session on costs, profits and labor. Richard P. Doherty, director of the NAB department, and his assistant, Charles Tower, discussed technical, programming, selling and labor costs and their relation to income.

Data covering operation of southeastern area stations were given. The figures come from NAB's extensive study of costs and income by type and size of station as well as affiliation. Mr. Tower answered wage-hour questions and explained in answer to a delegate that many stations allow 15 to 30 minutes for sign-on and sign-off.

Judge Miller was principal speaker at the Monday afternoon meeting. He said every district meeting this year had set an attendance record, with District 4 surpassing all others and setting an alltime district meeting record.

He explained how AFM President Petrillo is whipping up the plan to assess performance fees for records and transcriptions, with

**TRIO at Pinehurst meeting (l to r):** William R. McAndrew, manager of NBC Washington stations; Walter J. Brown, WORD Spartaburg, S. C.; Frank M. Russell, station Washington vice president.

**NBC's RUSSELL Hits NAB Organization At Carolinas Meet**

NAB has compromised with the principle of functional organization in its streamlining process, Frank M. Russell, NBC Washington vice president, told a joint meeting Oct. 16 of the North Carolina and South Carolina Assns. of Broadcasters at Pinehurst, N. C.

Mr. Russell said a truly functional association would consist of autonomous groups such as clear channel, regional, nonaffiliate, independent, network and similar industry units. Each group would elect two members to the NAB board under this plan. He said he would like to see the second member proceed to be used for his welfare fund. As at other district meetings he reviewed the reorganized NAB operation.

Dr. Kenneth H. Baker, RMB acting president, described the second coverage study. He said tabulators are working in several cities 24 hours a day, all week to process the millions of cards.

The study will have little FM data, he said, because BMS found listeners reporting ownership of twice as many FM sets as ever have been manufactured due to confusion from dual AM-FM station breaks and other causes. Where data justify, he said, BMS will supply memorandum reports dealing with size of the FM audience.

Robert J. Burton, BMI vice president, said BMI rated first, second, fourth and seventh on the last Hit Parade, pushing "South Pacific" off the list.

Kolin Hager, SESAC, reviewed that society's service and said it is developing greater strength in the popular music field.

Horace Fitzpatrick, WSLS Roanoke, District 4 sales managers chairman, presided at the all-day sales session directed by Mr. Mitchell, who told managers how to get better results from their salesmen and a larger share of the advertising dollar. He showed the BAB slide film and other BAB sales aids.

Third row, Mrs. Ford Browning, Mrs. Carla B. Keys, Mrs. Paul C. Buford, Mrs. Phil Hoffman, Mrs. John C. Hanmer, Mrs. Ben Strouse, Mrs. Glacus Merrill, Mrs. John Rivers, Mrs. James M. Wade.

Fourth row, Mrs. E. J. Pryor, Mrs. Don S. Elias, Mrs. J E. Fontaine, Mrs. J. M. Angel, Mrs. J. B. Weathers, Mrs. Pat Flanagan, Mrs. F. Whitley, Mrs. Melvin F. Barnett, Mrs. F. W. Warner.

The combined state groups also heard David Clark, of Charlotte, trustee of Greater U. of North Carolina, suggest the radio industry develop a radio foundation at the university to train engineers, and Mr. Russell drafted a committee which will study the project.
DIXIE NETWORK

Stations To Push FM Sets

COOPERATION of member stations of Dixie FM Network in North and South Carolina was offered radio set manufacturers turning out FM receivers to stimulate sales during the slack January-February-March season. The network group met last Monday at Pinehurst, N. C., where NAB District 4 had its annual dinner. Ray A. Purt, WIST (FM) Charlotte, N. C., presided. Two stations were invited to join Dixie-WLOS-FM Asheville and WMFD-FM, Fredericksburg, Virginia. The group plans to appoint a network salesman and prepare promotion literature.

Program periods were offered U. of North Carolina, for a 15-minute pickup of its University Hour, and the Wild Life Resources Commission of North Carolina, for a 15-minute live program. Four other programs were approved, including a daily news report with three stations feeding service, daily live organ music, commentary by the High Point Journal on state affairs, and weekly shows by the Harmonettes and Dixie Combinators.

Germans Thank NAB

AMERICAN broadcasters were thanked for their donation of radio receivers to Germans. In a letter from Alfon Mons, pres. of the German Society for Education, Funds for the sets were raised last year in NAB's "Silver Shower" campaign.

Francis Freeman Payne

FRANCIS FREEMAN PAYNE, 60, owner of CKLN Nelson, B. C., and publisher of the Nelson Daily News, died Oct. 9 at Halifax, while attending directors meetings of the Canadian Daily Newspaper Assn.

Dist. 4 Resolution

(Continued from page 25)

The following resolutions were immediately called the deplorable "Nortel-Shoestring Neighbor policy between friendly countries of the northern half of our hemisphere to the attention of the President of the United States, the Department of State, the Chairman of the FCC, through their elected representatives in the U.S. Senate and the House of Representatives.

And be it further resolved that each such representative in the House be furnished and House be requested to demand the return of the status quo by Cuba and Mexico, among which could be:

(1) Elimination of protection by U.S. radio stations to Cuban and Mexican stations

(2) Rearrangement of the Cuban cane sugar sugar tax

(3) Establishment of passport restrictions against the two countries

(4) Withdrawal of currency support to the countries involved

(5) And such other measures as may be effective.

...READY TO BE SPENT NOW or in the FUTURE FOR WHATEVER YOU WANT FOR SALE!

in WOW-LAND An Always Rich Farm Market... COVERED ONLY BY

WHAT A CUSHION

(THIS WAS NEVER LIKE THIS BEFORE)

$4,567,999,000

BANK DEPOSITS 12/31/48

$5 VAL. SAVINGS BONDS 12/31/48

in the

228 WOW COUNTIES (BMB)

in NEBRASKA, IOWA, SOUTH DAKOTA, MISSOURI, AND NORTH DAKOTA.

This is... READI MUNICIPAL

RADIO WO;m Inc.

OMAHA

0000 Watts • 590 KC

JOHN J. GILLIN, JR., PRESIDENT

JAMES H. BLAGH, REPRESENTATIVE

AND BLAIR-TV, INC.

October 24, 1949 • Page 37
Still the best mousetrap...
In all advertising, there's only one medium where one advertiser reaches over half the population of the country... 21,000,000 families!... with one program in one month.*
He does it with Network Radio... on CBS.

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of actual "advertiser circulation" in all advertising today.
Radio's Atom B(o)MB

Radio HAS never turned a deaf ear to a fair proposition. Such a proposition is advanced by Melvin Brorby, vice president of Needham, Louis & Brorby Inc., anent BMB, of which he is director.

Mr. Brorby wants BMB saved, but not necessarily as is. He deplores the lack of station support, what with only 600-odd station subscribers to BMB Study No. 2, slated for release next month (though it's our guess it will be December).

Mr. Brorby wants agencies to attest to the indispensability of a radio measuring service before the NAB board meets Nov. 14 to decide BMB's fate. He inveighs against "blackmail" or "undue pressure" upon stations. He asks simply that the NAB board delay action until after Study No. 2 has been published. Then he says BMB will provide the data and station people be named.

That's a fair deal. Certainly radio has nothing to lose, if it uses its head.

BMB has been ill-starred from the start. It was mismanaged, manhandled, maligned and mangled. It was turned against radio itself. Small wonder, then, that so many of the broadcasters who helped pay the $1,500,000 freight for Study No. 2, and who were called upon to meet subsequent deficits of unknown or perhaps questionable origin, should be quizzical.

Everyone is agreed that radio needs uniform coverage standards—but not those open to question. As well as those based on beating down rates in the most underpriced and undersold of the media.

Radio has paid the BMB bill. But it has had a mere one-third voice in its operation. That is a clear cut of many many advertisers and advertisers still buy exclusively via program ratings, over which stations haven't a scintilla of voice, either as to method or result.

A decade ago, when radio was faced with loss of a basic raw material—music—Broadcast Music Inc. was created—by, of, and for broadcasters. It is today a highly successful wholly-owned radio entity. It owes its allegiance only to radio. Through radio the public, advertiser and music industry have benefited and in the process has been shaken clean from the rule, to fight for radio's battle.

Could the BMB answer lie in such an entity in coverage research—and program ratings too? It's certainly worth exploring.

It should be remembered that the Audit Bureau of Circulation was born in the throes of a bitter battle which could result in stem-to-stern reorganization.

So, we welcome Mr. Brorby's timely suggestion. It behooves radio to weigh carefully all of the facets of this problem, which can spell out the economic future of the radio media. The BMB experience of the last four years, in the program rating rankings of the last decade serve as unparalleled guideposts.

WILTON LOUIS GUNZENDORFER

"THERE are just two things to remember about the advertising business; firstly, when a man dies he may leave an estate, but nowhere among his legacies does he pass on his brand preferences. Secondly, when babies are born they do not have brand preferences. So if you remember that new customers are being born daily and others are dying daily, you hold the key to understanding the function, Mr. Advertising."

This sage advice came from the late Will Rogers, following a broadcast from the Don Lee studios in Hollywood a number of years ago. The eager young listener to whom the advice was directed was Will Gunzendorfer, then a network producer with high hopes of making radio and radio advertising his career. That he remembered the words and used the "key" well is evidenced by Mr. Gunzendorfer's present position as general manager of KROW Oakland, Calif.

Wilton Louis Gunzendorfer was born May 23, 1899, in San Francisco, where he received his early schooling. During his college life at the U. of California (Berkeley), he majored in civil engineering. Decidedly minor were a few advertising courses, taken as electives. Concurrently, music was his meal ticket.

The latter was a heritage. His grandfather had led a band in the state of California and his father played clarinet. Two generations of clarinet could easily lead to a third and it did. But the third generation was equally versed in concurrent engagements, thanks to his musical ability, Mr. Gunzendorfer was well able to earn his way through school. While in school (1918 through 1922), he made his radio debut in 1921, playing on just about every station in the Bay region.

Most of this time he had his own orchestra. After obtaining his B. A. degree, Young Gunzendorfer set out to sell automobiles and soon got an idea of selling them by radio. So he formed a six man combo which was paid $3 per man to perform two quarter-hours weekly. After a year, they were considered too expensive and were cancelled out.

Between theatre engagements and other band dates, Mr. Gunzendorfer found he really had little time to sell autos. So in early 1925, he left the auto field and took up music full-time. At first he took a band on the road tying in promotionally with a motor car company. Even when the firm decided to discontinue, he carried on with the band. At one point his band was playing in two theatres on concurrent engagements, doubling back and forth between their presentations at each house.

(Continued on page 73)
"No (sob) KJR"

KJR doesn't reach everybody!

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world’s richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs you so much LESS!

Talk with AVERY-KNODEL, Inc., about KJR!

for Western Washington...An Affiliate of the American Broadcasting Company
THE PROSPECT of further delay in FCC’s color television hearing was raised last week as RCA, sponsor of one of the three systems under consideration, petitioned for a two-month postponement of the comparative demonstrations now slated for Nov. 14.

The petition reported that Color Television Inc., sponsor of another color technique but not included in FCC’s plans, and the DuMont laboratory sets and proposals were also converted for color figures. He said, since CTI’s San Francisco headquarters today (Monday) to begin work on tubes and circuits. DuMont, it was reported, is undertaking to build 20 tubes from CTI laboratory models.

Comr. Robert F. Jones thought "both parties, promptly cooperate," to "all the more compelling" that CTI’s demonstration to FCC, slated for San Francisco the week of Nov. 28, be held in the East. But CTI counsel protested it would be "impractical to undertake now to transport all the CTI equipment from San Francisco, where tests are being conducted via KPIX (TV).

Offers to CTI
It was also brought out that CTI had been offered, and declined, the use of Philco’s WPTZ (TV) Philadelphia and DuMont’s WTG (TV) Washington, and that other manufacturers — including Sylvan Electric Products, Crosley, and Bendix — had also offered cooperation.

The week’s developments also included:

- A plea by Skiatron Corp., of New York, for rejection of both the RCA and CBS color systems on grounds that “additive” color processes are “obsolete in principle” and inferior to a “subtractive” system to be offered by Skiatron (see story page 50).
- A call by the Commission for receivers from CBS, RCA, and CTI to permit independent testing by the public staff.
- Michael L. Kaplan, president of Television Mfrs. Assn., wired the Commission that “no completely compatible system” has been presented and that therefore color should be delayed.

RCA, in its petition for postponement of the comparative showings of the RCA and CBS color operations and DuMont black-and-white, said the additional time is needed to field-test its system, to get its equipment ready for a “fair” comparison, and to enable CTI to participate in the same demonstrations.

The “shake-down” period of field-testing RCA equipment is just now starting and must be followed by refinements and observation in actual performance before a comparative demonstration will be "meaningful and appropriate," RCA declared.

The company estimated that this point would come about "midway in the six-months field-testing program which it has indicated would be required before standards should be adopted.”

Then there should be about three months of further work “to determine final specifications for standards,” RCA declared. It said field-testing thereafter will concentrate on determining production designs based on practical operating conditions and experience.

RCA made clear that it does not intend to follow the CBS suggestion and put its projection receivers up against Columbia’s direct-view sets in the comparative demonstration. The petition quoted Columbia’s Dr. Goldmark as saying projection sets would not give as good an impression as direct-view sets.

RCA now has only two direct- (Continued on page 50)

LOCAL & SPOT TV

THE TELEVISION broadcaster must derive his real income from spot time and local time sales where he gets the big share of the advertisers dollar, T. F. Flanagan, president of National Assn. of Radio Station Representatives, told members of New York’s Radio Executives Club last Thursday.

“Even in AM, it is a mathematical fact shown in the FCC figures that the stations get more income out of $100 million of spot time sales than they do out of $138 million of network time sales,” he said at the group’s regular luncheon meeting at the Roosevelt Hotel. Outlining network’s extraordinary expenses which, added to coaxial cable charges, leave only a fraction of the sponsor’s dollar for stations, he pointed out that the stations can, therefore, only hope the networks will give it outstanding shows.

Video advertising’s powerful sales impact provides good prospects for stations in both spot and local, Mr. Flanagan said, adding that while time costs are reasonable enough, production and cable costs provide a hitch. “Now if we can do for television what they did in AM, it would be a great thing for television,” he said.

“Program Types Needed
He stressed the need for interesting, local household economics programs for advertisers of food and household products, and of special-technical programs for multiple manufacturers of many advertised products. He described an enormous TV market among regional, seasonal, new product and product-testing advertisers, who are having “large, continuing and growing success in AM.”

The problem, said Mr. Flanagan, is not one of quantity, but of good shows at a fair price.

Warning broadcasters against thinking there is enough magic in television to excuse “any old foot” of film, or low quality programs built to a low price, Mr. Flanagan pointed out that the motion picture industry can make films that stations can run “to make people laugh, or to thrill them...and come back again to view. They have been doing it for 50 years,” he said.

Mentioning the importance of music to TV entertainment, Mr. Flanagan told broadcasters they have to wait to hear from Mr. Petrillo before they can get the best new film production. “Until the AFM scale is outlined and the musicians are ready to go to work, and we learn the wage scale and royalty rates,” he said, “we are breathing with one lung.”

One-minute spot announcements and spots will be more important to advertisers and stations in TV than in AM, he told the (Continued on page 51)
After careful study of that firm's plan for selling television time, and in view of our gratifying experience in past years' association, we take great pleasure in announcing appointment of

EDWARD PETRY & CO., INC.

as our exclusive national

TELEVISION REPRESENTATIVE

with offices in
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS
SAN FRANCISCO • DETROIT • ATLANTA

WOAI-TV
Channel Four
San Antonio, Texas
TELEVISION, having passed through its expected summer slump in business, continued in September an upward trend in the number of advertisers started the month before. The number of advertisers, including network, spot and local, climbed from 1,416 in August to 1,637 for September—an all-time high.

Five new stations in three markets were added between August and September, bringing the total reporting stations for last month to 76. These cover 43 video markets. Increases in the number of advertisers were registered by all but three markets and here losses were small. All four video networks gained during the month.

These figures are based on information supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly Rorabaugh Report on Television Advertising. Network information is based on a one month period and includes all stations, material being furnished to the Rorabaugh Co. by the networks. Spot and local figures are based on the test week of Sept. 4-10 and exclude two stations which do not report their business activity.

The networks gained 27 advertisers for the month, bringing the total to 59. These advertisers sponsored 71 different programs as compared to 43 in August. Five programs were dropped and 33 re- treated on an upswing, making the net increase of 28 shows between August and September. Renewals held a slight edge over new programs in the added video market. Network business was handled by 45 agency offices.

NBC, which lead in the number of network advertisers, gained 13 from August for 24 in September (Table I). In second place was CBS with 21 advertisers. This is a gain of 10 accounts from August. ABC picked up five new advertisers bringing its September total to 15. Seven different advertisers used the facilities of the DuMont Television Network in September, one more than in August.

Each advertiser is counted only once for each network although he may back more than one show. If an advertiser sponsors different shows on different networks he is counted in the total for each network where business is placed. General Foods, for instance, backed Mama and The Goldbergs on CBS-TV but is counted only once for that network. The firm also is included in the total for DuMont where it sponsored Small Fry Club, and for NBC-TV where it backs Leave It to the Girls. Figures in Table I therefore can not be added across months to get the total number of advertisers.

City with the greatest number of network accounts was New York which recorded 65 advertisers for the month. In a tie for second place, Washington and Philadelphia had 59 network advertisers each. The three outlets in Baltimore carried 58 pieces of network business and Chicago’s four stations had 55.

Spot business increased by 36 advertisers, going from 301 in August to 337 in September (Table II). There were 67 newly active accounts, the difference being due to accounts dropped during the month. Most of the additions and deletions were accounts using two or three stations, although Cameo Curtains Inc. did start a 15 station schedule. Pepsi-Cola began on nine stations and International Shoe Co. placed business on seven stations in as many markets. The big spot buyers—American Tobacco, Olds mobile Div. of General Motors, Benrus, Bulova, etc.—showed little fluctuation in their schedules. Spot television was placed by 248 agency offices, an increase of 27 from August.

New York also lead in spot business (Continued on page 48)
WHIO-TV was Dayton's FIRST TV Station on the Cable

Lois Wurstner, WHIO-TV staffer, watches Ernest Adams, WHIO-TV Chief Engineer, plug in the cord which “hooks-up” the CO-AX CABLE directly connecting WHIO-TV and three great Networks on September 25, 1949.

STILL
WHIO-TV is Dayton's
FIRST TELEVISION STATION

This fall, Dayton and Miami Valley TV viewers are “seeing them All over WHIO-TV.”

With the cable hook-up, Dayton's FIRST TV STATION is broadcasting variety shows, music, drama, sports and news from the three great networks; Columbia Broadcasting System, American Broadcasting System and Dumont Television Company.

In addition, WHIO-TV provides outstanding locally produced programs, local news and sports coverage.

Your best TV buy in Dayton is WHIO-TV. For availabilities, consult your Katz Representative.
ness with 77 accounts on its six stations. Los Angeles was in second place, handling 55 advertisers. Chicago had 48 spot accounts and there were 45 in Philadelphia. The leading single station market in this classification was New York, which had 22 different spot accounts.

In the local field, Rorabaugh reported 1,141 accounts active during the September test week. This is an increase of 59 from the month before and sets a record for local advertisers.

By far the strongest market in this classification was Los Angeles which had 115 local accounts on its six stations. (Los Angeles' seventh station, KECA-TV, went on the air Sept. 16, after the test week, and is not included in this report.) Philadelphia, a not too close second, had 59 advertisers placing local business, and the 56 accounts in Washington put that market in third place.

Greatest gain in the total number of new accounts was in New York which added 31 for the month (Table III). The increase in network business was an important factor in this gain, accounting for 19 of the new accounts. Spot and local business had six new advertisers in each field, an average of one each for the six local stations. Providence and Wilmington, which are shown in Table III as having gained 39 and 37 advertisers respectively, are new markets. Omaha, which also was not listed in August, started with 18 accounts.

Boston Increase
Second greatest gain in the number of advertisers was recorded by Boston which picked up 28 accounts on its two stations. Memphis, Miami and St. Louis were the only three cities which Rorabaugh reported as losing accounts.

In September, Los Angeles continued its lead in total advertisers, recording a gain of 21 from the month before for 193. The other six-station market, New York, continued in second place with 178 accounts. In third place for both months was Philadelphia, gaining 25 pieces of business for a September total of 163. This is a three-station market.

Other cities with over 100 advertisers were: Chicago (156), four stations; Baltimore (146), three stations; Detroit (159), three stations; Washington (137), four stations; Boston (120), two stations, and Cleveland (108), two stations. The latter two cities were not in the over 100 advertisers list for August.

Food and Food Product advertisers continued to be the largest overall user of television time in September (Table IV). There were 248 such accounts active during the month, including 162 local, 78 spot and eight network. Derby Foods Inc., General Foods Corp., and Phillips Packing Co. were active in both the spot and network fields, with spot business confined to two or three stations.

With a total of 184 accounts, Automotive, Automotive Accessory, and Equipment advertisers were in second place. Eight sponsors used the networks and there were 13 spot accounts and 163 local. Oldsmobile Div. of General Motors backed three quarter hours a week of CBS-TV News on eight stations in addition to spot schedules on 36 stations.

In the classification of Radio, Phonographs, Musical Instruments and Accessories there were 163 advertisers, making this category third in total accounts. Local advertisers were very heavy users of television, in most cases using the medium to promote the sale of TV sets. There were 148 local advertisers, 11 spot and four on the networks. All of the network advertisers also had spot campaigns although they were not very extensive.

On the networks were four classifications which tied for first place in the number of advertisers. Automotive, Automotive Accessory, and Equipment; Food and Food Products, Smoking Materials, and Toiletries each had eight accounts. There were six advertisers of Household Furnishings, Equipment and Supplies and the radio classification was third with four different advertisers.

Beer and Wine advertisers lead in the spot field with 89 different firms placing business. Food and Food Products were second with 78 accounts and Confectionary and Soft Drink organizations had 25 representatives.

Locally the Automotive classification lead the field with 163 advertisers. Dispensers of food and food products were second with 162 and radio-TV accounts had 148 backers.

As the amount of building increases it is noted that the number of building material advertisers increased from 33 in August to 57 in September. There also were nine local building contractors who used television advertising in September. The number of gas and oil advertisers also made a marked gain, going from eight in August to 21 in September. There were 85 advertisers in the network, spot and local fields. Local radio-TV advertisers increased from 127 in August to 148 in September.

NEW "Tele-Center," officially opened Oct. 15 by the Columbus (Ohio) Dispatch, is reportedly the first television station to accommodate studios and transmitter in a structure with standard industrial framing. Designed and built by The Austin Co., the building houses all of the facilities of WBNS-TV and the transmitter for WELD (FM). The large video studio occupies the full height of the building at one end on the extreme left and is flanked on one side by a large two-level property shop and storage area.

WBNS-TV OPENED
Tele-Center' Dedicated

DEDICATION ceremonies of the Columbus (Ohio) Dispatch television station, WBNS-TV, were held Oct. 15 at the station's new "Tele-Center" which also houses the WELD (FM) transmitter.

Ceremonies were attended by many network and advertising officials from New York. The station is an affiliate of CBS and several top officials were present to give the network's newest station a sendoff, WBNS-TV reports.

Designed and built by The Austin Co., which has handled the engineering and construction for 15 of the 85 TV stations now on the air, the new "Tele-Center" is described by WBNS-TV officials as the first television station to accommodate studios and transmitter facilities in a structure with standard industrial framing.

The station was designed and located on a three-acre plot to permit the ultimate addition of AM and FM studios and a general office building. It has an integrated broadcast layout.

WBNS-TV transmits on Channel 10 (192-198 mc) with power of 14.4 kw visual, 7.2 kw audio.

J. T. WILNER
Takes Up WBAL-TV Post

JOHN T. WILNER, former engineer in charge of CBS television sales and development, has joined WBAL-TV Baltimore as engineering director, it was announced last week [BROADCASTING, Sept. 5]. Mr. Wilner's move to the station has been delayed because of the CBS presentation color television test as a part of the FCC during current hearings.

Mr. Wilner, one of the country's foremost engineers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development, joined CBS as a research engineer in 1937. In 1943 he was loaned to Harvard U. for one year to head the transmitter development group at the American-British Laboratory at Malvern, England.

During that time, he supervised development of radar equipment which effectively blanketed Nazi radar-controlled gun positions on the French coast, preventing heavy losses to the Allied invasion fleet.

Mr. Wilner's many contributions in the communications field include the design of the first 100 w color UHF transmission rig at 750 mc. His appointment to WBAL-TV precedes an expected expansion of the station's facilities to more than twice its present size.
WOAI-TV PREVIEW

Live Shows Precede Tests

PREVIEW of “live” television shows is being given dealer-television viewers in southern Texas by WOAI-TV San Antonio, which starts test pattern operations next month.

Station is using its mobile unit to stage a series of professional performances featuring WOAI talent in cooperation with dealers and set distributors in the area. Shows are telecast in hotel ballrooms, transmitted to the WOAI-TV mobile unit outside, and wired back to receiving sets for viewing by dealers. Simultaneously the station and San Antonio Light are co-sponsoring a Mr. and Mrs. Television contest, with winners to be selected at a three-day TV exhibit beginning Nov. 7. Auditions will be given to each contestant in WOAI-TV studios during the week prior to the exhibit.

Pocket Size Telepulse

FUTURE issues of the New York Telepulse reports will be pocket size, including an alphabetical index of programs in addition to all former data. Reports cover a full week of televiewing from noon to midnight, with quarter-hour ratings of all programs.

WSAZ-TV TESTS

Programming Starts Nov. 15

FIFTY-EIGHT days after start of construction, WSAZ-TV Huntington, W. Va., started test patterns on Friday, Oct. 14. Station Manager Lawrence H. Rogers 2d said first confirmation was received within one minute by a caller who reported fine reception.

Subsequent good reception reports were received from Oak Hill, Charleston, St. Albans and Logan in West Virginia; from Chesapeake, Ironton and Portsmouth in Ohio, and from Ashland, Ky.

Both Mr. Rogers and General Manager Marshall Roseme of WSAZ Inc. said reports on reception were better than expected. Both pointed out that the telephone response was even more gratifying in view of the fact that the test pattern was not publicly announced in advance.

Regular test pattern schedule announcements will be made in the near future and regular programming is scheduled to commence Nov. 15. WSAZ-TV operates on Channel 5 (76-82 mc) with power of 18.2 kw aural, 16.1 kw visual.

WXEL (TV) PLANS

Test Pattern Next Month

WXEL (TV) Cleveland, Ohio's third television station, will soon erect, atop a 438-ft. tower, a 6-bay high band antenna made by General Electric. Finishing touches on the station's $4 million studio-transmitter building are now being made and station officials have informed GE that the first test pattern will be sent out some time next month.

Owned by Empire Coil Co., WXEL (TV) plans to carry network as well as local programs. Station is managed by Herbert Mayer, president of Empire Coil Co. Chief engineer is Tom Friedman, Franklin Snyder is commercial manager, and Russel Speirs is program director. WXEL (TV) will operate on Channel 9, (186-192 mc) with 13 kw aural, 21 kw visual.

...Judging from past experience, practically any firm having something to sell or a message to tell can use television profitably. The list of advertisers on WGN-TV runs the gamut, from one store operations to national distributors. And even the smallest dealers are not confining their advertising to spot announcement schedules. Many are sponsoring programs... because they have found that television pays off in increased store traffic, sales and profits.

WGN-TV is the TOP Chicago station because it has the finest facilities, personnel and the "know how" to create shows that appeal to advertisers and viewers alike. The result—WGN-TV is the TOP local station... in time sold and in local program originations.

So if you're big or small... with a long or short budget... contact WGN-TV for the television show to fit your needs and pocketbook.
**Color Comparisons**

(Continued from page 18)

view sets and these have not been adequately field-tested, the petition pointed out, continuing: "In order to have a fair competitive demonstration, it is necessary that RCA have a reasonable time within which to provide an adequate number of direct-view color television receivers which have been field-tested to the point where they will only demonstrate the RCA system.

Further, RCA said, splitting the comparative demonstrations into two parts—one in November and one later—would delay adoption of color standards, while postponement of the November showings would save "valuable time needed for the field-testing of all systems."

RCA reported that its official and subsequent demonstrations of its system—regarded as disappointing at the outset but considered much improved later—were made with equipment which had not yet gone through even the "shake-down" stage.

RCA maintained that these demonstrations — after the first of which Dr. Goldmark expressed "grave" skepticism and said that the system would never get out of the laboratory stage—"showed conclusively:

1. That the fundamentals of the system are workable, providing high definition and high color fidelity at no sacrifice of any of the characteristics currently established for black-and-white television, and accomplishing all this in a 6 Mc channel;
2. That the RCA system is fully compatible, i.e., color signals are received on black-and-white receivers in monochrome with high definition and without change in color discrimination; and that black-and-white signals transmitted by NTSC equipment can be received on RCA color receivers.

Cost estimates for equipment under the CTI system were outlined as follows by Samuel B. Smith, San Francisco patent attorney and engineering consultant to Mr. George E. Sleeper, Jr., CTI vice president and chief engineer:

- To convert a studio camera chain, $500,000 to $1,000,000.
- New projection receiver, 5 to 10% more expensive than current black-and-white model.
- RCA color-black-and-white projection set, about $150 (assuming a sale at a retail value of $199 for the parts replaced).

When Mr. Sleeper estimated conversion of black-and-white direct-view sets to CTI color might cost $200 unless a direct-view color tube is available for use, Comr. Frieda B. Henneck wanted to know what would happen to the estimated 3,000,000 persons who will own monochrome sets by the end of this year.

Mr. Sleeper thought "they can salvage them" or perhaps give to "friends or relatives." Miss Henneck labeled this a "hopeless situation," and the FCC members questioned him sharply on how a market would be found for monochrome sets or replaced monochrome components when color is authorized.

**New Sets Proposed**

He said CTI did not generally favor conversion, feeling the public would prefer to buy entirely new sets.

FCC Chairman Wayne Coy interrupted Mr. Sleeper at one point to serve notice that the Commission wanted to conduct its own tests on the receivers of all three color system proponents. He asked CBS, RCA, and CTI to report today on when they could deliver sets to the FCC laboratories and to furnish explanations if delivery cannot be made by Oct. 27. RCA's two-color set was included in the request.

Mr. Sleeper said that when he left his San Francisco laboratories in late September to attend the hearing, only one set had been built for the CTI system, but that one would be delivered to the Commission "as soon as possible."

Mr. Sleeper explained that the CTI system, which extended from Monday through the week's final session Thursday morning and is yet to be completed, contained a wide and diverse engineering explanations of the system. It was presented by Messrs. Smith and Sleeper and Col. Donald K. Lippencott, law partner of Mr. Smith and, like Mr. Smith, a veteran engineer.

The CTI system, a line-scanque technique as compared to Colom- based field-scanque and RCA's dot-scanque methods, employs a single-tube camera with three lenses—red, green, and blue, using the center side by side. It is "com- pletely compatible," its exponents asserted, permitting monochrome reception of color transmissions on all color systems because of the "stor- age" effects.

Mr. Sleeper pointed out that the color tube, invented by RCA, was being used by this system in a "familiar" tube.

It is a "unique" television system, the RLX said, that is "the most important invention of all time." He said the color tube is "a complete invention," which he called "the most important invention of all time."

**COLOR PLAN**

**Skiatron Firm Announces Subtractive System**

PLACING an "obsolete in principle" label on both RCA and CBS color TV systems, Arthur Levey, president of Skiatron Corp., New York, urged the FCC last week not to adopt any "additive" color system for TV since a device "based on these systems could only prove a temporary stop-gap."

Mr. Levey told the FCC in a letter that both Technicolor and Kodachrome, which he called "subtractive" color systems, have demonstrated superiority for motion picture and photography industries throwing "additive" color into discard. He predicted a similar success for his color system in TV. Mr. Levey said Skiatron owns basic patents for the "only subtractive color TV system," which, he claimed, "can achieve brilliant, natural color TV pictures up to movie theatre screen size by means of a purely electronic scanning method, incorporating the use of 'optical storage' and of an independent light source."

Skiatron's "supersonic TV projection" is defined by Mr. Levey as "suited to color than the cathode ray tube." He told the Commission that the company's inventions only exist without modification.

Mr. Sleeper said observers had found color breakup to be nonexistent in the CTI system. Of the "problems," he said, are compressed by line-interface — a technique which brought lengthy questioning from the FCC staff and Comr. Jones.

The CTI engineer also maintained that image registration has been refined in his system and that brightness and high definition are achieved. All systems, he said, are now above the problem of color fringe. The smoothness in motion achieved by CTI, he continued, is as good as that provided on black-and-white sets.

Mr. Sleeper told Comr. Henneck, in answer to questions, that the system is "workable" now, that it could be ready for manufacturers in eight months if the color standards were adopted, and to the public within a "reasonable time."

Both he and Mr. Sleeper maintained that CTI color sets, when "produced in a complete system," would produce monochrome transmissions "faithfully," without tints or off colors. This characteristic is of great importance, Mr. Smith said, because black-and-white TV is "here to stay." He predicted color will never replace monochrome, partially because of the extra production process involved.

Under questioning by Commissioners, Mr. Sleeper said he thought the black-and-white licensing freeze should be lifted immediately, that complete compatibility is essential in a color system, that color is at least "loudly knocking at the door," but that color standards should not be fixed until adequate field tests have been concluded. The CTI system, he maintained, can provide a superior system in both quality and color.

Mr. Sleeper said his system scans two colors in each line, but that it is a three-color rather than two-color system because of the "stor- age" effects.

Col. Lippencott said the CTI method eliminates "jitter" or "jiggle" in the picture. Any color system is a "compromise between red, green, and blue." He asked an observer" more" noticed, voicing belief that he could set up a picture field which would make any system show flicker.

He further pointed out, if the subject were a pure primary color, only one-third of the normal number of lines would be trans- mitted, while in the CBS system, for example, the transmission would be one full-line field followed by two blank fields.

Seeks More Data

Comr. Jones pressed CTI for the submission of circuit diagrams and similar information which would be helpful to manufacturers interested in building sets and converters. Carl I. Wheat, CTI counsel, inter- rupted, saying that his color system, if the subject were a pure primary color, only one-third of the normal number of lines would be trans- mitted, while in the CBS system, for example, the transmission would be one full-line field followed by two blank fields.
that the opinions of lay men who have seen color should also be considered.

Under questioning by Comr. E. M. Webster, he said CBS would work up a "checklist" which might be used in judging whether pictures are "good, bad, or indifferent."

When he reported that substantial improvements have been made in the CBS system since the 1946-47 color hearings, Comr. Hennock wanted to know whether this didn't indicate that more could be done, possibly to the point of achieving complete compatibility.

Dr. Goldmark replied that he wouldn't say this couldn't be done, but that CBS now is offering a system that is "ready." It would be easy, he said, to "dream up" a system that would be "wonderful," but that it would be impossible to say when it could be available or what it would cost.

He maintained that anyone who sees 405-line color will prefer it to 525-line black-and-white.

To other questions, he reiterated that he had not shown the CBS all-electronic projection receiver at the official demonstration because he had been "somewhat ashamed" of it, but added he was less "ashamed" after seeing the RCA demonstration.

The hearing is slated to resume this morning with CTT's Col. Lippeccott again on the stand, or, if he is unable to return until later, with testimony by David B. Smith, Philco vice president, and William Bradley, Philco research executive.

Spokesmen for Allen B. DuMont Labs, also remain to be heard, and RCA is expected to put on rebuttal witnesses to answer Dr. Goldmark's criticism of the RCA demonstration.

RCA meanwhile submitted the first of a series of bulletins detailing the technical design of various color receivers under its system. The first dealt with a 15- by 20-inch projection set and was given an "extensive mailing" to the television manufacturing industry, company officials reported. RCA Attorney G. H. Goodale said additional bulletins were expected at the rate of about one a week.

**Local & Sport TV**

Continued from page 42

broadcasters. "Station break prospects are more numerous than the good program adjacencies," he added. "To take care of the splendid potential volume of one-minute announcements, we need some new creative techniques. The participation program offers the best prospect," he added.

He advised that broadcasters provide program material in video form for masters of ceremonies similar to the AM disk jockeys, 4,000 of whose shows have virtually unexplored commercial possibility, he said. Even in AM, he pointed out, "Advertisers have been slow to capitalize on their popularity."

Summing up, Mr. Flanagan said TV stations, 64 of whom NARM members represent, need a wed-ding of art and commerce for the solid growth of television. "In this wedding," he said, "it's nothing old, something new, not much borrowed and nothing blue.

"If you can produce it in quality and price, we can sell it," he said. Moderator of the meeting was Richard Hubbell, president of Hubbell Television Inc., New York, who spoke about the "Fifth Television Network," a symbolic network of internationally-syndicated program services, with the airlines rather than AT&T's coaxial cable, as its distributor.

Pierre Grenasse, director of the French Broadcasting System of North America, discussed the eagerness of French producers to make films for U. S. telecasters. He explained French video broadcaster's choice of the 810-line screen instead of the 520 type employed here because of its belief it would be the ultimate type used.

Norman Corwin, writer and director of special projects for UN radio, discussed briefly the liaison role between United Nations and broadcasters that U. N. radio played, and possibilities of U.N. participation in the "Fifth Television Network."

John Karol, CBS sales manager and REC president, presented a lifelong club membership to Carl Naverin, BMI president and former REC proxy.

**Olsen and Johnson Plans**

OLSEN and Johnson are being released by sponsor, Buick Motor Division, Flint, from NBC-TV commitment effective at the end of the present 13-week period, Oct. 27. Comedians plan a rest, Kudner Agency, New York, said. Agency is conferring on whether to hold or drop Thursday, 9-10 p.m. time and on possible replacement.

**NETWORK GROSS**

Sept. TV Near a Million

GROSS time sales of the four TV networks in September totaled $912,626, according to Publishers Information Bureau's tabulation based on commercial program data furnished PIB by the individual networks. Total for January through September of the combined networks was $6,461,492.

Breakdown by individual networks:

<table>
<thead>
<tr>
<th>Network</th>
<th>Sept. 1949</th>
<th>Jan.-Sept. 1949</th>
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<tbody>
<tr>
<td>ABC</td>
<td>155,848</td>
<td>741,163</td>
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<tr>
<td>CBS</td>
<td>271,688</td>
<td>1,573,656</td>
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<tr>
<td>DuMont</td>
<td>81,556</td>
<td>644,197</td>
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<tr>
<td>NBC</td>
<td>471,626</td>
<td>2,602,476</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$991,292</strong></td>
<td><strong>$6,461,492</strong></td>
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**American Oil Sponsors**

TELECAST by CBS of the Navy-Notre Dame football classic on Saturday, Oct. 29, will be sponsored by American Oil Co., Baltimore, through the Joseph Katz Co., that city. Red Barber, CBS sports director, will do the play-by-play commentary on the exclusive television airing of the game, which will be played at Babe Ruth Memorial Stadium in Baltimore.

**Leadership**

IN AM - IN TV

IN PROGRAMMING - IN POPULARITY - IN UTAH

KDYL

UTAH'S NBC STATION AM - FM TELEVISION

National Representative: John Blair & Co.

October 24, 1949 • Page 51
ALTHOUGH offering modified proposals to allow interconnection with mobile pickups and rebroadcast channels, the American Telephone and Telegraph Co. last week maintained that its proposed tariff policy on television transmission facilities satisfies objections raised by FCC.

The Commission, in a proposed report issued in September (Broadcasting, Sept. 12), had branded as "unlawful" AT&T's policy against interconnection of its network TV facilities with those of private broadcasters. AT&T, however, in its formal exceptions, stated that both present and proposed tariff regulations permit interconnection under certain circumstances and pointed out that FCC failed to specify what regulations it would consider "to be just and reasonable."

Western Union meanwhile charged that FCC's report overlooks the important issue—the lawfulness of the Bell System's restriction upon the customer relating to interconnection—which has the effect of eliminating the only competitor to AT&T, Western Union.

Allen B. DuMont Labs., however, while supporting the general principles stated by FCC in its report, contended that the Commission failed to find that the Bell System's long range program for furnishing of intercity TV facilities will be insufficient to meet all but big-city needs.

DuMont further held that AT&T's 2.7 mc coaxial cable facilities are technically inadequate for "transmission in accordance with existing standards of good engineering practice of the Commission; below the available capacities of existing commercial receivers, and would result in the deterioration or complete elimination of the use of experimental or commercial color television intercity network transmission."

Regulations Cited
AT&T pointed out in its brief that its proposed regulations, "as do the existing regulations, permit the interconnection of broadcasters' local channels with telephone company networks, regardless of the availability of telephone company local channels." It was explained that the proposed regulations, filed last January and suspended by FCC from becoming effective until the current proceeding is resolved, "enlarge the scope of the definition of local channels to include all video channels between two stations in separate exchanges where the distance between the exchanges is 25 miles or less."

Since this new regulation may not include all cases where mobile pickup channels may be required, AT&T stated a further supposition has been proposed "expressly to allow the connection of such channels without a mileage limitation."

Similarly, the telephone company proposed a further modification "to allow broadcasters to connect broadcast channels outward from telephone company channels so that broadcasts of programs transmitted over telephone company facilities may be picked up off the air and rebroadcast by other television stations." FCC in its report had noted both limitations relieved by these proposed modifications.

Western Union explained that it does not contend FCC can order AT&T to interconnect its facilities with those of Western Union, and held that this was a "phantom issue" injected into the proceeding by the Bell System.

FCC, in its report, stated that ultimately all interconnection would be by common carrier facilities but that during the developmental period it would authorize private facilities on a temporary basis. The Commission indicated it would determine how long such private usage would be allowed, but for sufficient time to permit amortization of equipment involved.

Mason Candy TV Show
MASON, Au & Mangenheimer Conf. Mfg. Co. (Mason Dots Candy), will sponsor Mr. Magic & Carrots on a custom-made television network in eight major markets. The show will start live in New York on WPIX on Oct. 21. It will be carried on film in other markets during the week of Oct. 24. The program is produced by Gerald Law and is being released through Film Equities. Moore & Hamm Inc., New York, is the agency.

RCA's Shorter 16" TV Tube

NEW 16-inch metal TV picture tube, 5¾ inches shorter than present kinescopes for 16-inch TV sets, was announced Oct. 1 by the tube department of RCA, Harrison, N. J.

The new kinescope, which will for the first time utilize an RCA "Filterglass" baseplate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in future TV receivers that will be available next year.

The new picture tube, designated the RCA-16GP4, will be supplied in very limited quantity to makers of TV receivers in December. Applicable quantities will be available early next year, company officials revealed.

The new tube is 17¼ inches long, compared to 22¼ inches for the present 16-inch tube, and 18 inches for the widely used 10-inch TV picture tube.

The new kinescope utilizes the wider deflection angle, 70 degrees as compared to about 55 degrees for the present tube, to make possible its shorter length. Performance characteristics remain essentially the same.

The new RCA "Filterglass" baseplate has a special material incorporated in the glass, which greatly increases picture contrast. Lightening of blank areas in the TV picture by reflected room light is greatly reduced. Contrast is further improved by reduction of reflections within the base plate itself.

As with all major developments of RCA, the new 16-inch kinescope is being made available to the entire electronics industry.

The Art Mosby Stations

KGVO-KANA

Missoula, Montana

5 KW DAY -- 1 KW NIGHT

250 KW

K N O W M O N T A N A

* NOT ONE, BUT SEVEN MAJOR INDUSTRIES

The Critters just add, multiply and divide . . .
30,000 of 'em in the KGVO-CBS Missoula area divide a cool $4 million. Now add $5,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales growth) and you find retail sales totalling over $100 million. (1948).

If you want sales in Montana, the Mosby stations SELL

Heavy with Cows!

CHARLES MICHELSON, Inc.
radio transcriptions
23 WEST 47TH STREET, NEW YORK 19, N. Y. * PLAZA 7-0695-0696

A T & T REPLIES

To Interconnection Report

closing out

were $165.

while supply lasts.

$75.

Here is your opportunity to own a brand new Charles Michelson AC/DC Playback—the identical machine used daily by stations everywhere.

Because we are discontinuing our Playback Department, we have reduced every AC machine to $75. The supply is limited. For immediate delivery act now! Orders will be honored as received.

A very few AC-DC models also available. Were $140. Now $85.

Page 52 * October 24, 1949
TV AUTHORITY

MOTION to set up the Television Authority, one big union for all video performers, will be put to the international board of Associated Actors and Artists of America Wednesday at a meeting in New York, Paul Dullzell, 4A's president announced last week.

In taking the vote, the question of jurisdiction over television performers in the various branches of the industry will be left in abeyance until outstanding issues can be mediated, it was said.

Mr. Dullzell's announcement thus brought the formation of the TV Authority to the point where was a month ago when the Screen Actors Guild and Screen Extras Guild walked out of an international board meeting.

At that meeting, the screen guilds failed to agree on the jurisdiction of films. The live actors' unions involved wanted to mediate all outstanding differences but the screen branches wanted to mediate only a "shadowland" area comprising film commercials and inserts.

When the Screen Guilds took their walk, the meeting broke up without a vote on the move to establish the TV Authority. Present plan of the TV Authority proponents apparently is to get the organization into being, setting aside the jurisdictional problem for later settlement.

The TV Authority proposal already has been endorsed by memberships of five of the 4A's most important branches: Actors Equity, Chorus Equity, AGVA, AGMA and AFRA. In the case of AGVA and AFRA, it was endorsed unanimously by national conventions. SAG and SEG, also 4A's branches, are opposed. Voting by the 4A's international board is based on each branch having one vote for every 500 paid up members. The live unions overwhelmingly outnumber the screen players.

It is likely that the Wednesday meeting will also consider a proposal to hold mass meetings of all 4A's members in various cities to discuss the TV jurisdictional controversy.

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ASCAP TV Music
(Continued from page 44)

one-time rate. If the station's annual net is between $50,000 and $150,000, its ASCAP sustaining fee would be its highest quarter-hour one-time rate per month.

Blanket sustaining fees for TV stations with incomes below $50,000 a year, if there are any, are still unsettled. The original blanket sustaining license forms printed by ASCAP set these fees as one-half the highest quarter-hour rate, which was said to be the understanding of the society's negotiators. The broadcasters' committee, however, reportedly thought that the TV fees for such low-income stations would be the same as for radio stations with similar incomes, $1 per month, plus the extra 10% for TV, of course.

Network sustaining fees, payable by the networks to ASCAP are $16.67 a month for each TV affiliate, if it is affiliated with only one network. If the station is affiliated with two networks, the fee is $12.50 per station per month from each network. If the station is affiliated with three or more TV networks, each will pay ASCAP $8.33 a month for each such station. Whether the TV networks will absorb these charges or pass them along to the stations is up to each network individually.

Cooperative video programs are considered in the licenses as networks, avoiding a duplication in TV of what has been a long drawn out controversy over this type of program in radio. Here again, each network must work out with its own affiliates an agreeable division of the fees.


DuMont TV Network and its owned stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—were not represented at the signing session on Monday, although DuMont participated in the negotiations with the other TV networks. However, Mortimer W. Loewi, director of the DuMont TV Network, said that this network would probably sign similar licenses within the next few days.

If the blanket commercial licenses are accepted by DuMont, as well as the other TV networks, ASCAP should receive about $170,000 in network commercial fees for 1949, it is estimated. Figure is based on an estimated total of gross TV network time sales of $11,000,000 for the year. (Publishers Information Bureau reported gross network TV billings of $4,883,688 for the first seven months of this year and with the increased business this fall as compared to the spring and summer months $11 million seems like a fair estimate.) Deducing an average frequency discount of 5% and agency and sales discounts of 15% each, applying the 2.75% to the net and then deducting the 25% allowable for costs of interconnecting stations by coaxial cable, radio relay or similarscope recordings, and adding 10% will give a combined total fee for all TV networks of approximately $170,000.

Assuming that all stations also accepted the blanket commercial licenses from ASCAP applying the same formula to their estimated gross for the year of 39 million (except that their percent is 2.25 and that they do not get the interconnection deductions allowed the networks), the station fees to ASCAP should add up to roughly $150,000 for the year. However, this figure has little more than academic significance, since a number of stations plan to reject the blanket licenses in favor of a per program arrangement whereby they will pay only for their programs which use ASCAP music, albeit at a higher rate than that of the blanket licenses.

Subject to Ratification

When negotiations for the per program licenses are complete, both forms of agreement must be ratified by a substantial majority of ASCAP members (80% of the total, figured on a dollar basis from the distribution of the society's receipts among its membership).

The NAB TV Music Committee which has carried on the negotiations with ASCAP over the last nine months is composed of Robert P. Myers, NBC, chairman; Julian F. Braun, CBS; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM-TV Rochester, N. Y.; Mortimer W. Loewi, DuMont; Charles McCallough, WJAL-TV Lancaster; Joseph A. McDonald, ABC; Theodore C. Streibert, WOR-TV New York; Don B. Tatum, KHJ Los Angeles.

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Getting your pressings when you want them?

You have a right to expect speedy handling of your recording jobs and pressings—with no sacrifice of quality. Top engineering skill and equipment are your best assurance of the kind of service you want. At RCA Victor you get the benefit of:

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

First in the field!
RCA Victor Division
CUSTOM RECORD SALES

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

Send your masters to your nearest RCA Victor Custom Record Sales Studio:
114 East 23rd Street
New York 10, New York
445 North Lake Shore Drive
Chicago 11, Illinois
1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5717

You'll find useful facts in our Custom Record Brochure. Send for it today!

IF YOU HAVE A SPOT RADIO PROBLEM
CONTACT OUR NEAREST OFFICE
Joseph Hershey McGillivra, Inc.

RADIO AM-FM-TV REPRESENTATIVES
Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-6755
NEW YORK    CHICAGO    LOS ANGELES
SAN FRANCISCO    ATLANTA

BROADCASTING    *  Telecasting
W. EARL DAUGHERTY, former general manager of WQDI, Quincy, Ill., appointed manager of KXEO, Moline, Ill. He previously was with KHMO Hannibal and WMBH Joplin, Mo.

TOM GAVIN, sales manager of WIRL, Peoria, Ill., appointed general manager. He joined WIRL last January after 20 years with WERB Dubuque, Iowa. He succeeds ROBERT B. JONES Jr., who resigned to become general manager of KRMG Tulsa, Okla. (Broadcasting, Sept. 28).

Mr. Gavin

HARRY D. GOODWIN, general manager of WNRJ Newark, N. J., will participate in panel discussion at 45th annual convention of New Jersey Congress of Parents and Teachers in Atlantic City, Oct. 26.

E. L. KURTH, vice president of Forest Capital (FM) Quinlan, Tex., owner and operator of KTRY that city, elected "South's Most Outstanding Businessman of 1949" by Dixie Business magazine.

REGGIE MARTIN appointed general manager of WJHP Jacksonville, Fla. He was with WIZE Springfield, Ohio, WINK Ft. Myers, Fla., and with WJVB Jacksonville Beach, Fla., before joining Mutuval's Jacksonville outlet.

LOU PHENNER, president of Bureau of Broadcast Measurement, Toronto, awarded gold medal of Assn. of Canadian Advertisers at 35th annual convention for his outstanding contribution to Canadian advertising.

CHARLES CRUTCHFIELD, vice president and general manager of WBT Charlotte, N. C., is recovering from illness caused by an allergy that followed an anti-tetanus inoculation. He has been treated for facial infection caused by a nail scratch incurred while chopping wood at his home.

SYLVESTER L. (Pat) WEAVER Jr., NBC vice president in charge of television, is the father of a girl, Susan Alexandra, born Oct. 8.

A LITTLE friendly competition among Minneapolis stations is evidenced as (l to r) Joe Cook, KSTP sales promotion manager, chokes the WCCO mike; Cliff Rien, WTCN promotion manager, takes a hammer to the KSTP equipment; and Tony Moo, WCCO promotion manager, tries to hide the WTCN call letters. The three men make up the Radio Promotion Committee of the Minneapolis Chamber of Commerce, as pictured in the new magazine the chamber is putting out titled Greater Minneapolis.

CANADA AD MEET
Ammon identity Success Told

PHENOMENAL success of Ammon-ident and the part radio played in its promotion early this year, was told by George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., at the 35th annual meeting of the Assn. of Canadian Advertisers, at Toronto Oct. 20.

After relating how his company came into the ammoniated dentrifice field, Mr. Abrams reported that Block Drug Co., early this year started using a radio spot campaign in major markets in conjunction with newspaper and magazine campaigns.

"We placed between 40 and 50 announcements a week in these markets," Mr. Abrams stated, "purchasing time in such a manner as to give maximum listenership at minimum cost. To accomplish this we personally visited every city in which radio was being used and bought time after studying local listening habits, local radio personalities, and costs and coverage data. Our agency's (Cecil & Presbrey) radio timebuyer, account executive, our president and yours truly, went into those cities to make sure we were making the best possible radio buys," he said.

NEW version of RCA "70-D" studio turntable to accommodate RCA Victor 45-rpm records will be demonstrated by RCA at first annual U. S. Aurie Fair this week.

Well, Well, Mr. Tremble

IT MAY be that one of the shifts in the high command of NBC escaped us. The following name popped up among a handful of candidates named by a Cincinnati paper recently as having the inside track to succeed the late Col. Matt Winn as president of Churchill Downs and the American Turf Assn. (which runs the Kentucky Derby):

"The name of Niles Tremble, president of the National Broadcasting Co., also is being mentioned for the position."

FLORIDA ASSN.
Sarasota Meet Nov. 3-4

THE next meeting of the Florida Assn. of Broadcasters will be held Nov. 3-4 in Sarasota, according to an announcement by W. Wright Esch, of WMFJ Daytona Beach, Fla., president of the association.

Mr. Esch said the question of political time will be discussed along with adoption of a standard political contract, and further stated he has what he believes is the first decent contract for stations.

In addition to Mr. Esch, officers of Florida Assn. of Broadcasters are: Maj. Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president and Jerry Stone, WNDB Daytona Beach, secretary-treasurer.

NOW! MAGNETIC SPROCKETS

hold standard 1/4" tape in sync
for Television and Motion Pictures

BUILT FOR CBS-TV

- Automatically compensates for tape stretch.
- Adjustable speed for "framing". Advance-retard by push-button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

RECORDING EQUIPMENT CORPORATION
154TH ST. AND 7TH AVE. WHITESTONE, N. Y.

SEE US AT THE AUDIO FAIR
Room 653 HOTEL NEW YORKER
KIDO STUDIOS
Move to New Building
KIDO-AM-FM Boise, Idaho, has begun operating out of its new
studios and offices in the recently
remodeled Chamber of Commerce Bldg. Operation from the
new studios commenced late last month
with an open house held for: adver-
tisers and the public.

Walter E. Wagstaff, vice presi-
dent and general manager of
KIDO Inc., said in addition to
greatly increased office space and
newsmen and music library facil-
ities, KIDO has three studios and
two control rooms of up-to-date
acoustical design and equipped
with the latest in technical equip-
ment.

For the past 12 years, KIDO has
had its studios in the Hotel Boise.
Station has an application pending
before the FCC for an increase of
power to 5 kw. The NBC outlet
now operates on 1380 kw with 2.5
kw day, 1 kw night. KIDO-AM
operates on Channel 291 (106.1
me), 2.5 kw.

WIS NEW STUDIO
Gala Opening Nov. 19-20
TOP dignitaries and personalities
in the radio field will present at
the official opening of the new
studio and office building of WIS
19-20, General Manager G. Richard
Richard has announced. Wayne
Coy, FCC Chairman, and Niles
Trammell, NBC board chairman,
are among the industry leaders
slated to appear. NBC personali-
ties include Jay Jostyn (Mr. Dis-
trict Attorney) and Mrs. Jostyn;
Harry W. Junkin and Mrs. Junkin;
George Hicks and Jan Miner.
Mr. Junkin, author-producer-di-
rector of NBC's Radio City Play-
house, will round off a week-stay
in Columbia with a broadcast ori-
gination of his show from the new
WIS studios. Setting for the
 Drama, written especially for
the occasion is South Carolina.
Jan Miner, present Theatre Guild on the Air
announcements for U. S. Steel
from the studios, saluting the new
building and basing his regular
message on the state's industrial
growth.

FLOYD FLETCHER
Heads Tobacco Network
FLOYD FLETCHER, manager of
WTIK Durham, N. C., was elected
president of the Tobacco Network
at the annual meeting of the board
of directors last week. He suc-
cedes Louis Howard, of WHIT
New Bern, N. C., who becomes
vice president. Also newly elected
is Hartwell Campbell, WJGC
Greenville, N. C., manager, as
secretary-treasurer, succeeding
Fred Fletcher, WRAL Raleigh
manager.

The Tobacco Network is made
up of eight stations in eastern
North Carolina. They are: WTIK
Durham; WFNC Fayetteville;
WJGC Greenville; WJNC Jack-
sonville; WHIT New Bern; WRAL
Raleigh; WVEC Rocky Mount
and WGNI Wilmington. Network
sales are handled by R. K. Scott,
Raleigh.

INCREASE of 200% in use of class-
room radio broadcasts originating
at WWE (FM) New York Board of
Education station, has been revealed
by Supt. of Schools William Jansen.

Detroit's Most Effective Selling Team!

REPRESENTED NATIONALLY BY
THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC
250 Watts

WEXL-FM
104.3 MC.
18,000 Watts

Royal Oak, Michigan

PRIMARY COVERAGE
900,860 Radio Homes—
More than half the total Radio Homes
in Michigan, with a retail buying
power (1948) of over $3% billion.

OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.
WWDC's Parrot Success

THE hundreds of characters in American cartoons soon will have to make room for another. This time it's a parrot and furthermore, he's a radio star. When Frank Beck, creator of the cartoon "Bo," went to Washington recently to participate in the cartoonist show sponsored by the Treasury Dept's Savings Bond Div., he was interviewed on the Milton Q. Ford Show over WWDC. Co-star with Mr. Ford on the show is the five-year-old parrot Richard. Although Richard broke up the interview with a few well-placed remarks, songs and shrill whistles, Mr. Beck forgave his impertinence and asked Mr. Ford's permission to have Richard team up in the cartoon with "Bo, the Talking Dog." Richard should break into print soon.

WPBC ON AIR

HOWARD J. McCOLLISTER
Regional Representatives
10640 BELLAGIO, LOS ANGELES • BR 04705

BPBC ON AIR

THE Twin Cities' newest AM station, WPBC Minneapolis, which launched daytime operations a fortnight ago, will cover the market area "with locally produced programs tailored to the liking of the people in the Twin Cities," its president and general manager, William V. Stewart, announced. Formal opening of the station is planned midway in November with testimonial from local and state dignitaries.

Housed in its modern designed studio-transmitter building at 1133 Stinson Blvd., WPBC is on 980 kc with power of 500 w. It is owned and operated by the People's Broadcasting Co. Mr. Stewart, formerly with WOWO Fort Wayne and WCCO Minneapolis, heads the staff, which includes: John W. Ware, sales manager, former Minneapolis business man; Thomas K. McCrum, production manager, formerly of WKJG Fort Wayne.

*SPECIAL* Regional promotion campaigns

Programs

SHORT show with long memory span is feature of WOV New York. Ten-minute nightly feature, called Toen and Now, is emceed by Joe Given who plays two recordings of same tune. One recording is modern, and the other is made between 20 and 25 years ago. Many old records are collector's items and museum pieces, and each is accompanied by "historical" comment incorporating as much information as is obtainable about it. Tunes such as "Whispering," "Making Whoopee," and "Skid of Arabey" will be used during the show's estimated one-month run. In some cases, both recordings are by same artist.

Breakfast Guests

PLACING microphones in breakfast nook of Mr. Philip Klein, owner of Philip Klein Agency, Philadelphia, enables WPEN (same city) listeners to lend an ear to informal discussions of Klein household and noted guests at breakfast. Topics of local, national and international interest are casually talked about Monday through Friday from 8 to 10 a.m. station reports. Letters indicate that listeners enjoy informal discussions as well as education and WASK Lafayette, Ind.; Art Jacobson, formerly of KDEC De- corah, Iowa; and Jerry Bleich of New York, continuity; Gary Healy formerly of KBUN Bemidji, Minn., Lloyd Nelson and Max Sievert, both of Minneapolis, comment; Klein's programs will be designed and produced by Becky Ann Stewart, previously woman's program director at WOWO Fort Wayne.

Sales and service department of WPBC is staffed by Mary Selvig; Bill Garin, formerly WFBH Wisconsin Rapids; Joe Kane and Don Hanson of St. Paul, and Bill Withrow and Lloyd Sherman of Minneapolis.

Heading the locally produced programs which will be aired throughout the broadcasting day are Don Dodge, St. Paul piano stylist; Max Sievert, male vocalist; Lorrynue Garin and Mrs. Mabel Baker, vocalists.

Unknown Sport Fans

FROM films taken at sports events in area, one minute film is run daily on Guetterman's TV Sports Special on WAAM (TV) Baltimore and fed to WTTG (TV) Washington. Every four-faced in film is printed, and person must be identified by Baltimore or Washington viewer who calls while program is on the air. Winner contacts his friend and brings him to TV studio the following day for an interview. Three new identification films are used each week. Stations are currently on 25th film, with only two unmanned names to date. Valuable prizes are awarded to both identifier and identified.

World Events

ACTING in conjunction with Foreign Policy Assn. of Detroit, WWJ Detroit has inaugurated new series of programs known as World Forum. Because United Nations Week coincided, first program was on that subject, featuring recordings of prominent UN figures. Future programs will feature Michigan personalities who are experts on world problems to be discussed. All but first show will be presented to studio audience, made up largely of Foreign Policy Assn. Shields Dierkes produces show.

Negro Woman's Program

WELL-known choral director and actress, Mrs. A. C. Bibb, directs only Negro woman's program in Phil- adelphia over WHAT that city. Show, called The Bronze Hour, is aired every Wednesday evening from 9:30 to 10. Outstanding Negro Philadelphians, music, announcements of coming events, society news and other items of interest are featured on programs.

Repeat Performance

INNOVATION in radio programming was put into effect by Canadian Broadcasting Corp. in Toronto, when following 21/2 hour performance of British opera Peter Grimes on Oct. 12 on Trans-Canada network, it was decided to repeat performance with live cast on following Wednesday evening, Oct. 19. The cast consisted of CBC Opera Co. and orchestra, and it is understood that de- cision was made during performance as result of telephone and telegraph response from listeners to program. Announcement of repeat performance was made towards end of program. Show was carried Oct. 19 live on WNYC-FM and delayed on WNYC New York.

Courtroom Sessions

PICTIONAL crime is basis of new show on WCAU-TV Philadelphia, sponsored by Pennsylvania Co. for Banking and Trusts, same city. True courtroom procedure is used with prominent judges, attorneys, court attachments and others donating their services to any charity which judge of week designates. Attorneys have no advance knowledge of what witnesses or other attorneys will say. Jury, composed of citizens of area, decide on verdict by majority vote, because of limitations of time. Professional actors portray parts of witnesses when Court Is In Session.
Commercial

James Gates, formerly of WCAX Burlington, Vt., and KHRD Colorado Springs, Col., becomes sales manager of WIDE Biddeford, Me. Alfred G. Sylvestri joins station's sales staff.


Paul W. Collins, former commercial manager of WNB Beiloit, Wis., appointed commercial manager of WILA (FM) Woodstock, Ill. He previously was traffic manager at ABC's Central Div. and assistant to sales manager of World Broadcasting System Inc., Chicago.

Blair TV Inc., Chicago, named national representative for WBRG-TV Birmingham, Ala. Station has been on air since July 1.


Earl Frank Cady, formerly of sales staff of WHK Akron, Ohio, and KROS Clinton, Iowa, joins sales staff of WRRC Cincinnati, Ohio, replacing Jim Black, resigned.

Ralph Goshen, former local sales manager of WIRE Indianapolis, Ind., joins local sales staff of WBBM Chicago.

Austin King, former head of advertising firm under his name, joins sales staff of KITO San Bernardino, Calif.

KtSA San Antonio, Tex., appoints Free & Peters Inc., New York, as national representative.

George P. Murray and James W. Biggers join sales staff of WRBL Columbus, Ga.

WTVB Coldwater, Mich., issues new rate card, effective Oct. 15.

Nona Kirby, regional sales manager for WLAB Lawrence, Mass., is consoling at Mt. Auburn Hospital, Cambridge, following surgery.

Oren Mattison, KMPC Hollywood auditor, named head of the insurance committee for Southern California Broadcasters' Assn. Other committee members include Donn Davis, KPWB Hollywood auditor; J. Fred Dunn, KFAC Los Angeles auditor.

James E. Crismond, account executive for WGAY Silver Spring, Md., and Helen Therese Brodie have announced their marriage.

James E. Lowell, account executive at WSSV Petersburg, Va., is the father of a girl, Margaret Athena.

"Forum" Option Dropped

Eastern Railroads Assn. through its agency, Kenyon & Eckhardt, New York, has dropped its option on the Ted Granik American Forum of the Air (Closed Circuit, Oct. 3) on NBC. The Association, an official of the company explained, is not ready to support it immediately, but the show itself is still under consideration.

Everett Smith
To Head AMA Jan. 1

Election of Everett D. Smith, research director of Macfadden Publications, New York, to the presidency of the American Marketing Assn. was announced last Wednesday. Mr. Smith takes office Jan. 1 to serve for one year. He succeeds Prof. Harvey W. Huey of the U. of Illinois.

Other officers elected to the national marketing association were:

Robert F. Elrick, manager of product development, Pepsodent Div. of Lever Bros., Chicago, and Dr. Wiford White, Office of Small Business Div., Dept. of Commerce, Washington, vice president; George H. Brown of U. of Chicago, secretary; and Donald E. West, Director of Research, McCull's Corp., New York, treasurer. Chosen to serve as directors for two-year terms, beginning in 1946, were: Harold R. Appel, director of market research, H. C. Heinz Co., Pittsburgh; Delbert J. Duncan, marketing professor of Cornell U.; William W. Heisner, director of market research, Fahs Sales Co., Chicago; Hugh H. MacMillan, director of research, "The Detroit Free Press."

You NG REDU CES
To Stress 20 U. S. Stations

Adam J. Young Jr., president of the station representative firm bearing his name, last week, advised a specially-called board meeting that the firm has reduced the list of its stations in the United States to 29. The number of Canadian stations represented by the company has not been diminished.

Mr. Young pointed out that fewer stations means that more time can now be devoted to each station's problems, and to selling programs as well as spot announcements.

Advising the board that the reduction means accepting an immediate loss of revenue, Mr. Young added that "the loss is only temporary and that the end result would definitely yield a greater volume of billings and subsequent income than ever before to both the station and representative.""


**THEATRE PARTY**
Sponsors Fete WHGB Star

WITH plenty of fan-fare and gusto, eight sponsors turned true "angels" early this month and spent their own time and money to fete radio star Red McCarthy, whose speciality is playing top recordings to fans over WHGB Harrisburg, Pa. The station reports that the date of the party, Oct. 8, has become a "Red Letter Day" in the life of Mr. McCarthy and also in the history of WHGB.

The sponsors, who honored the star of the Red McCarthy Show at a "Sponsor's Theatre Party," thought up the whole idea. Realizing the high degree of enthusiasm prevailing among the McCarthy fans, his sponsors decided to buy out one of the local theatres for the party. Tickets were given free of charge on a first come, first served basis.

There were free movies for all, free popcorn and balloons, and one of the "angels" went so far as to pass out more than 2,000 samples of his ice cream. The event was climaxd with the introduction of Red McCarthy to his fans and the presentation to him of a silver loving cup, appropriately inscribed.


**Production**

**TED NABORS,** with KTHR Houston, Tex., for 15 years, joins KTHT Houston as program director.

**BILL MEYERS,** former newscaster and assistant producer with Armed Forces Radio Service, London, joins WPTF Albany, N. Y., as staff announcer.

**GORDON EATON,** formerly of WGST Atlanta, Ga., and WCCO Minneapolis, rejoins WCCO announcing staff effective Nov. 1.

**NORMAN SLOANE,** formerly ABC Hollywood program transmission coordinator, transfers to KECA-TV same city as assistant to CAROL HOWARD, television program operations manager.

**WILFRED J. WALKER,** Negro professor at Sterling High School, Greenville, S. C., appointed to handle all Negro high school play-by-play football game descriptions for WSEC Greenville.

**JOHNNY PEARSON,** formerly of KXXK Colby, Kan., joins announcing staff of KWWI Waterloo, Iowa.

**HOWARD GREBE,** formerly with WHAI Greenfield, Mass., joins KMKY Monterey, Calif., as disc jockey.

**WILLIAM MARTIN,** formerly with KGQ-TV San Francisco and faculty member of Art League of California, joins KNRO-TV San Francisco as head of Art Dept.

**GRAFTON MASON** added to ABC Central Div. research staff, replacing VIRGINIA ASHWORTH, resigned. Mr. Mason worked previously for A. C. Nielsen Co., Chicago market research firm.

**JAMES C. JORDAN** Jr., formerly with WNET (TV) New York, transfers to production department of KNBH (TV) Hollywood as assistant director.

**BOB TREBOR,** former chief staff announcer of WVET Rochester, N. Y., joins announcing staff of WDSU New Orleans.

**WILLIAM C. DRISCOLL,** former city editor and sports editor of now defunct Philadelphia Record, named director of WFIL-TV Philadelphia Television Newsdesk and manager of film productions. He also collaborated in writing of book, How To Enjoy Sports on Television, and for last three years, he has done research in movie animation as medium of TV advertising.

**BOB RIERSON** of WBT and OWEN SPANN of WGIN, both Charlotte, N. C. stations, jointly preparing "Question Market," series of questions and answers for use on local quiz shows on AM stations throughout country.

**OSCAR (Papa) CELESTEINE,** one of original New Orleans Dixieland jazz musicians, signed to do weekly disc jockey program on WDSU New Orleans.

**FORD WARNER,** formerly with KDON, then Monterey, now Palm Beach, Calif., joins KMKY Monterey as program director and news editor.

**ISABEL WALSH,** member of copy department of WBBR Pittsfield, Mass., and Al Parker have announced their marriage.

**LYMAN BRYSON,** CBS counselor on public affairs, will address Founders Day ceremonies at Sweetwater College, Va., Oct. 28. Oct. 31, Dr. Bryson will lecture at Dartmouth College on "Freedom of Information."

**ED SCOTT,** announcer at WBMM Chicago, is father of a boy, Christopher Alan.

**MARY HARTLINE,** band leader on ABC-TV's Super Circus and Junior Junction from WENR-TV Chicago, elected "The Sweetest Television Star of the Year" in Chicago by National Sweetest Day Citizens Committee.

**JOHN GABRAITH,** assistant program manager of KGO San Francisco, is the father of a girl.

**RUSS MAYBERRY,** assistant director of KUKL, Prud & Olivia (NBC-TV) in Chicago, and Helen Graver have announced their marriage.

**JAY STEWART,** m.c. of ABC's Surprise Package and Fun Fair, is the father of a girl, Julie.

**PHIL IRWIN,** announcer for KGW Portland, Ore., is father of a boy, Mark Benjamin.

**CAROL ADAMS,** women's director at WHBC Canton, Ohio, will appear in Nov. 17 production of Canton Player's Guild.

**MEL VENTER,** program manager of KFRC San Francisco, is the father of a girl.

**BLUE RIDGE MOUNTAIN BOYS** of WLAL Rome, Ga., were winners of Southerners Fair Hillbilly Parade contest.

**MAL BELLAIRS,** announcer at WCFI Chicago, is the father of a girl.

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**FOR COVERAGE**

- 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 $357,206,000 retail sales area.

**WSAV**

- It's 630 in Savannah

**KFYR**

- 550 KC 5000 WATTS
- NBC AFFILIATE
- BISMARCK, N. DAK.

BROADCASTING • Telecasting

October 24, 1949 • Page 59
There’s a New Look in Northeastern Ohio

IT'S A NEW LOOK because... It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because... The pattern no longer conforms to old fashioned and outmoded traditions in time-buying.

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

1. A station 58 miles from us increased its power and therefore its station 24 miles from us lost more than half its audience in the Canton Market.

2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.

3. WHBC increased in power to 5,000 watts... became an affiliate of ABC... and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.
Check Taylor Boroff About... Brand New Hoop Ratings... Less listening at last call... Retail sales that still hold firm... Local promotion that sells... A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD LOOK IN NORTHEASTERN OHIO

LARGE ear of corn wrapped in cellulose from which dangles blue ribbon, is latest promotion of WRFD Worthington, Ohio. Printed on ribbon in gold lettering is message, "Pirate Prize—Buy WRFD—Ohio's Rural Radio Station." Accompanying corn is reprint of full-page spread in the Broadcast 1949 MARKETBOOK, giving details of station's coverage.

WOAI Scores Hit
SCORES of Saturday football games during current season are relayed from newsroom of WOAI San Antonio, Tex., to American Airlines for benefit of passengers on incoming and outgoing flights. Scores are read to passengers in flight and service has been received by air travelers with great enthusiasm, station reports.

Blotter Mike
BLOTTER cut in shape of microphone and stamped with call letters and dial position of WASH (FM) Washington has been sent to trade and local sponsors by station.

Anniversary Party
WITH funnypapers in hand, over 2,500 children watched third anniversary party of KLZ-Denver Post Fun Fun Paper Show. Party, which was held in downtown hotel, was promoted by news stories in Post and transcribed announcements over station with characters from program urging kids to come down for comic books, ice cream bars, doughnuts, masks and animal crackers, provided by KLZ sponsors. Show was aired for audience, with an estimated 5,000 children turned away because of lack of space.

Cover Mailing
DRAWING of bird with four-leaf clover in beak on leaves of which are names of programs on KCBS San Francisco is a feature of latest mailing by station to trade. Drawing is on cover of Oct. 27 issue of Broadcastfax. Note attached to cover reprint says, in part, "From new telephone number to new transmitter equipment... in production, promotion and expanded personal... the new KCBS reflects a brand-new spirit in San Francisco radio.

Kleenex Announces
SHEET of kleenex announces construction of tremendous sign, one of largest in Times Square, to be lighted Oct. 25. Sign is expected to be filmed in new full-motion television show, Fun for the Money on ABC-TV Friday, 9:30-10 p.m., originating in Chicago.

Dog-gone Good Promotion
SAD LOOKING bulldog ("Client who just discovered his advertising agency passed up the best time signal package in Northern California") occupies front cover of direct mail promotion folder sent out by KGO San Francisco. Folder plugs John Harvey's Home Digest, 6:30-7 a.m. Mon.-Fri. Back cover carries cartoon of long-bearded mailman and legend: "The mailman staggered into KGO with 16,705 letters for Home Digest during its first year, August 1948—August 1949."

Postcard Mailing
POSTCARD headed, "Are You Listening," mailed by Family Service Assn. of Seattle and Community Chest, calls attention to Family Closeup on ABC. Show is presented jointly by ABC and Family Service Assn. of America. Message on card reads, in part, "These broadcasts are based on actual professional experience of family service agencies throughout the country. They give an honest, searching portrayal of tensions and conflicts in family life, and of the help given by family service agencies. We hope you are listening...."

Effective Spots
"TV RESULTS" is title of new direct mail promotion piece sent out by KPIX (TV) San Francisco, announcing results of six one-minute premium announcements by station for Lewis Food Co. (Dr. Ross Dog Food). More than one response per TV set in use was received by station from viewers in 86 cities in 19 counties, station reports. Result for station, literature explains, was quick contract renewal by sponsor and congratulatory letter "for sales response and effective service."

Personnel
CLAUDE ROST, formerly member of public relations department of WKRC Cincinnati, Ohio, appointed publicity director of station, succeeding CHARLTON WALLACE.
NORMAN KNIGHT resigns as eastern stations relations manager of MBS.
KAY MULVHILL, formerly assistant promotion manager for KSFO and KPIX (TV) San Francisco, named promotion manager of stations. She succeeds ELLIN STERN, resigned.
ROSEMARY MCLAUGHLIN joins KXK St. Louis in publicity-promotion department.
BORIS MUCCA joins ABC Hollywood sales promotion department as artist. He replaces ALAN ELROD who left to join Deagle & Parks, Hollywood (packager).
TONY MOE, promotion manager at WCCO Minneapolis, has left for Hollywood. During trip he will inspect West Coast CBS promotional set-up.
CAROLYN FRENCH, formerly with KCBS San Francisco, joins KGO same city, as publicity assistant to MAURY BAKER, promotion and advertising manager. She succeeds MARILYN MAYNE, resigned.

For details, wire or write:
COLUMBIA MICROGROOVE TRANSCRIPTIONS
TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
WLW, CINCINNATI -- ... A DISTINCT TECHNICAL ADVANCE ... * KWTQ, SPRINGFIELD -- * ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENTATORY NATURE. * CJOR, VANCOUVER -- * QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT, BANDING ... OF IMMENSE VALUE. * WLHN, HARLAN -- * EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE. *
AWARDS

Top Wash. Press Club Honors Won by KJR Seattle

WITH four first-place awards, KJR Seattle captured more honors in the Second Annual Radio Awards of the Washington State Press Club than any other station in the state. Second was KVOS Bellingham, with two firsts and an honorable mention.

The awards were presented Friday night (Oct. 21) during the Annual Radio Awards Night at the Press Club. In Seattle. Twelve first awards were granted, and nine "honorable mentions."

Maury Rider, KIRO Seattle announcer and commentator, was chairman of the Radio Awards Committee. Serving with him on the committee were Maitland Jordan, national sales manager, and Paul Moore, account executive, both of KJR Seattle; Lincoln Miller, executive vice president of KXX Seattle, and Richard E. Green, manager of national sales and sales service, KOMO Seattle.

Judges were Bob Hillis, radio publicity director for the Seattle-King County Community Chest; Trevor Evans, radio-television director of Pacific National Advertising Agency; Pete Lyman, account executive, for Frederick E. Baker & Assoc., and William Ladd, then assistant director of radio at the U. of Washington and now associate professor of speech at Washington State College.

First-place awards, by categories:

- **Farm News**—Hal Reeves, KVOS Bellingham; Local News Commentary—Alvin Miller, KVOS Sports Announcing—Rod Belcher, KMG Tacoma; Public Service—Robert Hayward, KVI Seattle, and Abe Spiel, George Amand Washington State Patrol, for "Could This Be You?"; Western Personality Program—Buck Ritchey, KVI, for "Homey Homedown: Musical Spot Announcement—Tom Jones Parry, Western Agency, for "Palo, Paloo, It's Extra Pale" (Rainier Beer).

- **Excellence in Production**—Jack R. Tregalla, KJR Seattle, for "Top Seven; Excellence in Engineering—Otto Renninder, KJR, for "Top Seven; Excellence in Writing—Bill Ward, KJR, for Drive in for Lunch."

- **Special Events Reporting—Bob Fair, KJX Seattle, for "This Is It: Excellence in Announcing—Alvin Miller, KJR, for Fisher's Festival."

Honorable mentions included:

- **High School Activities Reporting—Julie Yarabik, KBCB Mount Vernon; High School Activities, variety program—Staff of KVAN Vancouver, for Assembley Commercial Fishing News—"Doo Hell," KGO Seattle, for The Old Boat Puller; Western Personality Program—Warren Johnson, KRKO Everett, for Gopher Hole Quiz.**

- **Writing—Jean Krueger, KPG BEL appetite, for Dreamhouse: Production—Jack Fear, KPUG, for Dreamhouse; Public Service—Staff of KVOS, for "It's a Crime: Musical Spot Production—Bob Hurd, ROMO Seattle, for Studio Party: Performance in Musical Variety—Dave Smith, KOMO, for Studio Party. Twenty-three stations in the state submitted entries for the awards.

**AIR MARATHON**

WTTM's Kovacs Talks On

IF Milton Berle could set a record for 18 continuous hours of non-stop telecasting, Ernie Kovacs, announcer at WTTM Trenton, N. J., felt he could set a mark of 178 hours for broadcasting—or go down voicless in the effort. Still awake, he surrendered the microphone at 1:20 p.m. Oct. 2, after topping his goal by 17½ minutes.

During the marathon, held at the New Jersey State Fair beginning 11 a.m. Sept. 25, WTTM, NBC affiliate stayed on the air 24 hours a day. Mr. Kovacs, after nine hours of disc jockey programming from 12 midnight to 9 a.m., announced all local programs and delivered station identifications and announcements between NBC programs. According to the station, the quality of Mr. Kovacs work held up well, the only evidence of fatigue being a slight huskiness in his voice and a somewhat deteriorated reaction time. He confessed that Monday morning (Sept. 26) he fell asleep during news broadcast for about ten seconds.

Four days later, he read a time signal this way: "The time now is 10:00...it's a windy, fair day...the temperature in the middle..." and lapsed inaudibly for several seconds. Carl Mark, WTTM manager, rewarded Mr. Kovacs with numerous gifts including a two-week vacation. Station reported that about 100,000 people visited WTTM's outdoor studio to watch the announcer in action—or inaction.

**Only BROADCASTING brings together the week in radio and TV.** Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs...all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

**If** your business concerns radio-television you need BROADCASTING-TELECASTING—the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

When It's BMI Its Yours

Another BMI "Pin Up" Hit—Published by Encore

**ENVY**

On Records: Fran Warren—Vic. 20-3551; Roy Cordell—Miltone 5266; Buddy Clark—Col. 38599; Russ Case—MGM—10534.

On Transcriptions: Vic Damone—Associated; Larry Fotine—World; Fran Warren—Thesaurus.

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

October 24, 1949 • Page 61
E. W. T. Peterson named special representative of Keystone Broadcasting System, Chicago. He was former Detroit division manager and ABC Chicago account executive.

LOUIS M. STUMER, former CBS program sales coordinator, joins Mark Goodson - Bill Todman Productions (radio and television package producer) as director of sales, effective immediately. Prior to joining CBS, he was assistant operations manager for DuMont TV network.

JOAN ROWLAND, formerly with National Foundation for Infantile Paralysis, USO and other non-profit organizations in public relations capacity, named radio analyst, for Goodson Broadcasting, Los Angeles.


JACK BOYLE named director of Television Research Reports, issued monthly by Daniel Starch & Staff. NATIONAL COMMITTEE FOR LABOR ISRAEL producing Builders of a Nation, transcribed 15-minute series, for public service broadcast by local stations throughout country.

GUY DEVER, writer of NBC series We Come This Way in 1945, awarded first prize in Victor Frenkel television playwriting contest offered nationally by John Hopkins U., Baltimore. ANDREW W. BENNETT moves law offices to 1319 P St. N.W., Washington 4. Telephone remains Republic 3607. PENN McLEOD & Assoc., Canadian market research firm with offices in Toronto and Vancouver, opens office at 2322 White Bluff, Seattle, with JOHN BOLAN as manager. Phone: MUual 1302. Company, which conducts public opinion polls, market surveys and radio research, also will open office in Los Angeles.

LaUREN K. HAGAMAN, formerly manager of advertising and promotion for Mangel Co., Louisville, appointed director of advertising and public relations of Magnavox Co., Ft. Wayne, Ind.

ROWLAND GUILFORD, New York regional sales manager, named to head DuMont's New York regional sales office, newly-formed company-owned distributor for New York area. He was formerly assistant national sales manager.

RAYTHEON MFG. Co. transfers transcribing and postcard-mailing of its mobile radio phones from its Belmont Radio Div., Chicago, to Raytheon's main plant at Waltham, Mass. RAY C. ELLIS, vice president in charge of equipment sales division, will head entire mobile radio phone operation. Until equipment is in full production at Waltham, production and service will continue at Chicago plant.

TWO GO ABROAD

Representing U.S. Radio

Two industry representatives left last week for Europe to represent U.S. interests at international conferences.

G. Richard Shafto, WIS Columbia, S. C., named director-at-large for new stations, left Friday by plane for Paris where he will be NAB's member on the U.S. Commission for UNESCO. Hugh Terry of KLZ and Richard R. Hanna, WHCU Ithaca, represented NAB at past commission meetings. Mr. Shafto is due back in this country in time to attend the NAB board's mid-November meeting.

Richard P. Doherty, NAB employee-employer relations director, left Friday for Geneva to attend sessions of the International Labor Organization, which studies world labor problems for the United Nations.

Mr. Doherty was appointed by President Truman as one of the two delegates representing American industry. ILO will take up a number of labor problems affecting broadcast, TV and sound operations.

The current 1949-1950 Edition of SRDS CONSUMER MARKETS provides all the basic information that market men and buyers of media use in selecting state, county, and city markets for any consumer product.

The new 1949-1950_500 w Full-Time Mutual Radio Center, Moline, Ill.

NATIONAL GUARD
Radio Helps Recruiting Drive

APPROXIMATELY 50 stations currently are using a series of 15 quarter-hour dramatic radio shows produced by C. P. MacGregor Inc., Hollywood firm, on behalf of the National Guard's fall recruiting campaign. The Guard has apportioned from $45,000 to $50,000 to radio during its campaign which began Sept. 19 and runs through Nov. 19 (Broadcasting, Sept. 12).

The National Guard, through Gardner Advertising Co., Washington, is using an average of one paid spot per week per station in a promotion involving over 1,700 outlets. In addition, Frank Heppner, NG account executive, revealed that "a most encouraging number of stations are airing courtesy announcements" because of the Guard's limited budget.

Station cooperation during the first week of the campaign was termed "splendid," with stations "going out of their way" to broadcast free spots. Mr. Heppner said NG would meet weekly quotas assigned and was confident of garnering its full quota of 45,000 new recruits during the nine-week campaign with a large share of the credit due the radio industry.

RACINE GRANT
FCC Gives Initial Ruling

INITIAL decision has been rendered by the Federal Communications Commission on the RACINE Broadcasting Co.'s application for a new standard station at Racine, Wis., on 1460 kc with 500 w daytime. Belle City is associated in ownership with WMIL Milwaukee.

Hearing Examiner Leo Resnick found that slight overlap would result between the new Racine outlet and WMIL but concluded that the overlap would be insufficient to preclude a grant within meaning of Sec. 3. 356 of FCC's rules, the duopoly ban. The initial ruling would become effective in 40 days unless contested.

Belle City Broadcasting is owned equally by Gene Posner, 50% owner of WMIL, and Jerome Sill, manager and 50% owner of WMIL. Examiner Resnick also concluded that the new Racine outlet would cause no objectionable interference to any existing or proposed station excepting that proposed by Metropolitan Broadcasting Co. at Milwaukee on 1470 kc, 500 w daytime. The examiner found that Metropolitan failed to appear at the hearing and hence no consideration of that matter was necessary.
A. C. NIelsen
Rates Lux Theatre First

PROGRAM receiving top Nielsen ratings for the weeks Sept. 4-10 and 11-17 was Lux Radio Theatre which compiled ratings of 18.6 and 22.7, respectively, A. C. Nielsen Co. reported last week. Runner-up in the first week was Mr. Kent with 18.5 and in the second week, Arthur Godfrey's Talent Scouts was second with 19.1.

The Nielsen Radio Index report, at the same time, pointed out that total radio usage (5.74 hours per home per day) during the week of Sept. 4-10 was equal to the listening recorded for the first week of the same month last year. In 1947 the average was 3.49. During the daytime hours, more homes listened to radio programs than during the similar 1948 broadcast period while a slight decrease was noted for nighttime hours, Nielsen said.

Nielsen also pointed to an 18.5% for Fibber McGee & Molly in its 8:30-10:00 p.m. slot and 15th anniversary of broadcasting. The program ranked third for the week of Sept. 11-17. Third place for the week of Sept. 4-10 was Right To Happiness (8.4) followed by Pepper Young's Family (8.3) and Backstage Wife (7.8). Listings for August weekday shows in the Pacific area showed Backstage Wife (8.1) first.

HOGAN & HARTSON
Adds Three New Members

WASHINGTON radio law firm of Hogan & Hartson has announced that Seymour S. Mintz, George E. Monk and John J. Sirlea have become members of the firm.

Mr. Mintz has been associated with Hogan & Hartson since May 1946 and formerly had been with the Bureau of Internal Revenue for nine years. During the war he served in the Coast Guard. He received his LLB from George Washington U. there. Mr. Monk, also a George Washington U. graduate, has been with the firm since 1934. Prior to that he engaged in private practice of law. Mr. Sirlea, new to the firm, formerly was in private practice of radio law in Washington and at one time had been general counsel for the House Select Committee to investigate the FCC. He is a graduate of Georgetown U. law school, Washington.

PILSENER CAMPAIGN
Plans Cleveland Hockey On AM-FM-TV


In spite of a 15% below normal market in the sale of malt beverages in Ohio at this time of the year, a Cleveland brewing company has thrown all advertising, sales and promotion tradition to the winds by completing arrangements for an all-out promotional campaign.

The firm is the Pilseiner Brewing Co., maker of P. O. C. Pilseiner Beer, and its campaign includes formation of a brand new radio network, new arrangements for better and more intimate means of broadcasting, the employment of one of Canada's top-notch hockey broadcasters and the innovation of TV.

Heart of the campaign is the broadcasting of the Cleveland Barons hockey games. Each of the carefully scheduled contests, both at home and away, will be brought to hockey fans by way of radio—AM and FM. Broadcasts will be made from ringside at the Cleveland Arena and all other places where hockey is played throughout the league.

Key station of the AM-FM network is WJW Cleveland, with WICA Ashtabula, WHBC Canton, WLEC Sandusky, WBWB Youngstown, and WEOL Elyria, participating. In addition, 19 Saturday night games and one Sunday contest will be telecast over WEWS (TV) Cleveland.

Key figures in the campaign include James C. (Jim) Hendy, general manager of the Cleveland Arena; Bun Cook, Barons' coach; LeRoy Ward, Arena superintendent; Eddie Coen, publicity director; Sheldon Fullerton of the publicity department; Ron Cook, hockey broadcaster; station officials—Frank Blumer and G. C. McKeelley of WJCW; Walter Walrath of WICA; Robert C. Fehlman, WHBC; Al Heiser, WLEC; Gene Trace, WJWB; H. A. Seville, WEOL; J. Harrison Hartley, WEWS (TV), and Cleveland Hockey Club President Bernard E. (Bunny) Rand.

Commenting on the campaign, Mr. Rand said: "We're taking the Arena out of the gymnasium class and putting it into the ranks of leading theatres, where it belongs. Grotesque signs are coming down. Decorations will be appealing. The comfort of our guests comes first. And, with radio and television bringing the Barons' games to all Northern Ohio, we believe we'll bring a new hockey spirit to this entire area."

Patricia Weiss Hart
ENGAGEMENT of Patricia Weiss Hart, daughter of Mr. and Mrs. Lewis Allen Weiss, Bel Air, Calif., to John Austin Armitage, Third Secretary of the U. S. Embassy at Prague, was announced last week. Mr. Weiss is chairman of the board of the Don Lee network, and member of MBS board of directors. The prospective bride is a member of the U. S. Information Service Staff at Prague. The couple plan to be married in January at the Weiss home.

HIGH FLYER
DULUTH, MINN.—"Whoops! I'm higher than a kite, Hooper-wise," shouts Otto Mattick to the world from his hovering craincopter. "And I'm never coming down!" He won't, either, as long as KDAL maintains its continuing promotion program. And maintains it, KDAL will. KDAL's effective listener promotion, plus its own station and CBS personalities has built audience dominance in the Duluth-Superior Market. Analysis will convince you this is a profitable area to include in your next campaign. Doing the selling job here is easy via the market's outstanding medium—KDAL.

45.0
"HOOPER"*
* (average 3 periods, Winter, 1948)
proves the best buy
in DANVILLE, VA.
is

WBTM
5kw
(5)
ABC
1kw
(3)

Reps: HOLLINGSBY

Small Space—Big Story
● MORE people
● MORE times
● LESS money

WGRD Grand Rapids
Michigan

BROADCASTING • Telecasting

October 24, 1949 • Page 63
OCTOBER 14 to OCTOBER 21

CP-construction permit
IAA—Directional Antenna
ERP—effective radiated power
STL—studio-transmitter link
synch.—synchronous amplifier
STA—special temporary authorization
CG—conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 14 Decisions...

BY COMMISSION EN BANC

Hearing Designated

XXLI Helena, Mont.—Designated for hearing application for license renewal on issues regarding program service; present license extended to 3-1-50.

CP Reverted

KCRB Englewood, Col.—Reverted CP for new station authorized 8-14-49 because of apparent misrepresentations of R. L. Cunningham, one of new AM station's partners regarding his financial position. Reversion effective 15 days after receipt of order, within which time KCRB may request hearing; order would be suspended pending decision.

October 14 Applications...

ACCEPTED FOR FILING

License for CP

KNBY Newport, Ark.—License to cover. CP to be extended for 1 year to NTV.

KUTU Turlock, Calif.—Same. License to be extended for 1 year to NTV.

License Renewal

WSJS-FM Winston-Salem, N. C.—License renewal FM station.

Modification of CP

WEMS-FM Boston—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

CP to Replace CP

WJWL Georgetown, Del.—Application to replace CP which expired, for 900 kw 1 kW D.

October 17 Decisions...

BY COMMISSION EN BANC

Modification of CP

KOME Tulsa, Okla.—Granted mod. CP for extension of completion date for new station broadcast on lack of dil- gence; hearing may be requested within 20 days.

WINX New York—Denied extension of Notice of Proposed Change to CP to boost from 10 kw to 50 kw N on 1010 kc; hearing may be requested within 20 days.

CP to Replace CP

The Saratoga Best., Co., Saratoga Springs, N. Y.—Hearing Designated re CP to replace expiring CP for new station 90 kc 250 kw D without prejudice to filing application for new license to cover new station. Retired application to closed files.

Hearing Designated

WYOR Winston-Salem, and WPAG Mount Airy, N. C.—Designated for conditional grant for new CP to replace expired CP for extension of station license for 25 kw 500 kw D.

Washington, D. C.—Designated for conditional grant for extension of license for new CP of 10 kw 15 kw D. to WYCJ Harrisburg; to cover completion of hearing application for new CP of 5 kw 8 kw D.-unlimited license.

Hearing authorized for new CP to cover completion of application for new CP of 10 kw 15 kw D. to WREC Rochester, N. Y.; parties to proceed.

John Townsend, North Platte, and Nebraska Radio Aid., Inc., and WGBU North Platte, Neb.—Designated for conditional hearing for new CP of 10 kw 15 kw D.

WDBK Chattanooga, Tenn.—Granted authority to remain silent until Oct. 27 to keep station on the air.

WTNB Birmingham, Ala.—Granted authority to remain silent for additional 30 days until Nov. 4.

Petition Denied

WRB Providence, R. I.—Denied petition for immediate grant of application for new CP because of hearing on issues previously designated to proceed on Nov. 1.

KEYY Pocatello, Idaho.—Denied for new CP of 10 kw 15 kw D. to Pocatello license renewal application.

Oral Argument Set

WMUS Muskegon, and Grand Haven Best., Co., Grand Haven, Mich.—Oral argument set for new license to cover new CP at 1120 kc, which is to be substituted for relicensing of license to 1020 kc before Commission on bane and order to cease and desist un- der the new CP until public hearing is held.

WMUJ Lansing, Mich., et al.—Scheduled oral argument in connection with Nov. 4 before Commission ex parte and to proceed on new CP for 5 kw 10 kw D.

Home News Pub., Co., New Brunswick, N. J.—Oral argument estaba set for new CP for 5 kw 10 kw D. prior to proceeding on new CP.

WLOX Biloxi, Miss.—Oral argument set for new CP to cover new license to cover new CP.

WILS Lansing, Mich., et al.—Scheduled oral argument in connection with Nov. 4 before Commission on bane and order to cease and desist un- der the new CP until public hearing is held.


October 18 Decisions...

BY THE SECRETARY

WWR-FM Dallas, Tex.—Granted license to cover new CP of 10 kw 25 kw D. for station 101.1 mc (Ch. 266) 65 kw 9900 kw D.

W<tbody>BM FM Framingham, Mass.—Granted license for new FM station 101.1 mc (Ch. 266) 15 kw 30 kw D.

KRLK Beaumont, Tex.—Granted CP to install new real antenna and license for new station change to 550 kc 1 kw D. on new CP to cover completion of license to cover new CP.

KOSM Kansas City, Mo.—Granted license for new CP for 5 kw 5 kw D.

WOSH Osksk, Wis.—Granted license to cover new CP for new station 90 kc 5 kw D. and to cover completion of new CP for new station 90 kc 5 kw D.

WOXJ Buckhead, Ga.—Granted license for new CP for 10 kw 15 kw D.

KING-TV Seattle, Wash.—Granted license to cover new CP to cover new license and to cover completion of new CP to cover new license.

NWMC Greenville, S. C.—Granted license to cover new CP to cover new license.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 5, D. C.
Santa Cruz, Col.
Member AFCCE

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
Washington 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 Natl. Press Bldg. NA. 3373
Washington, D. C.
Member AFCCE

Dixie B. McKee & Assoc.
1923 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCCE

KEAR & KENNEDY
1703 K St., N. W.
Washington, D. C.
Member AFCCE

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHNGTON, D. C.
1605 Connecticut Ave., N. W.
Member AFCCE

710 14th St., N. W.—Metropolitan 4477
Washington, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Washington, D. C.
Member AFCCE

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

ROYAL V. HOWARD
1603 16th St., N. W.
Washington, D. C.
Member AFCCE

McEverett
Executive offices:
Laboratory:

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2273
RADIO CONSULTANTS

CONSULTING RADIO ENGINEERS
Consulting Radio Engineers
Executive Offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 4632
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Million Rd.
Rye 7-1413
Rye, N. Y.

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Lovers Blvd.—Ph. 3621
SPRINGFIELD, MISSOURI

BROADCASTING • Telecasting
GENE OSBORNE, formerly assistant sports director at WQUA, Moline, III., joins KWWI, Waterloo, Iowa, as sports director.

E. D. GRAHAM, new to radio, appointed news editor of WPTR Albany, N. Y.

JOHN McDOUGAL, WSM Nashville, Tenn., farm director, awarded Honorary American Farmer Degree by Future Farmers of America at 224 national convention.


JERRY DEANE, news and special events staff member at KXXL, Waterloo, Iowa, is the father of a girl, Sara Ann.

WILLIAM RAY, news and special events manager at NBC's Central Div., appointed to board of directors of Chicago Press Club.

IRE SESSION

Set for Kansas City

SPOKESPEOPLE prominent in radio engineering are scheduled to address the Kansas City Section Technical Conference on Antennas, Institute of Radio Engineers, Oct. 28-29 in the Hotel President, Kansas City, Mo.

Friday discussion will be divided into three parts. In the morning, the microwave antenna session is to be addressed by F. M. Deerhake, project engineer in charge of microwave relay development, Electronics Dept., General Electric Co.; J. A. Albano, senior project engineer in the Antenna Research Branch, Wright - Patterson Air Force Base, Dayton, Ohio, and Dr. Charles B. Barker, assistant branch head of Antenna Research Branch, Naval Research Laboratory, Washington.

The afternoon speakers are:

Peter Capo, technical advisor to the director, office of Federal Airways, Civil Aeronautics Authority, Washington; Dr. Fred Shanks, senior associate engineer, Collins Radio Co., Cedar Rapids, Iowa; R. E. McCormick, CAA Experimental Station engineer, Indianapolis.

Also: D. A. Peterson, senior engineer with A. Earl Callum Jr., consulting engineers, Dallas, Texas; and J. S. Brown, chief engineer with Andrews Corp., Chicago.

The TV-FM antenna session will be held Saturday with the following as speakers:

A. W. Walters, engineer with Communication Branch of Naval Research Laboratory; R. W. Masters, research associate at Ohio State U. Research Foundation, Columbus, Ohio, and George D. Kearsey, senior engineer with the American Phenolic Corp., Development Division, Chicago.

The CITATION for "outstanding leadership and service in soil conservation" is received by Herb Plambeck (r) WHO Des Moines farm service director, Iowa Secretary of Agriculture Herbert D. L. Bennett and soil conservation committee chairman, Iowa Soil Conservation Committee, presents plaque to Mr. Plambeck, veteran director of soil conservation field days and plow matches.

LICENSE FEES

Boost in Canada Unlikely

CHANCES of an increase in listener license fees from $2.50 to $5 a year, as requested by the Canadian Broadcasting Corp. at Ottawa recently, are considered fairly slim in Canada. Added to public opinion against the increase is understood to be felt by most members of the Liberal Party, which forms the government. Opinion of the party members was expressed at a caucus held early this month at Ottawa, and which members voted against the suggestion—felt it would be wiser for the government to pay the deficits of the CBC in the same way that the government pays the deficits of the government-owned Canadian National Railways and Trans-Canada Airlines.

The matter of increase is now up for recommendation by the Royal Commission on Arts, Letters and Sciences, before which the CBC made the request. The Royal Commission is expected to file its recommendations sometime next spring or summer after completing its hearings across Canada. Amendments to the Canadian Broadcasting Act are contemplated at this session of Parliament.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
First 15 Program Hooper Ratings—Oct. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
<th>Year Age</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Theatre</td>
<td>172</td>
<td>Lever Bros. (JWT)</td>
<td>19.9</td>
<td>17.9</td>
<td>+2.0</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>179</td>
<td>American Tobacco (BBDO)</td>
<td>19.6</td>
<td>19.0</td>
<td>+0.6</td>
</tr>
<tr>
<td>Grand Ole Opry</td>
<td>154</td>
<td>WLS</td>
<td>18.4</td>
<td>19.0</td>
<td>-0.6</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>151</td>
<td>Lever Bros. (BBDO)</td>
<td>18.4</td>
<td>17.8</td>
<td>+0.6</td>
</tr>
<tr>
<td>Goodman's Talent Scouts</td>
<td>150</td>
<td>Thomas J. Lithgow Co.</td>
<td>18.0</td>
<td>16.5</td>
<td>+1.5</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>145</td>
<td>S. C. Johnson &amp; Son (NLAS)</td>
<td>17.6</td>
<td>17.0</td>
<td>+0.6</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>158</td>
<td>Kaiser-Frazer (Westmbr)</td>
<td>15.6</td>
<td>21.4</td>
<td>-5.8</td>
</tr>
</tbody>
</table>

* Second broadcast on some day in some cities provides more than one opportunity to hear program.

On All Accounts

Inc., advertising firm in that city.

NA and his St. Louis recruit—Marta Cunliff, industrial publications editor and public relations person in town. His wife was married in Savannah immediately after he received his second lieutenant's bars. They have two children, Michael, now three, who was born in the south end of the main runway at Bolling Field, in Washington, and redheaded Susan, a dignified young lady of 18 months.

The golf that was Nat's hobby during his bachelor days has given way to reading Winnie-the-Pooh and Mother Goose to an insatiable audience, and to combing the town for a house large enough to hold Michael's collection of stuffed animals in addition to four Brandons together with their assorted books, typewriters, steam rollers, dump trucks, dolls and tricycles.

Back of all this is the dream of a larger, full of vegetables and Tennessee hickory-smoked hams from his home farm in Stewart County, Tennessee, some 75 miles northwest of Nashville, and a deep freeze packed with fish from Kentucky Lake and game shot over his own acres.

GA. INSTITUTE

Mullinax Names Committee

EDWIN MULLINAX, general manager of WLAG LaGrange, Ga., and president of the Georgia Assn. of Broadcasters, has named the committee of the Fifth Radio Institute to be held at the U. of Georgia in conjunction with sessions of Henry Grady School of Journalism in the spring of 1950.

The committee includes: R. Lewis Doster, WGAU Athens; W. R. Ringston, WRDW Augusta; Carter C. Peterson, WCCP Savannah; James Bailey, WAGA Atlanta; Virgil Craig, WLET Toocoa; Wlllston Cobb, WMZL Macon; Marcus Bartlett, WSB Atlanta, and Dwight J. Bruce, WTOC Savannah.

Leich Recovering

CLARENCE LEICHER, secretary-treasurer and general manager of Curtis Radiocasting Corp., owner of WGBF and WMFLFM Evansville, Ind., and WBOW-AM-FM East St. Louis, Ill., is recovering from an emergency operation at the Johns Hopkins Hospital in Baltimore.

Lazarsfeld

(Continued from page 15)

time of? This obviously cannot be done. But if a new campaign has to be devised, what have we really learned from the old study? We don't know what accounted for the previous success and we don't know what new elements to build into the new campaign.

On the other hand, we can study the different phases which go into the whole process of inference. What happens at what time the message is received? What happens during the period of deliberation? What clinches the final purchase? This is a much longer process and of course studies of actual buying are an indispensable part of the process.

But for general strategy all phases have to be investigated.

The considerations are somewhat similar to those which led to the Lazarsfeld-Stanton Program Analyzer. It is generally accepted by now that we should study what goes on in people's minds while they listen to a program. This is obviously a much different from studying ratings, that is, the numbers of people who actually do listen to the program. It is fairly generally accepted in the radio industry that program analyzer work is of considerable practical use in program building, but it should not supersede but rather be complemented by the collection of program ratings.

* * *

THE full impact of an impact study lies in its details and in a careful weighing of all the elements which have been reported. Numerous quotations from interviews are needed to give the reader a true picture of this type of finding. A summary of a few hundred words cannot possibly give a picture of a hundred-page report of this kind. It is, therefore, fortunate that the American Institute Advertising Network is making the study available through the Bureau of Advertising, American Advertising Publishers' Association, 370 Lexington Ave., New York.

This agency is distributing two documents. One is an extract authorized by the Bureau of Applied Social Research which summarizes the findings especially useful for arguments. The other is the full original report. Readers interested in the research aspect of the problem will, of course, have to get and study the original analysis. This analysis is intended as a contribution to the methods as well as to the ever baffling problem of the relation between research, argumentation and action.

Bartlett Injured

PAUL BARTLETT, manager of KFRE Fresno, Calif., is recovering following injuries sustained in a head-on auto collision near Tulare Oct. 12. Mr. Bartlett suffered cuts and bruises and possible rib fractures.

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooper ratings as high as 27.4.

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

Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin — chose 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 turn out to honor “Red” and his family in as gala a 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 Wettel, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resourceful 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

October 24, 1949 • Page 67
Help Wanted

Managerial
Sales manager for midwestern regional ABC station in steady conservative market. Salary and benefits dependant upon individual. Write stating education, sales experience, references and photo. Box 97c, BROADCASTING.

Salomon
Salesman for independent in large midwestern market. Must include proven sales record on independent station. Unlimited opportunity. Box 81e, BROADCASTING.

Situations Wanted

Managerial
Managers, 12 years experience 250 w. 50 kw. As announcer, program director, sales manager, production manager, put station in black in competitive 12 station market. Can be depended upon, sober, married, sound business judgement, interested in station planning or in management. Send complete background information only. Box 96b, BROADCASTING.

Salesmen
Looking for future in TV or live- wire AM station in the east. One year sales, experience in metropolitan market, several years advertising and promotion. College graduate. Dell, Young, enterprising, available immediately. Box 94c, BROADCASTING.

Situations Wanted (Cont'd)

Birds, 250 w. Dayton, Ohio, 1000 watt daytime station. Excellent returns. Box 250, BROADCASTING.

Salesman—announcer or man and wife team experienced in writing, producing, commercials. Box 96c, BROADCASTING.

Sportscaster, emphasis on basketball but must know other sports and do some announcing. Box 86c, BROADCASTING.

Technical

Wanted—Engineer-announcer, 50 week hour. Good living conditions. Send background data, photo and disc if available. Box 86c, BROADCASTING.

Production-Programming, others

Radio director: Experienced male producer of educational programs wanted to fill same position with a 30 year old station which can also announce and write all scripts. Box 82c, BROADCASTING.

Help Wanted (Cont'd)

Program director with complete background production will make or breaks an announcer and I'm not talking about dollars. Two very saleable disc sessions at two eastern indies and I offer you a high rated, friendly jockey show plus experience in all kinds of staff announcing. In return I'd like minimal staff duties, prestige and a little "education," besides security and "just money." If I had to stretch the truth a little, I'd write to you personally. So if you're a producer or a good sales talker from you, I'm a courteous fellow and I'll get back to you promptly. Box 84c, BROADCASTING.

A moment's hesitation will reward you! Just because you're George Gobel doesn't mean you'll be glad to find a man that's not bald. Two years experience, experience, pleasant voice. Can write good copy. Single, 32. Box 95c, BROADCASTING.

Disc jockey, AM or FM. Married. Experienced staff man. Operate controls. Box 86c, BROADCASTING.

Newswriter—competent writer, experienced, good location. Ex-staffer, new, new, new. Excellent reference. Excellent standing. Box 87c, BROADCASTING.

Staff announcer with first class ticket. Reliable, sober, complete background information only. Box 90c, BROADCASTING.

Staff announcer, three years experience, mat., college grad. Also two years play-by-play basketball, football and baseball. Would like to settle in good market. Box 93c, BROADCASTING.

Good disc, news, sports. College background. Desires position in conservative, commercial ammonia. Box 96e, BROADCASTING.

Sportscaster experienced 4 years playby-play and news in southwestern U.S. Base salary, plus share of box. Box 94c, BROADCASTING.

Play-by-play sports and news announcer. College grad. One year with a baseball, high school and college football and basketball. Graduate of broadcasting school. Hazell station. Access to two stations. Box 95e, BROADCASTING.

Salesman with proven record. Good billing of suitable, accurate, honest, prospective list. Must be available for personal appearance bookings. Box 96c, BROADCASTING.

Situations Wanted (Cont'd)

Experienced, ad-lib ability. Newsletter, commercial copy or specials. Box 97c, BROADCASTING.

60 years experience including sales. Pleasant personality. Desires position as normal as possible. Box 90c, BROADCASTING.

Two years experience one of (almost)! Yes, two men working as team in a station that pays. Audience appeal with personality. Will do any type of commercial copy plus special events. Box 87e, BROADCASTING.

Disc—Newscaster, 4 years experience at Box 97c, BROADCASTING.

Yes, two men working as team in a station. Audience appeal with personality. Will do any type of commercial copy plus special events. Box 87e, BROADCASTING.

Announcer, excellent voice, versatile, Columbia grad, drama major, 25, single, vet. Box 98c, BROADCASTING.

Combination announcer-engineer. Independent experience, also extensive technical experience on AM-FM. Graduated accepting school in Radio City, New York. Box 87e, BROADCASTING.

Announcer, experienced, two years experience. Disc shows, good ad-lib. Beautiful vocal and background. Family man. Desires midwestern location. Box 96c, BROADCASTING.

Announcer-explorer-Continental. Variety show experience, ad-lib commercials, newscast, good voice, control, very versatile, will travel. Box 95c, BROADCASTING.

Announcer, general, disc jockey, experienced. Control board operator. Ambitious, reliable, good voice, single, travel. Box 96c, BROADCASTING.

No chicken, but, if experience counts with you, man. Males, 25-35 years before gives. FM, TV experience. Produced and announced many top network shows. Sober, no drifter, dependable references. Good selling voice. Box 86c, BROADCASTING.

Announcer, young, married, capable, versatile, effective, competent, magnet. Commercial copy, ad-lib. Inexhaustible, achievable and available. 1250 years experience. Box 84e, BROADCASTING.

Announcer-newsdesk, experienced all phases, events and sports; has terrific talk show show, 27. Box 87c, BROADCASTING.

Lewis Lloyd Richman—single, capable, versatile, effective, competent, magnet. Commercial copy. Dependant, full migrants, preprogrammed, achievable and available. 1250 years experience. Box 84e, BROADCASTING.

Announcer, young, married, capable, versatile, effective, competent, magnet. Commercial copy, ad-lib. Inexhaustible, achievable and available. 1250 years experience. Box 84e, BROADCASTING.

Veteran graduate of leading broadcast engineering college. TV and radio. Box 97c, BROADCASTING.

Announcer—Top talent, experienced news, DJ, commercial, live shows. Box 99e. WWI Weiss 6061 N. Ave., Chicago, III.

Engineer-educator, 1 year experience at a leading technical school, excellent references, have car, willing to travel anywhere. Box 742c, BROADCASTING.

Engineer, 50 kw. NYC experience remote all sports, studio shows, disc jockey. Will operate TV future. Box 83c. Will work anywhere. Available two weeks. Box 89c, BROADCASTING.

Looking for location closer to New York. Consistent. Vet with first class phone license who knows hip radio, FM and TV. Presently employed in engineer. Box 86c, BROADCASTING.

Chief, killowat, desires change to progressive station in same capacity to be near Columbia. Married. Box 89c, BROADCASTING.

Announcer-engineer, 11 years experience all phases of radio. Excellent background. Box 90b, BROADCASTING.

Ambitious young man capable, willing, has pleasant personality. Hold engineering degree, want to best. Box 97e, BROADCASTING.
Situations Wanted (Cont'd)

Engineer, first class license with six years experience in studio and remote work. Programming, music, writing, audio-techniques, electronics. Excellent references. Box 168c, BROADCASTING.

Control room operator, experienced. Salary and location secondary to permanence and opportunity for advancement. Also bonus system. Send for information. References. Box 986c, BROADCASTING.

Engineer, first class license experienced, single, have experience in逃跑, home state. New York. Can be available anytime in weeks. Box 974c, BROADCASTING.

Technician immediately available, first class FCC license, experience in receiver operation and maintenance. Has background of 8 years schooling in radio, television and electronics. Box 981c, BROADCASTING.

Att: N.Y.C. and New Jersey. Transistor and crystal class six month broadcast experience, with car, available immediately. Excellent references. Box 982c, BROADCASTING.

Engineer-announcer, Experienced Technician immediately available, ready for work. Immediate. Box 999c, BROADCASTING.

Engineer-Licensed. Some experience in transmitter, receiver and car maintenance. RCA training. Travel. Box 990c, BROADCASTING.

Immediately available, five year engineer, first class, without car. Forty feet turned. Roger, 1924. Seymour St., Syracuse 4, N. Y.

Engineer, free-lance experienced, vet., 21, graduate of AM-FM-TV, communications leading technical schools, will travel. T. C. R. S. Weekly, 2051, South Atangello, 834 E. 147th, Bronx 55, N.Y.

Holder of first class license. Will to travel. Young, vet. married. Anthony De Sola, 250 Second Ave., New York, N. Y.

Experienced transmitter engineer, first class license, 8 years radio and engineering experience. Good combination, know music, programming. Top references. Box 120c, BROADCASTING.

Field Her, experienced, vet., 21, graduate of AM-FM-TV, communications leading technical schools, will travel. T. C. R. S. Weekly, 2051, South Atangello, 834 E. 147th, Bronx 55, N.Y.

WANTED- اللجنة... 12 years experience as program director, top announcer, newscaster, executive editor. Good and steady, will go anywhere. Box 988c, BROADCASTING.

WANTED- Positions in all fields. Ten years experience with camera, shading, switching, writing. Will consider any location. Box 993c.

Situations Wanted (Cont'd)

Supervise construction.

ern,

Young Engineer

Engineer, 27, desires position as top announcer in West Coast station in the east. Former news and voice of his own in all major cities. Experienced in local news and historic radio programs. University and dramatic school graduate. Pleasant personality. Salary $3000. Typing. Box 996c, BROADCASTING.

Experienced script-commercial conti- nuers. Experienced in all phases of radio broadcasting. Will accept request. Box 971c, BROADCASTING.

You have all the information, know-how and ability. Now employed. Four- year college degree in radio-phonics, experience in dramatic acting, directing, producing. Will accept any position in the field. I am 24, married, one child. You're going to find me steady, reliable, capable and willing. Desire awake, progressive station with $100.00 salary. Wide base and prefer southwest but will consider any good proposition. Interested? Write Box 979c, BROADCASTING.

College grad. 22. Can write, direct, produce, rewrite and effects. Announce if necessary. Some radio experience. Good voice, looks good, has stamina. Exhaled, eager to get started in either radio or television. Box 977c, BROADCASTING.

Program director. No armchair expert. Have been a producer, programmer, 12 years solid experience as program director, top announcer, newscaster, executive editor. Know all phases of program operation. Top references, who has had a good administrative record, and is a good writer. Can he roll up sleeves and go to work when special situations arise. Has excellent references. Box 982c, BROADCASTING.

Resume package-Executive secretary-assistant. Major agency experience. Reasonable salary. Bachelor of Science degree,泄. $50. Box 990c, BROADCASTING.

News Bangkok currently doing major program. No longer have to be writing and planning change. Newspaper radio and television. Top reference. Interested? Write Box 978c, BROADCASTING.

WANTED- Program Director for progressive one kw. daytimer.

WHEB

Portsmouth, New Hampshire

Announcers

WANTED- ABILITY AVAILABLE

SAVE MONEY

USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simul- taneously. 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 a call and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th & CHESTNUT STREETS

PHILADELPHIA 7, PA.

RCA 250k transmitter $1600, IDECO 900 watt transmitter with 24kw lighting equipment $2300, W. 64-A FM transmitter $2500, RCA modulation monitor $250, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

For sale—One Raytheon limiting amplifier, model 3PS-2500. Located at other station. Contact Ed Thiel. Station WMDB, Peoria, Illinois.

For sale—500 foot extra-heavy IDECO self-supporting tower with top hat. Contact John letter, Station KIRO, Seattle, Washington.

NBS BUILDING

House Group Okays Bill

LEGISLATION (S 433) by Sen. Edwin C. Johnson (D-Coli.), authorizing the National Bureau of Standards to construct and build a new $4,475,000 radio laboratory, has been passed by Congress and sent to the President.

Laboratory is needed primarily for studies of the characteristics of radio-wave propagation and allied radio matters of interest to the military services. Site for the building has not been determined. Included in the figure is $360,000 for special equipment. The commission has under study the $500,000 that the Standards Bureau for critical radio studies has increased during and since the war, and that the studies were scattered through numerous buildings. Work in the new building would permit expanded study of the effect of atmospheric conditions on radio reception and transmission throughout the country.

KMNS San Luis Obispo, Calif., joins Southern California's Broadcasters as 42d member, as announced by Pacific Broadcasting Co.

For Sale

Equipment

I-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call W. K. Kueser, WROK, Rockford, Ill.

School

The SCHOOL OF

RADIO TECHNICAL

- NEW YORK -

HOLLYWOOD - CHICAGO

America's Largest School, Exclusively to Radio & Television

Professional Day and Evening Courses in All Phases of Radio and Television Broadcasting taught by Network and Television Engineers.

Moderate rates. Inquire!

Send for Free booklet B. Approved for U.L. Training in 15-Week Courses in Broadcasting.

For Sale

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Professional Day and Evening Courses in All Phases of Radio and Television Broadcasting taught by Network and Television Engineers.

Moderate rates. Inquire!

Send for Free booklet B. Approved for U.L. Training in 15-Week Courses in Broadcasting.
TRANSIT RADIO

D. C. PUC Hearing Oct. 27

OFFICIALS of Transit Radio and other enthusiasts of "transit as you ride" FM were marshalling their forces last week in further preparation for hearings this Thursday, Oct. 27, before the Public Utilities Commission, District of Columbia.

Thomas Dowd, attorney at Piers son & Ball, Washington law firm, who represents WWDC WWDC FM, TR franchise-holder in the Nation's Capital, revealed that Hubert Taft Jr., chairman of the board of Transit Radio and managing director of WKRC and WCTS (FM) Cincinnati, will appear at the hearings to testify on behalf of the organization, which he founded. Mr. Taft will present the national picture of transit FM.

Meanwhile TR is completing its second public opinion poll on riders' reaction for presentation before PUC. Total of 2,000 listeners were selected at random to 4,000 in the survey taken early this year—will be sampled on their preferences. The larger number originally polled was not deemed necessary because first survey results, which found over 90% favoring transit FM and up to 98% unopposed, were considered representative, Mr. Dowd said.

Also being undertaken, by Capital Transit, is a poll of a bus and street-car operators on the safety enjoyed by music-equipped riders. PUC has said the purpose of the hearing is to determine whether the system conforms to the public safety, convenience and comfort. The transit company will introduce the survey as evidence that public safety is not endangered.

Meanwhile the Accident Investigating section of the Washington Police Dept. last week authorized its force to seek out information in all accidents as to whether vehicles were equipped with radios. The probe will extend alike to bus operators with transit FM and automobile drivers with radios. That information will be presented also to PU Commission at the hearing.

Another factor in current contro-

versy over music-soothed rides is a reported division of opinion held by new owners of Capital Transit—nine Florida businessmen. Three favor, three oppose and three others "have no opinion." E. Cleveland Giddings, vice president in charge of public relations for CTC, told a luncheon meeting the company expects to make a minimum of $6 per vehicle per month through the radio installations. Over 200 vehicles are now radio-equipped.

Reactions Expected

Transit Radio officials, girding for the test case before PUC, feel the hearing will draw citizens mostly unfavorable to the system, and those who like it are apt to stay away in great numbers.

One of the interesting communications filed with the commission is one by Paul Segal, Washington attorney, who told PUC it should hold hearings to the accompaniment of the music to assure the proper test. Hearings will be held at 10 a.m. in room 500 of the old District Bldg. in Washington.

EXPLAINING how the football experts select winners, Don Watrick (seated center), WXYZ Detroit sportscaster, points out his weekly "picks" for his board of directors. L to r are Tom Adams, Campbell-Ewald Adv.; Mr. Watrick; James G. Riddle, WXYZ manager; and Howard Stock, Chevrolet Detroit Dealers head. Dealers have signed Mr. Watrick for a five-day week, 15-minute sports review.

WEOK OPENS

With 112 Local Accounts

WEOK Poughkeepsie, N. Y., began operations Sunday, Oct. 16, with favorable listener response and books "in the black," H. W. Cassill, general manager reported last week. Before the station went on the air, 112 local advertisers signed contracts and six were added during the first day, he said.

Listeners in the 40-mile-radius area responded to the first day's broadcasting with 1,864 calls, letters, telegrams and floral bouquets in a 24-hour period, Mr. Cassill said.

Reports of reception came from as far as New York City, above Albany and throughout the Mid-Hudson valley region. WEOK is operated by Mid-Hudson Broad casts Inc. with 1 kw on 1390 kc. New RCA equipment was praised by Mr. Cassill.

Mr. Cassill said it may not be a record but we were on the air three weeks and five days after our construction permit became final. He also pointed out that before going on the air, the station had several department stores sold and signed—"one of them for a half-hour daily, including Sundays."

RWG Deadlock

DEADLOCK was reached last week between ABC, CBS and NFC and Radio Writers Guild in negotiations for staff news and continuity writers. Next step is expected to be intervention of U. S. Mediation and Conciliation Service. Deadlock developed when networks offered RWG the old contract and RWG turned down that proposal. Mediator expected to be assigned is J. R. Mandelbaum who has served in numerous radio matters.

GENERAL BRADLEY

Will Address NARND Meet

GEN. OMAR N. BRADLEY, first permanent chairman of the U. S. Joint Chiefs of Staff, will be among the outstanding speakers scheduled to address the National Assn. of Radio News Directors at its 11th annual convention in New York next month.

He will speak at a banquet during the three-day sessions, which begin Nov. 11, at the Commodore Hotel.

Gen. Bradley will address radio newsmen, and then will answer questions in a news conference, which may be recorded and re-broadcast by at least one network, according to Jack Shelley, WHO Des Moines, convention program chairman.

NARND's sessions will be devoted, partly to the effect of television on jobs of radio newsmen, with a morning session to be devoted to a TV panel. All TV networks and firms will be represented, and tours of New York stations are being planned. Two other panels will deal with "profitability" of maintaining a professional news department and Standard Operating Procedure for news coverage.

Extra-curricular activities preceding the formal sessions will include tours, receptions and other events. The banquet will be held Saturday, Nov. 12. Registration begins Nov. 11 and sessions will run during the p.m. and evening. Partial list of speakers who will participate in sessions:

Edward R. Murrow, CBS commenta-

tor (who also will address the banquet); NAB President Justin Miller (federal regulations of radio); Elmer Davis ABC news analyst, and Charles Hull Wolfe, Washington Bureau Chief of Meredith Erickson (TV's effect on AM newscast); Erwin Canham, Christian Science Monitor editor; James Howe WABC New Brunswick, N. J.; Bill Krueger, KDAJ Duluth, Minn.; Orrie Melvin WDBN Bally; S. D. Ker Peterson, KVPD Port Dodge, Iowa; John B. Biddle, WJBK Detroit; Hammond, Ind.; Morgan Bessett, NBC commentator.

Gardella Suit Settled

THE GARDELLA suit against or ganized baseball was settled Oct. 7 thereby obviating for the time being any question as to whether broad casts and telecasts of games for fees have brought the game into interstate commerce. On the theory that airings of the games do bring baseball into interstate commerce and therefore subject to jurisdiction of federal anti-trust laws Danny Gardella, former Giant, plaintiff, and listed his $300,000 damage suit, when he was banned from baseball because he had played in the Mexican League.

News Editor. Take full charge of News Dept. Must be able to deliver good news- paper, managing and rewrite local news. Also have opening for versatile answer for staff work. Contact Walter M. Wind- sor, Mgr., WGBA, Columbus, Ga. Ph. 3-2602.
FCC Actions

Decisions Cont'd...

New Orleans: Granted petition requesting dismissal of application without prejudice to right of reinstatement.

Concord, N. Y.—Granted petition to dismiss without prejudice to application.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re WILK Wilkes-Barre, Pa.; extended to Oct. 19. 

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re Metropolitan Broadcasting Co. et al., extended to Oct. 19.


By Examiner Resnick

WTMY Belleville, Ill.—Denied petition for continuation of further hearing on application and that of Belleville News-Democrat, Belleville, Ill.; granted petition for leave to take depositions.

By Examiner Blum


By Examiner Johnson

WAPA San Juan, P. R., and WPTF Raleigh, N. C.—Granted petition for extension of hearing; hearing continued to Oct. 19.

By Examiner Littwin

KWIK-AM FM Burbank, Calif.—Granted petition for continuation of hearing; hearing continued to Nov. 16 in Burbank, Calif.

Lakewood Broadcasting Co., Dallas, Tex.—Granted petition for extension of hearing; hearing to be consolidated with others for change in partnership, et al.

KID Idaho Falls, Idaho.—Granted petition to intervene in proceedings on applications of KDKA.

October 18 Applications

ACCEPTED FOR FILING

AM—1500 kw

Glenwood Springs Broadcasting Co., Glenwood Springs, Colo.—CP new AM station 1500 kw for change of location.

AM—1550 kw

KUSA Denver, Col.—AM station 1500 kw for change of location.

TENDERED FOR FILING

AM—1600 kw

KUSA Yuba City, Calif.—CP in

crease power from 500w untl. DA to 1 kw 500w untl. DA.

APPLICATION RETURNED

KOSE Oceola, Ark.—RETURNED Oct. 12 application for license to cover CP new AM station, incomplete.

FCC CORRECTION

WLER-FM Richmond, Va.—Report of amendment Oct. 1 should read: CP to change ERP and ant. height cannot be increased; in all other respects, petition for application of mod. of AM station WLER.

October 19 Applications

ACCEPTED FOR FILING

AM—1000 kw

WMIN St. Paul, Minn.—CP change from 1400 kc 250w untl. to 1350 kc 1 kw D.

AM—980 kw

WFGF Bristol, Va.—CP change from 880 kc 1 kw D to 980 kc 1 kw untl.

AM—1060 kw

KRAO Albuquerque, N. M.—CP for change of location of station.

AM—980 kw

KASTA Ore., Ore.—Same.

AM—1000 kw

KBRO Santa Rosa, Calif.—Mod. Lic. for change of name of station.

AM—980 kw

WCAT Pontiac, Mich.—Mod. license change studio location.

AM—1500 kw

CP to Replace CP

WJWL Georgetown, Del.—CP to replace expired CP new AM station 900 kc 1 kw D DA.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power and change of frequency of new CP

KAST Aeria Ore. —Same.

AM—1500 kw

KBRO Santa Rosa, Calif.—Mod. Lic. for change of name of station.

AM—1000 kw

WCMZ-FM Atlanta, Ga.—CP new FM station for extension of license.

AM—1000 kw

WNKA-FM Charleston, W. Va.—Same.

AM—1500 kw

KMMB-FM Kansas City, Mo.—CP for changes in FM station to change ERP to 54.4 kw.

TENDERED FOR FILING

AM—1500 kw

KPBS Oakland, Cal.—CP change from 1550 kc 500 w to 1550 kc 1 kw.

AM—920 kw

WMIK Middlebury, Ind.—CP change from 1400 kc 250 w to 1020 kc 5 kw D 500 w DA-N, untl.

AM—1500 kw

KWED Seguin, Tex.—CP change from 250 kc 50 w to 260 kc 1 kw.

AM—620 kw

WWW Beckley, W. Va.—CP change from 1450 kc 250 w to 620 kc 1 kw.

ACCEPTED FOR FILING

AM—1400 kw

Lakewood Broadcasting Co., Dallas, Tex.—CP new AM station 1400 kc 1 kw untl. DA.

AM—1400 kw

WDUM HF Fort Wayne, Ind.—CP new AM station 1400 kc 1 kw untl.

APPLICATIONS RETURNED

KIVY Coeur d' Alene, Idaho—CP new AM station 1400 kc 1 kw untl.

KREL-FM Goose Creek, Tex.—Same.

KCTV TV Ames, Iowa.—CP new TV station to extension of license.

WBRL-TV Detroit.—Same to 5-20-50.

APPLICATIONS RETURNED

WTOO Atlanta, Ga.—RETURNED application for license renewal.

WIPR Sandusky, O. —Same.

October 20 Applications

ACCEPTED FOR FILING

License for CP

KOSR Oklahoma City, Okla.—CP new AM station.

WCLC-AM Janesville, Wis.—Same.

WCLC-FM Janesville, Wis.—License

new station 1460 kc 500 w daytime.

Story this decision. Order Oct. 19.

OPINIONS AND ORDERS

KBCO Englewood, Colo.—Ordered revocation of permit for new station because of apparent misrepresentations of R. L. Cunningham, one of partners regarding his financial position. Story this issue. Order Oct. 19.

WTMY East St. Louis, Ill.—In memorandum opinion and order granted petition insofar as it requests opportunity to introduce evidence with respect to new availability of transmitter site proposed for new facilities requested; in all other respects, petition is denied, including request for consolidated oral argument. Further ordered that memorandum opinion and order of Oct. 3, scheduling further hearing in competitive proceeding involving WTMV and Belleville (Ill.) News-Democrat is amended by inclusion therein of following additional issue: ‘(G) To receive further evidence (Continued on page 72)'
Sp...
The advent of the sound motion picture and the FCC prohibition of network this artist has been a decisive in directing the Gunzen- dorfer broadcast career, first out the medium and then into radio management.

With the start of “The Jazz Singer,” the first sound motion picture, Mr. Gunzen dorfer began to see the pit bands doomed to ultim- ate obsolescence. First he tried to make a go of music by playing at resorts. But soon this seemed only a delay of the inevit- able so he joined KFRC San Francisco in 1929.

With his background as a per- former, it was natural for Mr. Gunzen dorfer soon to be working in the artist bureau of Don Lee. At that time in San Francisco, he was associated with such radio names of today as Pat Weaver, Arnold McGuire, Bea Benaderet, Walter Winchell, and Al Pearce and the late Tom Breneman.

In 1936, he shifted to Los Angeles which was then beginning to grow as a center of radio talent. He remained there for almost three years. His aspiration toward station management was fulfilled in August 1939 when he took over KSRO Santa Rosa, Calif. During his six years with the station it grew from 100 w to 250 w and finally to a 1 kw day and night regional station.

He returned to San Francisco in August 1944 when he was named manager of KSFO, remaining there for a year.

Since the summer of 1945, he has served KROW Oakland as general manager.

As manager of KROW Mr. Gun- zen dorfer has maintained the station’s policy of serving the East Bay market of Oakland primarily. This, he believes, keeps faith with the intention of the original grant, rather than trying to be all things to all people in the larger San Francisco area.

This service to the Oakland area is an ever expanding service. Under Wilt Gunzen dorfer’s guidance, KROW is planning and expecting for the day it can bring television to its listeners. The station is one of six applicants for the remaining TV channels and is one of which must await the end of the FCC video freeze.

During his entire management career, Mr. Gunzen dorfer points out that he has always been associated with the non-network field—one to which he has brought a very practical understanding of musical tastes of the average listener. This awareness has been a tremendous help, he avers, since the backbone of independent station operation is music.

Besides being a very competent “dean” of radio men, Mr. Gunzen dorfer likewise is a student of the business. In his home you may find a copy of virtually every book published on the subject of radio history, operations and people. Also believ- ing that the practitioner has much to learn from the uninitiated, he has been teaching radio advertising and selling at the U. of California for the past five years as an adjunct professor. He is inviting students to make the teacher learn more. These activities are as close as Mr. Gunzen dorfer comes to a hobby.

Mr. Gunzen dorfer is not one who needs a lot of time to make up his mind. He met Natalie Traube, Dec. 23, 1939, saw her five times and they were married on Jan. 14, 1940. They have no children.

Most professionally and in the community, Mr. Gunzen dorfer’s affiliations include the Radio Execu- tive Clubs, Oakland and San Francisco Ad Clubs, San Francisco Press Club, the Pioneer Club, Athens Club. He also is active in the Oakland Community Chest, the Mayor’s Safety Committee, Red Cross and has served actively as an officer of the Northern California Broadcast Executives Club, and is a member of the NAB Educational Standards Committee.

Open Mike

(Continued from page 12)

any remote jobs.

I am interested in knowing if any other TV station produces more shows locally than we do.

Helen Powers, Administrative Dir. WAAM (TV) Baltimore

A WJPS First?

EDITOR, BROADCASTING:

Recently on a human interest show of mine, A Penny For Your Thoughts, I was able to get a local "ham" operator to assist me with his mobile set to make contact with the Canal Zone. I spoke to the Canal Zone operator over this mobile phone and believe it was a “first" for this type of human interest show. I’m wondering if any other station used this approach and when. Of course we got FCC permission for rebroadcast.

Vernon Paule, Dir. of Special Events WJPS Evansville, Ind.

KECA APPEAL

Remanded to FCC

ACTING upon an appeal by ABC in behalf of KECA Los Angeles, the U.S. Court of Appeals for the Distri- bution of Columbia last week re- manded to FCC for further pro- ceeding the Commission’s August 1947 non-hearing grant of in- creased night power to KHTH Houston, Tex.

Heated by Roy Hofheinz, KHTH was authorized to boost night power from 1 kw to 5 kw on 700 kc, directional night, same frequency assigned KECA. It was KECA which petitioned FCC to change the power to 1 kw. KECA operates with 5 kw fulltime, direc- tional night.

Milsten Honored

DAVID R. MILSTEN, Tulsa at- torney and SESAC western coun- sel, received the 33d Scottie Rite degree in Washington Friday. It is the highest degree in Free- masonry.

WOKZ-AM-FM SALE

To WEAW (FM) For $75,000

NORTH SHORE Broadcasting Co. Inc., owner of WEAW (FM) Evanston, Ill., has purchased WOKZ and WOKZ-AM Air-ill, for $75,000 subject to FCC approval. WOKZ, formerly owned by R. C. Goshorn and L. R. Rose, is a 1 kw operation. Edward A. Wheeler is president of the North Shore company, and L. V. Dayton is vice president. Mr. Wheeler said that if FCC ap- proves the transaction, Robert McCardy, a director of WEAW (FM), will become station manager of WOKZ.

October 24, 1949 • Page 73
KELD GRANTED 690 KC; OTHER FCC ACTIONS

IN FOUR separate decisions FCC Friday finalized earlier proposals to:

1. Grant application of KELD El Dorado, Ark., to move from 1400 kc with 250 w to 690 kc with 1 kw, and of KGGB Coffeyville, Kans., to boost power on 690 kc from 1 kw to 500 w and 6 Kw to 1 Kw, while denying request of KGKB Tyler, Tex., to move from 1490 to 690 kc [BROADCASTING, July 11].

2. Approve acquisition of 80.8% of WCMW-AM, Canton, Ohio, by General Manager S. L. Huffman and Attorney K. B. Cope for $26,880 [BROADCASTING, Sept. 19].

3. Grant Radio Modesto Inc.'s application for new 1-kw station on 1380 kc at Modesto, Calif. [BROADCASTING, Sept. 26].

4. Grant license renewal application of WPAB Ponce, P.R., which had been heard on so-called "Blue Book" issues relating to program and commercial practices [BROADCASTING, June 13].

In WPAB case, Commission revised Comr. Paul A. Walker's initial decision to clarify interpretation of R. 1-1942 on rejection of on-air contracts for time to sales brokers. FCC said:

...Sec. 1.342 requires that licensees file all agreements relating to the sale of time for resale. Such sales differ from agreements relating to the sale of bulk time. Bulk sales refer to those agreements in which a broadcast day which are sold by the licensee but are not sold for the purpose of resale. Where agreements are entered into for the sale of time (but not for resale), such agreements are not required only when sales of time to individual persons amount to two or more hours per day.

As in Comr. Walker's initial decision, FCC held WPAB is improving programming and commercial practices, and has pledged further improvement found to be proof of wilful violation of rule on filing contracts, and said station intends to discontinue time sales to entertainers or brokers for resale.

Radio Modesto, granted Sept. 26, Modesto, is owned by John H. Schacht (50%), general manager of KSMO San Mateo, who will hold similar post with new station; Richard J. Giddings, Giddings & Grant (16% each), real estate and insurance men, and Attorney John E. Griffin (16%).

In WCMW-AM-FM sale, Messrs. Huffman and Cowan expect 80.8% of station currently held by President M. R. Schneider (20.2%); Arnold Gebhart (11.8%), J. L. Amerman and E. A. Mahoney (20.2% each), and Royal G. Lister (8.4%). Purchasers would hold 40.4% each. AM station is daytimer on 1060 kc with 1 kw.

In 690 kc case FCC preferred KELD and KGGB applications on grounds that better distribution of radio service would be achieved than through grant to KGKB, whose application was mutually exclusive with both others. Engineering conditions imposed on grants.

KELD proposal used to grant pending issuance of examiner's initial decision on hearing already held, Belvedere Broadcasting Corp.'s application for new Baltimore station on 1400 kc, 25 kw, alignment of which WCB Baltimore is vacating in move to 680 kc.

FCC said application raises problems with respect to assignment of local facilities in metropolitan areas, and that better decision can be reached via full hearing procedure. Belvedere, which operates WMCP (FM) Baltimore and which said it needs revenue that would come from AM outlet, had asked for grant of temporary license, contending it has no power to deal with policy questions involved.

DELAY IN SEPARATING BAB FROM NAB CONSIDERED

FEELING that separation of Broadcast Advertising Bureau from NAB should be delayed until conclusion of two-day meeting of NAB Structure Committee was concluded Friday in Washington.

Committee heard series of reports covering BAB and BMB activities along with other details of examination ordered by NAB board at July meeting.

In discussing BAB, committee went into desirability of watching its operation before making recommendation to board on plan to move it outside association.

Feeling expressed in committee discussions that some sort of continuing industry survey is desirable. Work of BMB scanning, but committee wasn't inclined to go out on a limb at this time.

Reorganization project, and actions of NAB President Jos. M. Miller in carrying out board's mandate, generally approved.

Committee was told current district meetings are most successful in NAB's history, with special emphasis on sales clinics conducted by BAB Director Maurice R. Mitchell.

Trimming of NAB standing committee set up, in line with board order, discussed. Judge Miller pointed to problems involved and need of consolidating functions if committee structure is to be trimmed.

Work of Audio and Video departments discussed, with Ralph Hardy and G. E. Markham, respective directors, explaining how association activities are coordinated.

Vacant meeting were several committee members, Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnow, W TAB Norfolk, Va.; Henry W. Slavick, WMC Memphis; Everett Dillard, WASH (FM) Washington; John F. Mengher, KYSM Mankato, Minn.

BUCKLEY LEAVES B&B

ROBERT W. BUCKLEY, business manager of radio and television department of Benton & Bowles, New York, has resigned effective Nov. 15 to rejoin Ludlow Typograph Co., Chicago, as assistant general sales manager. Prior to joining Benton & Bowles, Mr. Buckley was with Dancer-Fitzgerald-Sample, as media director and account executive and before that assistant network sales manager for CBS.

AUTRY FILES KOWL PLEA

FORMAL bid filed by Gene Autry at FCC Friday to sell his 50% interest in KOWL Santa Monica, Calif., for $30,000 to Arthur H. Croghan, already one-half owner [BROADCASTING, Oct. 17]. Mr. Autry identified with group seeking WHAS Louisville properties.

NAVY 1000 KW STATION

CONSTRUCTION plans for 1,000,000 w station at Jim Thorpe, Pa., to strengthen government's communication network North Pacific area, announced by Navy. Cost reported at $10 million. Bids open Seattle Dec. 9 with construction expected to take 18 months. A 200❯transmitter, control and transmitter building of reinforced concrete in plans.

Closed Circuit

(Continued from page 4)

quire 50 kw clear channel WHAS but could not make proposal for TV, since it already has maximum five TV stations, which, incidentally, are located in top half-dozen markets in nation.


BMB appeal from ruling of Dept of Internal Revenue that tripartite research organization is not tax exempt despite non-profit structure expected to be heard by federal tax court in New York this week, although exact date undetermined.

CARROLL MARTS will be manager of Mutual's Central Division following appointment of Adolf N. Hult as vice president in charge of sales with headquarters in New York. Mr. Martin announced for Central Division top jobs for months as assistant to Mr. Hult and account executive for Mutual in Chicago. He has been with network seven years, leaving position of chief accountant of A. & P. midwest division in 1942 to become Mutual's chief auditor.

NOW IT CAN BE TOLD: Commissioner Frieda B. Hennon was offered District judge- ship on Washington bench prior to nomination last week by President Truman. It's understood she declined, expressing preference to remain first and only woman Communications Commissioner.

WNEW New York preparing extensive promotion, advertising campaign based on Pulse studies of out-of-home radio listening. Studies show big audience largely unemployed in time selling, WNEW, which shows up well in out-of-home listening, points out this audience un-reached by television and until lately unmeasured by radio.

HEARST newspaper chain seeking contest type package for radio and TV markets in important television promotion. American Products Corp., 3757 Wilshire Blvd., Los Angeles, handling package proposals, says it is authorized to spend up to $100,000 per city.


APPOINTMENT and pre-adjournment confirmation of former Senator Jim Mead for Federal Trade Commission eliminates him as perennial candidate for FCC. Since he retired from Senate three years ago, Mr. Mead has been repeatedly mentioned for every vacancy on FCC, including chairmanship.

MYSTERY AIR is provided FCC's color TV hearings by Caryl Barrett, just in from Paris and toying with idea of buying for foreign ad admission to proceedings as participant. She won't say yet what or whom she represents, but it's believed to be French inventors' department based on color photography system. She arranged appointment with FCC Chairman Coy before leaving Paris.
**Compare Facts!**

<table>
<thead>
<tr>
<th>UP-TO-DATE FEATURE</th>
<th>YOUR CAMERA</th>
<th>DU MONT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dual Purpose Equipment (Studio or remote)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Electronic View Finder</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Tube Interchangeability</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Turret Lens Plate with Remote Iris Control</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Breakaway Chassis for Accessibility</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Automatic Lap Dissolve and Fade</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Single-Unit Sync Generator</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Single Jiffy Connectors</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>White Peak Limiter</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Fingertip Controls</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Adequate Cooling</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Panhandle Focus</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Are your cameras up-to-date?

**Du Mont**
First with the Finest in Television

DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND WARD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN W. AMERICAN TELEVISION STUDIOS, NEW YORK 3, N. Y. WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES AND PLANTS, PASSAIC AND EAST PATerson, N. J.
Hundreds of thousands are now enjoying RCA's thrilling new way of playing records... they marvel at its wonderful tone... and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism inside the central spindle post on which records are so easily stacked. Result: a simplified machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6½ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free "quality zone"... for unbelievable beauty of tone.

Value of the research behind RCA's 45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have both the 45 rpm system, and the conventional "78."...

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price to any product of RCA or RCA Victor.

Quick change artist

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television
ANNOUNCED PROPOSED DECISIONS

Announced proposed decision to grant application of WPX Communications, Inc., to change facility of WPLR, Long Island, N.Y., to increase power and antenna height. The order was issued on Aug. 7, 1949.

ANNOUNCED DECISIONS

Announced decision to deny application of KBRF, via KSBF, to extend time for completion of construction at Port Angeles, Wash., to July 28.

INITIAL DECISIONS

Initial decision issued by Examiner E. D. Cunningham, Jr., to WPX Communications, Inc., to construct a new station using the same facilities at Jackson, Miss., for a permit distance of 115,000.

Non-Docket Actions

AM GRANT

St. Cloud, Minn.—Grant, change name of licensee's station from WOKO, St. Cloud, to WMNO, St. Cloud, and increase power to 1,000 kw.

FM GRANT

Elgin, Ill.—Grant, change name of licensee's station from WEPF, Elgin, Ill., to WGRF, Elgin, Ill.

KwaQ San Juan, P.—Grant, assignment of license of radio station WLRM, San Juan, to KSWQ San Juan, P., with estimated cost $18.00. Decision granted Oct. 15.


Deletions

One AM and one FM authorization were deleted by FCC last week. AM authorization for WRN, Tulsa, for operation at 1,380 kHz, which was granted Oct. 10, 1949, FM 105; FM deletions remain 10. Deletions, effective dates and reasons remain: WDVA Lewiston, Me.—Dennis Best, manager, WDVA Lewiston, Me., to change channel to 1050 kHz.

FCC Actions

(Continued from page 74)

October 13 Applications

ACCEPTED FOR FILING

AM—1400 kHz

WBAT Madison, Wisc.—Change from 1,000 watts D-A to 1,000 watts C-B in order to change call letters to WAIF.

WSBA Madison, Wisc.—Increase power to 1,000 watts C-B and change call letters to WSBA.

WMAK Memphis, Tenn.—Change frequency to 900 kHz.

WAGL Memphis, Tenn.—Increase power to 5,000 watts C-B and change call letters to WGAL.

WAVT Chattanooga, Tenn.—Increase power to 5,000 watts C-B and change call letters to WAVT.

WFSL Pentwater, Mich.—Increase power to 5,000 watts C-B and change call letters to WFLS.

TTMW Menasha, Wis.—Increase power to 5,000 watts C-B and change call letters to TTMP.

TENDED FOR FILING

WMIN St. Paul, Minn.—Change from 1800 watts C-B to 1300 watts in order to change call letters to WMIN.

BROADCASTING • Telecasting

SQUARED MAP

Innovation May Aid Engineers

A SQUARED global map of unusual, if not revolutionary, concept has been developed by William K. Hale of Washington, D. C. It is believed the "Hale Gamo F.A. projection," as it is called, will be of use in plotting bearings of stations in determining distance between locations.

According to available information, Mr. Hale claims the world chart would permit distances and directions between any two points on the earth's surface to be accurately scaled in terms of millimeters, read directly from a metric scale (ruler) laid over the map. The great-circle track between two places also may be plotted on the chart.

This chart is considered revolutional, since its basic maps have changed on projections agree that it is impossible to obtain all these properties in one, flat map. Mr. Hale, however, has demonstrated, on at least 25 occasions, that reasonably accurate results can be obtained from his present drawing. He has demonstrated graphs to the full of the number of cartographers in the Coast and Geodetic Survey. Experts at the Survey reportedly believe that while Mr. Hale is trying an "impossibility," he has produced correct answers in so many instances they are unwilling to call his chart "unsatisfactory."

Surles To WOR Sales

LARRY SURLES, Jr., former account manager for WOR (TV) (TN) in Newark, has joined the WOR New York sales department in a similar capacity. R. C. Maddux, director of sales, announced last week. Previously Mr. Surles was with John Blair & Co., New York, station representative, and ABC, in sales capacity.


THE Fred A. Palmer CO.

Columbus, Ohio

Radio Consultants

on Management and Operation

(20 years experience)

NEXT RADIO SALES TRAINING SCHOOL TO BE HELD OCTOBER 26, 27 and 28 AT THE RALEIGH HOTEL, WASHINGTON, D. C.

Wire or write for reservation

Post Office—Box 108, Worthington, Ohio

Telesphon—Worthington 2-7346

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in 1946 is 99,281,230 this year, an increase of 21% over the 1945 total. Tabulating the total radio families for each county credited with 10% or more in 1946 by BMB for the F&P stations and "laboriously" applying the 1943 and 1949 radio families to these same counties (with due allowance for major family revisions at eight stations) showed that these stations reached, in the daytime, a total of 19,637,300 radio families in 1943; a total of 22,411,320 radio families in 1946; and a total of 27,646,980 radio families in 1949.

Looking at this in another light, the report lists the following cost-per-thousand comparisons:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>1943</td>
<td>100</td>
</tr>
<tr>
<td>1946</td>
<td>102.5</td>
</tr>
<tr>
<td>1949</td>
<td>93.9</td>
</tr>
</tbody>
</table>

Gains or Losses

The following tables show audience gains or losses for the four network affiliates in eight markets, with raw radio family figures converted into index numbers, 1943 being 100.

<table>
<thead>
<tr>
<th>Market</th>
<th>Morning</th>
<th>Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>109.5</td>
<td>139.4</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>123.6</td>
<td>128.3</td>
</tr>
<tr>
<td>Seattle</td>
<td>106.1</td>
<td>106.1</td>
</tr>
<tr>
<td>Louisville</td>
<td>100.4</td>
<td>103.9</td>
</tr>
<tr>
<td>Des Moines</td>
<td>100.4</td>
<td>103.8</td>
</tr>
<tr>
<td>Unweighted average</td>
<td>143.4</td>
<td>135.3</td>
</tr>
</tbody>
</table>

As a final point F&P answers the question: "Has spot radio juggled its discount structure to discriminate against the largest buyer?" By noting that of the stations this firm represents, since 1943, 10 require more annual broadcasts to earn maximum frequencies, 14 require the same number and nine require fewer. "That's about as close to a tie as you can come with an odd number of stations," the report comments. "We believe it reflects the national picture of all major stations."

Gives More for Money

Summing up its findings, the report states: "We've concluded that radio, spot radio in particular, gives the advertiser today more for his money than it did three and six years ago. This has been the primary purpose of the study."

The final pages of the book are devoted to a comparison of spot radio and "another potent medium, network radio."

C. L. (Chet) THOMAS (fourth from left, general manager of KXOK-AM-FM St. Louis, receives the gavel from James E. Toepfer Advertising Co. and retiring president of St. Louis Advertising Club, at a luncheon during which Mr. Thomas was installed as new club president. Group of officers includes (1 to r): Hubert Echele, president of Warwick Typographers, treasurer; Leslie E. Pritchard, advertising and research director of the St. Louis Post-Dispatch, secretary; Arthur J. Casey, Gardner Advertising Co. radio director, vice president; Mr. Thomas; Mr. Wilson; Don G. Pyke, sales promotion director of Graham Paper Co., first vice president, and Richard C. Lynch, service director Oakleigh R. French & Assoc., third vice president. Mr. Thomas is 37th president of the organization, which was founded in 1901 by seven St. Louis advertising men.

U. S. Spectrum Hog?

(Continued from page 23)

their own communications services domestically and overseas, he continued.

"We want to find out two things," he explained. "First, we want to learn whether operation of these communications systems by government agencies is an economic and practical thing. . . The second point is the potential demand for radio frequencies. Everybody knows the radio spectrum is limited, there are only just so many usable frequencies."

WU Losing

Sen. McFarland said Western Union Telegraph is "suffering severe financial losses"—and asserted:

"Unfortunately, because of the strategic national defense importance of communications, we cannot shrug this function off to a nongovernmental, competitive enterprise system; we can't let a major communications enterprise go down the drain. Similarly, our American companies engaged in overseas communications are far from alone; some are also suffering substantial losses. All over the world, they are competing with Government-owned systems; today we are almost alone in maintaining privately owned competitive communications. Even Canada is now taking the final steps to nationalize its communications."

The subcommittee intends to ascertain the costs of operating government systems and if it develops that government can carry on its own communications, Congress will have to give "new and serious consideration" to the welfare of the private companies, and "who is going to serve the communications needs of the business and the commerce of this country," Sen. McFarland declared.

Enquiries were sent to Defense Secretary Louis Johnson, Secretary of State Dean Acheson, General Services Administrator Jess Larson and Captain John S. Cross, chairman of IRAC, which handles government requests for recommendation to the President.

Cities Service

(Continued from page 27)

bottle label proclaims the vial's contents as "Band of America Instruments." Tonight the Band of America will make its television debut in the first of a four-week series of experimental simulcasts, for which NBC TV affairs will carry the program along with the 82 NBC stations. A number of innovations have been planned, to make the program pleasing to the eye as it is to the ear. Raised platforms will put each member of the band into clear view. One of the most interesting features is the use of a certain soloist or section of the band, he or they will come to the front so that the viewers can more readily follow their performance. There will be frequent close-up shots of intricate fingering by soloists for the benefit of bandmen viewers throughout the video service area. Girl baton twirlers will be featured, along with some of the rare instruments played by the various band members.

"The band's first move into television," Mr. Ayleworth stated, "Cities Service will provide the viewing public not merely with good entertainment such as that offered, which began September 26, were doubtful about the effect on their regular listeners, that uncertainty no longer exists, according to Tom De Bow, advertising manager of Cities Service."

Since the switch Mr. De Bow says the company has received numerous endorsements of the move from listeners by telephone, telegram and letter. From all indications Mr. De Bow believes the change to Monday night means a vast audience, a steady increase in the Cities Service listener family.

"Cities Service has been in radio," Mr. De Bow says, "for more than 20 years, so that obviously we are convinced that it has paid off for us and we believe that with the new time it will show even greater results. Right now we are looking forward to the effect of the combined telecast and broadcast of the program, which begins on an experimental 4-weeks basis starting Monday, October 17th."

Wilson Joins Petry

CONTINUOUS expansion of its sales force, Edward Petry & Co., Inc., announcement reports, last week announced that Robert S. Wilson has joined its New York office. Mr. Wilson formerly was president of MBS Co., a division of National Video & Broadcast Div., in charge of co-op program sales and as an account executive in network sales.
Capitol Hill

(Continued from page 28)

on the radio industry early this session in a few bills aimed at networks, stations and manufacturers. Among them was a bill (HR 2410), reintroduced from the previous Congress by Rep. Harry R. Sheppard (D-Calif.), to prohibit station ownership by radio networks or manufacturers of electronic equipment.

In its present form the bill is so stringent as to militate against passage in its present session, some observers feel. Network and station properties upwards of $150 million would be dumped onto the market for $60,000, if the bill became law. The House Commerce group took no action.

FM was injected into the Congressional picture early this session when Rep. William Lenke (R-N.D.) carried over from the 86th Congress proposals to allocate a section of the 90 mc band to the audio system so as to render FCC decisions appealable to the courts where they involve alleged technical or scientific errors. No action was taken on the bills (HR 65 and HR 886) dealing with FM whichActing Chairman George Sadowski of the communications subcommittee felt should rest largely with FCC as an allocations matter.

Charges Obstruction to FM

FM had a vociferous supporter, however, in Rep. Francis Walter (D-Pa.), co-author of the Administrative Procedures Act and caustic critic of the Commerce Committee charged that FM has been “obstructed, stepped on, blocked or ignored from the start” and suggested the Justice Dept. investigate, and laid the blame largely on FCC which he alleged had violated provisions of the Procedures Act.

Congressman Walter, second-ranger member of the House Judiciary Committee, promised an investigation of FCC which he later abandoned when the full Judiciary committee began hearing proposals to study monopoly power in the U.S. Group held hearings and plans eventually to call in the radio

ZIV’S PRIVATEE

Named Southeastern Head

FREDERIC W. ZIV Co., producer of transcribed programs, last week announced the establishment of Mr. Privette as Southeastern Div. sales manager. Mr. Privette, who has been with the Ziv Co. since 1944, working out of the Atlanta office, will continue to make his headquarters in that city.

The Ziv Co.’s plans call for an expansion of the Southeastern Div. with additional personnel to be added to those offices between now and the first of the year.

GIVING the “come-on” for the second annual Los Angeles advertising ball to be held Oct. 22 at Ambas- donner Hotel, where Beatrice Kenan, assistant media director, BDLO, and president of Los Angeles Advertising Women Inc., co-sponsor of the ball; Richard (Dick) Russell of Beverly Hills Cinemot and president of Los Angeles Advertising Club, other co-sponsor of the event; Mary Buchanan of Union Pacific railroad public relations staff, co-chairman, and David Fenwick, vice president and treasurer of Abbott Kimball Co., co-chairman.

THE John E. Pearson Co., New York station representative, has appointed two executives and is enlarging its staff to include new personnel, John E. Pearson, president, announced last week.

Russel Walker Jr., who has been with the firm for the past year and a half, has been named manager of the New York office. Mr. Walker was on the sales staff of WMGM and WQXR, both New York, prior to joining the Pearson Co. Mr. Walker, who has been with the radio representative organization for the past six years, has been named junior account executive and assistant to the president.

Mr. Walker has acquired larger quarters on the 11th floor of 250 Park Ave., New York, as part of its expansion plans.

The firm is further growing—probably through NAB—t o testify in the next session. Sessions will last indefinitely.

A member of the subcommittee, Rep. Walter has indicated his plans to scrutinise FCC’s FM policy, clear channel cases, multiple ownership and other aspects which logically might fall within the antitrust category.

Chairman Crosser of the House Interstate Commerce Committee last March named an 11-man subcommittee to study proposals pending also to FCC, FTC and SEC. A host of bills were assigned to the full committee but never progressed through either chamber.

The commission has been accused of over-testing new stations for their present license fee.

Chairman Walter has indicated his intention of obtaining air time and radio television use to media committees.

Liquor advertising curbs, often proposed but never legislated, have fallen off an editorial page, among legislators, as well as prohibitionists groups, when Schenley Distillers announced its intention to use radio and television. The firm has since temporarily abandoned the project.

The Commerce Committee will hold hearings in January for the third time in recent years.

There were the traditional bills —by Rep. Joseph Bryson (D-S.C.), Sen. William Fanger (R-N.D.), Rep. Fred L. Crawford (R-Mich.)—the two first two would prohibit radio stations and other media from accepting liquor ads, while Congressman Crawford’s would extend only to distillers subject to Tax Unit jurisdiction, and would specify radio and television solely. The bill (HR 6111) would amend the Federal Alcohol Administration Act.

Johnson’s Fight

Sen. Johnson carried the fight to the Alcohol Tax Unit and FCC, urging upon the former the use of “moral suasion” and the latter “the public interest” precept come license renewal time. Both replied they had no jurisdiction under the present laws.

Sen. Tobey, fireball crusader of the anti-monopoly school, plumped for legislation aimed at trusts desiring to buy radio or television properties; stalked FCC on its television progress; and chastised the Commission for not holding a hearing on the 10-year Arde Biluva license renewal case.

Lobby Probe Desired

Sentiment to go into lobbying also was apparent (see separate story) with a House Select Committee receiving the go-ahead sign to probe activities of public and private agencies. Also scored were former government officials who turn up as “lobbyists” for private firms. Among those named: Former FCC Chairman Paul A. Porter and Charles R. Denny.

House and American-Activities Committee also figured prominently during the first session when it suddenly barred television and news cameras from future public utility hearings. The last two were allowed to take notes. Broadcasters — networks, commentators and House Radio Correspondents alike—stormed the committee with protests. The situation is pretty much status quo now—tape-recorder and cameras could be permitted by special authorization from Chairman John Wood—an exception that proves the rule.

The whole question of defamation and slander flared into prominence on Capitol Hill last April. Rep. John Rankin (D-Miss.), with moral support from Reps. Clare Hoff- man (R-Mich.) and Hale Boggs (D-La.), leveled fire at ABC comment-ator Drew Pearson for remarks pertaining to the late James Forrestal, and urged Congress to make radio commentators liable to suit in the district court nearest the victim’s residence. Rep. Ran- kin introduced legislation (HR 4206) to assist them in recovering damages.

The volatile Mississippian asked that liability be extended to sponsors and all stations airing the commentaries “for the protection of broadcasters themselves.” He chided the FCC for being “too slow” to act. No action was taken by the House Commerce Committee.

Atty. Gen. J. Howard McGrath, former U.S. Senator (D-R.I.), also showed displeasure . . . for certain radio stations. Feeling they had levied excessive rates for political consulting services, Democratic National Committee chairman subsequently authored legislation to prohibit stations from imposing more than standard or “reasonable” charges. His bill (S 2254), referred to the Senate Commerce, provides penalties ranging from suspension of station licenses for 30 days to possible revocation. Individual broadcasters and NAB alike protested the principle of Congressional interference in discriminatory practices of the industry. Most authorities feel the bill would curb only exceptions to the rule, and see little chance of passage next session.

Summary of Proposals

Before Congress this year also were proposals to:

- Make it a criminal offense to use radio stations to incite contempt for the U.S. Government or to promote the overthrow of it by force or violence (carried over).
- Provide for the deletion of tape recordings of news and special events transmitted by foreign governments (of production) import duty, thus aiding foreign language stations (carried over).
- Exclude musical instruments from the excise tax on phonographs, phonograph records and radio receiving sets and another measure to repeal manufacturer taxes on those items (carried over).
- Authorize Congress to authorize daylight saving time as standard time for any given year (carried over).
- Transfers to paper the title for government-owned broadcasting facilities from FCC to State Dept. This affected by Hearing of Joint Senate-House Broadcasters, and concerns re- reinstatement of March 31 deadline (passed).
- Provide a new radio laboratory on the National Standards Board for a cost of $4,457,000 (pending).
- Authorize the Federal Amateur Radio Week to stimulate interest in educational operations of FCC through a Presidential proclamation (passed).
- Exempt children employed as ac- tors or performers in radio and tele- vision from minimum wages (passed).
- Provide legislative status for the Joint Senate and House Recording Fa- cilities, whereby existing thrones to Congressional appropriations, thus follow- ing through on hearings during which project was characterized as “unconstitutional” (suspended).
- Require that broadcast political statements concerning candidates for political office be signed (paid for by candidates) and relating to cost and sponsorship (carsried over).
- Appropriate supplemental funds to the Army and Special Bureau for the 71st decennium to continue (passed), including a sampling measure of television and radio sets sold (passed).
- Repeal the Tart-Hartley Act to bring the SBA and RBB and authorize indiscriminate use of second- hand radio receivers including broadcasting stations, sponsors, etc. (carried over).
- Give FCC specific authority to authorize installation of producing stations, buildings and facilities (passed).

BROADCASTING • Telecasting

October 17, 1949 • Page 81
BROCKWAY SEES BRIGHT FUTURE FOR VIDEO

TV—"newest and possibly most effective advertising tool devised"—may, in time, supplant radio, Louis Brockway, executive vice president of Young & Rubicam, said Friday afternoon at AAAA Central Council meeting in Chicago (early story 31).

Advising agency men "How To Use TV Today," Mr. Brockway described TV's "unfair advantage" as "as difficult" because of "uneven coverage patterns and complicated rate-discount structures." Answering questions asked most often by clients, he admitted facilities situation is "hectic" but "as sure ground" regarding audience size and possibilities of growth. Public goes for TV in a big way, and audiences will spring up moment station starts operating, he said.

He foresees year from now, TV facilities in all major markets, if station construction is not unduly delayed.

INTER-AMERICAN BOARD OPENS WEEKEND SESSION

BOARD of Inter-American Assn. of Broad- casters held its annual meeting in New York Friday. Principal items on agenda at meeting, scheduled to last through weekend, were selection of time and place of 1950 general assembly of association and consideration of report by Balcerio Sicco, of Uruguay, board member who recently concluded three-month tour of 14 Latin American nations to improve broadcaster support of association.

Present at meetings were Goar Mestre, owner of CMQ Havana and president of association; Emilio Azcarraga, of Mexico City; Sr. Sicco; Gilmore Nunn, WLAP, Lexington, Ky., for NAB; Forney A. Rankin, NAB; Jose Luis Fernandez of Mexico City; Ramon Rosachea, of Havana; Fernando Eleta, Panama, and Ramon Quinones, Puerto Rico. Machado de Assis of Brazil, another board member, unable to attend.

KPLT TRANSFER APPROVED

KPLT Paris, Tex., granted transfer of control for $278,000 from group headed by Houston Harte to Boyd Kelley, manager KTRN Wichita Falls, 45%, and Mrs. L. Hill, manager KTUS Emporia, Kan., 10%, and Louis O. Seibert, part owner KEL El Paso, Tex., 45%. Consent also granted KFRE and KRPM (FM) Fresno, Calif., acquisition of control by J. E. Rodman, original licensee. Now 45% owner, Mr. Rodman buys total 11% holdings of three others for $60,000.

NBC Buys KMPC

(Continued from page 4)

trustees [Broadcasting, April 25, Aug. 1].

Trusteeship plan was worked out after FCC called hearing based on complaint, filed by Radio News Club of Hollywood charging Mr. Richards ordered KMPC staff members to slant news against members of late President Roosevelt's family and certain minority groups. This hearing was postponed indefinitely but question was revived when FCC called hearings on 76th and 77th renewal applications.

Mr. Richards owns 64.8% of KMPC and 71.64% of WAGAR, and with wife owns 62.59% of WD.

DRYS ATTACK WHAS ASK FCC DENY RENEWAL

TEMPERANCE LEAGUE of America asked FCC Friday to refuse to renew license of WHAS Louisville on grounds station carries beer advertising and refuses to sell time to League for temerance messages, though 93 of 120 Kentucky counties have voted to ban sale of all alcoholic beverages.

League's position is that advertising of alcoholic beverages on stations in areas having dry laws is against public interest and may assume status as 'controversial issue.' League's complaint was in letter signed by Edward B. Dunford, attorney. One of its national officers is Rev. Sam Morris, who tried unsuccessfully few years ago to have KRLD Dallas denied license on similar grounds.

TEN-slide TV APPLICATIONS

NEW TV stations sought for Lubbock and Amarillo, Tex., by Lubbock Television Co., seeking Channel 5 (82-88 mc), and Amarillo Television Co., seeking Channel 5 (76-82 mc), according to bids tendered at FCC Friday. Both have 1.06 kw visual, 0.97 kw audio and specify initial cost $152,000. Dr. Glenn Terry (33 1/3%), Dr. Watt W. Winn (25%), Dr. Warren E. Massey (25%) and Dave C. Edwards (16 2/3%), owner Hillcrest Mausoleum, all Dallas, are owners of both firms.

SET MAKERS RESPONSIBLE

RESPONSIBILITY for protecting TV and other sets against interference caused by direct intermediate-frequency pickup from properly operating diathermy and similar devices was placed by FCC Friday upon set manufacturers and set owners. Commission had made this proposal last July, said it received no objections, and made it effective Dec. 1. Responsibility formerly was on diathermy operators.

MISS HAYES NOT TO RETURN

HELEN HAYES Friday notified N. W. Ayer & Son, New York, she will not return to CBS series this season. Cordia Archer, summer replacement for Sunday, 9-9:30 p.m. show, extended after death of Miss Hayes' daughter, will continue in Electric Companies-sponsored spot.

'VOICE' FUNDS APPROVED

LEGISLATION providing $10,475,000 for new Voice of America anti-jukebox facilities signed by President Truman Friday.

BMI TOPS ASCAP

FOR first time in its brief nine-year existence BMI has topped ASCAP in total listings as shown by current poll. BMI found ahead in best-selling and juke box rhythm and blues records, most-played juke box country and western records, best-selling retail folk records and most-played juke box records. It also rated high in best-selling popular retail records and those most played by disc jockey, and tied with ASCAP on the honor roll of hits. BMI's position rising rapidly, according to Carl Haverlin, BMI president.

At Deadline...

Closed Circuit (Continued from page 4)

retains his 25% interest in WDJ Tuscola, Ill. Best guess on Washington color TV front is that FCC will be disposed to ask for more work on color, possibly authorizing field tests of color equipment before reaching final decision.

VLADIMIR ZWORYKIN, RCA inventive genius who brought forth those twins of TV—iconoscope and kinescope (Ike and Mike)—is directing laboratory development of RCA's "compatible" color TV. It's predicted he will come up with single-tube all-electronic color within six months.

MONTGOMERY WARD plans for renewed big-scale radio activity reaching decision stage with BBA's Maurice Mitchell hopeful of favorable announcement inside month.

REALIGNMENT process at NAB may go even further. Board's structure committee will meet at end of week to take stock following ax-swinging and streamlining moves. Changes in 17-district setup also to be considered.

NESTLE'S CHOCOLATE, through Cecil & Presbrey, New York, looking for spot availabilities in New York, Chicago, Philadelphia and Boston.

SET makers, alarmed over Revenue Bureau's slapping of import duties with FM tuners, came more worried lest Congress levy on entire TV chassis when tax law is re-examined next year.

DORLAND INC., New York, looking for availabilities for possible spot announcement campaign for Pepto-Magnam.

DAN B. MINER Co., Los Angeles agency (Interstate Bakers), negotiating through Hilly Saunders, vice president in charge of radio and television, and Fred Levings, director of Cisco Kid AM program, for television film rights. Discussions going on with Frederic W. Ziv Co. and Phil Krasne, film man, for production of 26 half-hours.

THAT COLOR TV hearing to be convened in San Francisco Nov. 28-30 for demonstration of Color Television Inc.'s system will be before entire nine-member board of directors and at least 15 members of FCC and at least half dozen members of its engineering and legal staffs. Other hearing participants, of course, can be on hand, since demonstration is simply regarded as field phase of Washington proceedings.

CBS PLANNING one-time half hour film version of Philip Marlowe series. Result will be weighed against kinescope as to cost and quality. Apex Pictures, producer of Lone Ranger series, under consideration for test.


BEFORE FCC hearings on color TV phase are concluded, hitherto unscheduled appearance of Brig. Gen. David Sarnoff, RCA board chairman, may develop. Gen. Sarnoff, who personally directed RCA's compatible color TV demonstration, and who has figured in every aspect of radio-electronics development since birth of the art, if called upon will expound his views as to where TV is headed and when. He's hardly missed a prediction in the last generation.
In this area, WLW reached four fifths of all the 3,644,800 radio homes between 6 a.m. and midnight.* That's coverage!

Of these homes, WLW in four weeks...
reach 65.8% between 6 AM and 6 PM
reach 74.5% between 6 PM and Midnight
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For further information, contact any of these WLW Sales Offices...

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Nielsen Radio Index, February-March, 1949
CALLS THE SIGNALS
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PUBLIC SERVICE AND SATISFIED
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It's no "accident" that KRGV receives many letters like the above. Patrolling a city with a main street 65 miles long is only one in the list of public services that make the folks in the rich Magic Valley tune in to KRGV.

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Ask your Taylor-Borroff man for full details on KRGV, "The Valley's Best Salesman."

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