Success story:

Sales falling in Richmond? You need WLEE! Read this story about a local candy store:

One particular brand of candy was showing decreasing sales. So the store started a series of announcements on WLEE. In less than two months, the trend was reversed, and the brand was showing a steep upward sales curve!

National advertisers are following the lead of local Richmond merchants to get results on WLEE! Your Forjoe man will gladly give you the whole WLEE story.

TOM TINSLEY, President  •  IRVIN G. ABELLOFF, General Manager  •  FORJOE & CO., Representatives

BROADCASTING
The Newsweekly of Radio and Television

IN THIS ISSUE: BORDEN GOES TO THE FAIR
LIVE WIRE

Call it a coaxial cable, if you like. But to us it's a live wire. For the inauguration of the full NBC network schedule—LIVE—electrified television interest in Cincinnati, Dayton and Columbus—an area already famous as a red hot TV market.

The coming of the coaxial cable was news, big news. But it took a super-charged promotion by The Television Service of The Nation's Station to capitalize the event with results like these:

Television retailers jammed with buyers. Customers waiting in line for television sales clerks at department stores. Warehouse stocks cleaned out. Frantic wires to manufacturers for more sets. And thousands sold in four weeks!

What kind of promotion did this? A typical all-out WLW promotion utilizing practically every media: stage shows playing before 15,000 people in three days in three cities, AM and TV, newspapers, billboards, cab covers, car cards, window and store displays, contests, etc.

The power-packed promotion campaign started with the introduction on September 19, of a new daytime program schedule from 11 A.M. daily and featuring WLW's own million dollar talent staff. Then came a high-voltage promotion of Cable Day on September 25... followed immediately by a build-up on the World Series.

And what does WLW Television Service do now? Rest on laurels? No! These promotions are not "one-time-shots"... but part of a long-range promotion planned for WLW-television-land—the 10th largest TV market in the country.∗

So if you want to reach this area embracing 3½ million people, channel your sales messages through the three Crosley TV stations.

For further information, contact any of these sales offices:

630 Fifth Avenue, New York 20, New York  •  360 North Michigan, Chicago 1, Illinois
6381 Hollywood Blvd., Hollywood 28, California  •  WLW-D, 4995 South Dixie Highway, Dayton 9, Ohio
6381 Hollywood Blvd., Hollywood 28, California  •  WLW-C, 2165 Olentangy River Road, Columbus 2, Ohio

∗NBC Research Department Estimates
IS AN OLD NEW ENGLAND CUSTOM

You may not remember but you've heard of the old peddler's wagon, its interior bursting with merchandise, its outside festooned with rattling tin and wooden wares. It was a department store on wheels. New England housewives looked forward to its coming... put away cash in the old blue sugar bowl to buy yard goods and needed household items.

The old trader covered a lot of territory selling house to house. The Yankee home-town station has that same "in" with New England housewives today. It, too, sells a great variety of merchandise and covers a wide territory with house-to-house thoroughness.

Local merchants like their Yankee home-town stations. Their customers listen regularly to Yankee and Mutual programs and remember Yankee advertised products.

You can reach 28 lush markets in six states with Yankee home-town stations. That is Yankee house-to-house selling throughout New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

Closed Circuit

NBC MANAGEMENT metamorphosis under President Joseph H. McConnell, who regards AM network as primary and television operation as “complementary,” expected logically to result in assignment of all AM network operations directly under Charles D. Denny, executive vice president, with Senior Vice President Sylvester L. (Pat) Weaver as his TV opposite number. Third top slot—vice president in charge of stations—also remains to be assigned.

FIRST DEPARTMENT at NBC to be split in forthcoming reorganization will be sales. Announcement expected within week of reassignment of Harry C. Kopf, now administrative vice president in charge of sales and stations, as chief of radio division sales, and of George Frey, now national sales director, to television sales chief. Sales department to be re-assigned in advance of appointments of top operational executives of radio and stations divisions.

NOW THAT FCC has extricated NABSR issue to extent of using it to vehicle to cite networks on owned-station license renewals, it’s expected to decide within six weeks whether it’s proper to networks to represent affiliates in spot sales. Commission, to date divided, will decide: (1) Whether it has jurisdiction at all; (2) if it has jurisdiction, whether it should deny networks right to extend business into any new field, such as representation.

SHOULD Uncle Sam provide coaxial cable service for TV under something akin to subsidy in view of importance of TV in any national emergency? That question already posed in official quarters, and may soon receive top-level consideration. It’s pointed out government subsidizes Merchant Marine, farmers, and airline in interest of national defense and well-being. “Prohibitive” cost of coaxial, at $35 per base airline mile, is something government should look into, it’s pointed out, particularly if television is to play home defense role in atomic era.

PEQUOT MILLS, New York and Salem, Mass. (bed sheets, pillow cases), through its agency, Jackson & Co., New York, planning spot radio campaign coast-to-coast in addition to current TV schedule [BROADCASTING, Oct. 31].

IF CUBA persists in wave-jumping on U. S. channels, you can expect hot counterblasts from one of radio’s newest and loudest voices—Chairman Ed C. Johnson of Senate Commerce Committee. It’s waving warmer on whole NARBBA topic and could make Popocatepetl sound like piazzauk.

ONE PROPOSAL in re NARBBA winning public favor in high places is that Cuba turn to FM as solution to its coverage problem (if any) (Continued on page 82)
**What's on the table at KEX?**

*Food, food, food!* More and more food producers in the Pacific Northwest... producers who *know their market...* are using KEX to step up sales. Among them:

- **NALLEY'S POTATO CHIPS,** Nalley Valley, Washington, uses regular participations on KEX's Kay West Program.
- **MT. ANGEL CHEESE,** Mt. Angel, Oregon, also tells its story via Kay West participations.
- **OLD DUTCH PRETZELS,** a new Portland producer, has found KEX the best way to break into the Oregon market.
- **FRANZ BREAD,** one of the region's leading bakers, uses a regular schedule of spots on KEX.
- **HOOD RIVER APPLE CIDER** gets sweet results with regular promotion on Oregon's leading station, KEX.
- **GRANDMA'S COOKIES** reaches thousands of nibblers every weekday evening at six, through KEX.

In program after program, KEX proves that 50,000-watt coverage means more listeners per dollar. Want a big bite of this big market? Check KEX or Free & Peters for availabilities.
Disciple of Free Enterprise Caught in the Act

He sings the praises of the “Free Enterprise that the Founding Fathers farsightedly bequeathed us” — and practices what he preaches. Whether he’s getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: “In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as ‘liberals’ and ‘champions of the people,’ his (Lewis’) lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans.”

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
"We consider money spent with WFAA over the last sixteen years one of our most fortunate investments."

FANT MILLING CO.*

James A. Fant
President

* NOW SPONSORING:
Saturday Night Shindig (since 1944)
Noonday News, Monday through Saturday
(since 1938)
"ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE SPOT RADIO"

EDWARD PETRY AND CO., INC.
THE SMILE THAT S-T-R-E-T-C-H-E-S
FROM COAST TO COAST

From Penobscot to San Luis Obispo, more than a few million good consumers are smiling that well-known Ipana smile.

Of quite a few reasons why they should buy Ipana, one of the best, we think, is the persuasive commercial spot that's taken to the air, via dozens of the country’s leading stations.

If you have a product you want to start moving now—in the markets you select yourself—we'd like to recommend that you do what Ipana and a lot of other smart Spot advertisers do:

START YOUR MARKET-BY-MARKET THINKING WITH THIS BLUE CHIP LIST OF STATIONS.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

SPOT RADIO LIST

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THE YANKEE AND TEXAS QUALITY NETWORKS

BROADCASTING • Telescating November 7, 1949 • Page 9
THE TAILWAGGERS TELEVISION SHOW STARS "SINNER", A FRENCH POODLE, AND "FANSY", AN ORDINARY CAT and is conducted by Bryson Ragh and Marilyn Himes, President of The Tail Waggers Club of Washington. (Tuesdays, 7:30 p.m.) The guest list of the show includes a pugpy (who gets a school of pugpies during the show), a famed chimpanzee named "Jimmie", and a "de-activated" skunk! Training courses for newly acquired pets, special walks with background and history, and gadgets for animal owners are among the features. A pet is given away each week to the most deserving caller. Above, Marilyn and Byron show off winners of recent city-wide "shaggy dog contest." Tailwaggers received top rating in its time period on latest ABB Survey—Oct. 16-23.

**EVALYNN TYNER, THE FIRST LADY OF THE PIANO,** entertains television viewers every Tuesday evening at 10 with a delightful musical half hour from the beautiful Embassy Room of The Hotel Statler. The Times-Herald raved the show, "recommended viewing"—The Evening Star remarked "the fun of listening to Evalyn Tyner play a piano is considerable, of course, but it is augmented when you can watch her, too." Variety Magazine said, "Miss Tyner is above criticism in her performance on the ivory, . . . there is constant interest in her playing for the eyes as well as the ears."

**AT HOME WITH THE HUNNICUTS** is exactly where the TV audience is on Sunday evening at 7. A domestic comedy reviving around the small, humorous events found in every American home, the Hunnicutts (husband and wife in real life) combine hilarious situations with Mike's piano playing and the songs of both Mike and Polly in a quarter hour of very enjoyable television. (Latest ABB Survey—Oct. 16-23—showed "The Hunnicutts" has the largest audience of any show at that hour.)

**JIM GIBBONS IS THE BUSIEST AND THE MOST POPULAR SPORTSCASTER** in Washington. He brings TV fans the boxing matches on Monday nights, the wrestling matches on Wednesday nights, and with Harry Wiener covers the Washington Redskins football games. His "Sports-Cartoon-A-Quilt" show on Wednesday nights is one of the longest continuously sponsored (by the same client) shows in television! Above Jim introduces Marlene Bauer (left), one of America's top woman golfers, and her sister to viewers on his nightly (7:15) "Sports Reel" show.

WMAU-TEW THE EVENING STAR STATIONS WASHINGTON, D. C.
Scranton
the Nation's 21st market, but that doesn’t tell all...

Scranton
674,000 people who can buy your products

Scranton
a market you can cover with one station

Scranton
with evening Hooper-ratings of 72.0—afternoon 59.0—morning 56.6

WGBI

MRS. M. E. MEGARGEE
President
CBS Affiliate 910 KC 1000 watts day, 500 watts night

GEORGE D. COLEMAN
General Manager

JOHN BLAIR
& COMPANY
NATIONAL REPRESENTATIVES

Scranton
plus Wilkes-Barre...a good market to include in all your plans

BROADCASTING • Telecasting
November 7, 1949. • Page 11
"LET'S get it first-hand," said Bill Burns to Herb Morrison, his newsroom mate at KQV Pittsburgh, as they read the Tuesday noon flash carrying first news of the worst airplane disaster in history (see crash coverage story this issue).

Mr. Morrison is an old hand at disaster coverage, having attained worldwide fame with his spontaneous description of the Hindenburg disaster May 7, 1937, as the zeppelin landed at Lakehurst, N.J. That recording is one of the most-played documentaries of all time.

A call to the Civil Aeronautics Board in Washington wound up at the desk of a government girl working in a building within easy eyerange of the crash scene. Mr. Morrison had a tape recorder turning and the eyewitness described what she saw from her office window, located right at National Airport.

She insisted at least 50 persons had perished in the crash though wire services were said to be estimating the dead at 10.

As soon as the conversation had ended, KQV cut into its 12:30-1 p.m. Say It With Music program with the tape-recorded telephone talk.

According to KQV, the Pittsburgh United Press office listened to the broadcast and wired the Washington bureau that a KQV-on-the-scene description had placed the dead at 50 instead of 10. The 50 figure was verified later in the day.

Thus Mr. Morrison has been involved professionally in two air disasters that have shocked the world. His Hindenburg recording, which ended in a broken-voiced sob, induced NBC to break for the first time its rule against use of recordings on the network. At that time Mr. Morrison was an announcer at WLS Chicago.

On All Accounts

I T CAN be said that Forrest Owen Jr., West Coast radio and television director for Wade Advertising, Hollywood, cleaned up in radio at the age of 15.

At that time in his life, while attending high school, Forrest was employed as janitor in the studios of WELL Battle Creek, Mich. Money was no object—as the $1 compensation will testify—he just wanted to get a toehold in radio, and perhaps he called upon to emit a station break once in a while. He admits, moreover, to using influence to get himself in this position. His father, Forrest Flagg Owen, now WELL public relations director, was then commercial manager of the station.

Young Forrest's career at WELL was interrupted the following year, in 1937, when he left to enter Michigan State College, East Lansing. Book learning did not interfere with his radio ambitions for long, though. Forrest was made announcer for the school's 5,000 kw non-commercial station WKAR. In his senior year he was advanced to program director.

With graduation came the offer of an announcing job at WXYZ Detroit. After six months there he was given the title of night supervisor and a raise of $10 a week. In late 1942 an ulcer which seemed to have been developing carelessly in college, got the better of him and forced him into hospitalization and rest for the next four months.

Ready for work again, in 1943, Forrest joined WTOL Toledo as program director and announcer. The following year, he left to join a now defunct Toledo agency for the next six months, where he produced shows for army camps in the midwest.

In 1944 he went to WCCO, Chicago, as assistant producer. During the next two years there he directed the Quiz Kids and worked on the National Barn Dance.

In 1946 he was called to the agency's Hollywood office to produce the Lum 'n' Abner show and supervise MBS Queen for a Day, for Miles Labs (Alka-Seltzer). Currently Forrest produces the CBS Curt Massey Show, and supervises Queen in addition to Don Lee Alka-Seltzer News and CBS Pacific Coast Fred Beck Show which replaced Lum 'n' Abner in 1948. He also super-

(Continued on page 15)
Some interesting excerpts from a Sept. 26 editorial in the "Des Moines Register" about

THE KRNT OPERATION

"There is no city of comparable size in the country, as far as we know, that provides such diversified entertainment as the KRNT THEATER makes possible." . . . "The new managers (Cowles Broadcasting Co.) obviously thought of it not as a local theater but as an 'all-Iowa theater.'" . . . "Well over half of its 4,000-plus capacity is taken up consistently by patrons from outside Polk county." . . . "It is the cultural and entertainment field that gives the KRNT THEATER its real glamor and familiarity among Iowa people." . . . "The nation's first-rank stars and showmen put Des Moines on the 'road list' early and almost invariably." . . . "We think the folks who are running this 'show-place of Iowa' are doing a good and useful job."

The Station Promotes the Theater . . . AND . . .

ALL IOWA LOOKS TO KRNT FOR ENTERTAINMENT—
Radio . . . Stage . . . Concert

The station with the fabulous personalities and the astronomical Hoopers.
Cities Service TV

EDITOR, BROADCASTING:

This is to notify you that the Cities Service Band of America simultaneous television and radio program is continuing after four weeks experiment. The combination television and radio program Monday night at 9:30 p.m. seems to have made a distinct hit for the ear, and the eye and ear. Certainly on last Monday night there could not have been a better television program, and Cities Service television commercials have received acclaim.

Merlin H. Aylesworth
Consultant
Cities Service Co.,
New York

[EDITOR'S NOTE: Cities Service radio history as well as a description of the program’s advent into television was described in a special feature in BROADCASTING, Oct. 11.]

‘PI’ Scratch Pad

EDITOR, BROADCASTING:

“PI NETS A PROFIT!“—Our station eagerly waits for each copy of BROADCASTING and receives good information that helps us make more money and increase the listeners of our station. We always read the articles on PI deals with great interest, and after receiving bales of PI deals, our traffic department comes up with an idea of how to make money for PI promoters. It’s very simple, but the only sure way we know—Place each piece of copy in a dry, clean corner in a big box. When it is full, take it to your local printer and have him cut and gum into nice four by fives and eight by tens for scratch pads. To this box, designed for collecting paper for our scratch pads, we have added the ream of commercial news releases received from non-advertisers who run big contests and a million and one gimmicks to receive free publicity. We believe in selling from the rates cards, but we do appreciate the free paper, as we have found it valuable to our operation—so keep the mail rolling.

To see one of these pads, just send a letter to “Scratch”—that’s S-C-R-A-T-C-H, Box 629, Baytown, Texas. Seriously speaking, we will send station managers a sample.

E. H. Keown
General Manager
KRKX Baytown, Texas

Does ‘Super Job’

EDITOR, BROADCASTING:

... Seems to be an appropriate time to assure you that I know of no other magazine or paper representing any specific industry doing a job so super as BROADCASTING. Your strongest feature seems to be that you fairly represent, without fear or favor, the expression of all groups—the nets and non-affiliates—FM’ers and AM’ers—the mighty and the midgets. With such editorial policy, how can you fail?

Jim Gerrard
President and Comm. Mgr.
KRNO San Bernardino, Calif.

Carols, Too Early

EDITOR, BROADCASTING:

... I have just finished listening to someone singing “Silent Night” on the Breakfast Club program over ABC.

We have heard much criticism in the past about over-emphasis of the commercial aspects of Christmas. I think radio probably has done more to ruin the spirit of Christmas than any other medium through its mad competitive desire for everyone to beat the other fellow to the punch.

If we keep on singing Christmas carols earlier and earlier we probably will end up by starting them on Decoration Day or even before. Certainly program directors and music directors on radio should have better taste than to start Christmas carols two to three months before the day it is intended to celebrate. ...

R. T. Mason
General Manager
WMFN Marion, Ohio

‘Mr. Chips’ to Radio

AFTER a quarter century of teaching at the U. of Cincinnati, Evening College which won him the title of “Mr. Chips,” Robert M. Fleming has resigned to give all his attention to radio work. During his long campus career, he taught public speaking, public relations and advertising. In his “goodbye,” however, “Mr. Chips” set up a $1,000 scholarship to provide a $40 annual award to the male high school graduate who wishes to follow a commerce program in the Evening College. Mr. Fleming has devoted much of his time to radio work since 1938 and for several years has been a member of WCKY Cincinnati’s sales staff.
NO "Mike Frigh" for Sportscaster George Foulter (1) of WMPS Mem-phis, who is giving this version of his play-by-play broadcasts of the Mississippi State football schedule to the sponsor, Walter Davis, of Davis Motors. The giant microphone, mounted on a jeepster, travels to all the games with Mr. Foulter.

Milestones

- For 17th consecutive year, the Canadian Broadcasting Corp., started Northern Messenger Service on Nov. 4, for Canadian and U.S. citizens in Canada's far north. Service originally started in 1928 by KDKA Pittsburgh, and now is carried by CBC 50 kw stations and shortwave stations half hour to an hour weekly. Messages from friends and relatives are sent to the men and women who live in Canada's sub-Arctic and Arctic regions. Beyond regular means of communication, many of whom are shut off from civilization the entire winter. Messages for people in the Arctic are received by CBC at Winnipeg, are edited for brevity, and recorded for use on CBW Winnipeg, CBK Watrous, CBX Edmon-
ton, and CBA Sackville, as well as shortwave stations at Sackville.
- Mutual outlet, KDRO Sedalia, Mo., celebrated its tenth anniversary early last month with a studio party to which the public was invited.
- New Philadelphia radio record was reported established when the dramatic series, Within Our Gates, aired its 250th consecutive broadcast over WFIL Philadelphia Oct. 30. Program was selected by ABC for network broadcast during Brotherhood Week.
- Barbecue held late last month at the transmitter site of WPTF Raleigh, N. C., celebrated the admission of Howard Sugg, transmitter engineer, into the station's 50-year club. General manager E. H. Mason will be admitted into the club in December.
- WCCC Hartford, Conn., celebrated its second anniversary by airing a special program which featured interviews with key staff personnel and sponsors.
- Executives representing the sponsor, agency and WJZ New York congregated last month to celebrate the 15th anniversary of Esso Reporter broadcasts on WJZ.
- Mark Woods, president of ABC and Harry C. Marschalk, president of Marschalk & Pratt, Esso's agency, were among those present.
- Carl Berger, conductor of WWDC Washington's program Your Government and Mine marked 12 continuous years on the air Oct. 28. A government employee himself, Mr. Berger reports nightly on job information, departmental news, employee's organization and the comings and goings of important and "little" people in govern-ment service.
- The 50th anniversary of the founding of Portland, Ore.'s Musicians Mutual Association Local No. 99, AFI, was celebrated in co-operation with KGW and KOIN both Portland. Both stations aired half-hour shows commemorating the event, KGW's format being a birthday party, and KOIN using a "cavalcade" pattern. Local and staff musicians were featured by both stations on their shows.

The Branham Network

- San Francisco
- Los Angeles
- Chicago
- Detroit
- New York
- St. Louis
- Charlotte
- Memphis
- Atlanta
- Dallas

Branham offices representing Radio and Television

On All Accounts

(Continued from page 18)
a cross-section of

TESTimonials

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES
We think that practically everyone who has ever used WSM will write you a glowing testimonial about this station and its audience for selling purposes.

Big towns, little towns, and rural areas . . . a cross section of USA, Inc.

A station that has earned, the hard way, the deep respect of its audience—millions of folks out there where our 50,000 watt clear-channel signal reaches.

A station with a staff of more than 200, ready to build you a network quality show for your selling job whether it be on new goods, new marketing plans, or a new radio program idea.

ASK US TO TELL YOU ALL

KEY TO SALES IN THE CENTRAL SOUTH

WSM NASHVILLE

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE
Here's how the **NEW**

**Series 300**

**AMPEX**

**MAGNETIC TAPE RECORDER**

adds profit to your operation

---

**CONSOLE MODEL 300** . . . . $1,573.75

**PORTABLE MODEL 300** . . . . $1,594.41

**RACK MOUNTED** . . . . . . . $1,491.75

---

*Weights Panel Extra F. O. B. Factory, San Carlos, Calif.*

---

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

**New Business**

**TELE-TRONICS**, Chicago, renews Al Morgan Show, Monday, 7:30 to 8 p.m. CST, on WGN-TV Chicago for 15 weeks through Jones-Frankel, Chicago. Show is fed to DuMont for sponsorship in other cities.


**MILWAUKEE BOARD of REALTORS**, Milwaukee, appoints Sexton Agency, that city, to plan and execute 12-month public relations and advertising campaign. Radio will be used.

**SEALY** Inc., Chicago (mattresses), appoints Olian Adv., that city, to handle its entire account. Olian has been servicing Sealy's Chicago operation, for which it developed Calling All Detectives.

**ORANGE CRUSH** Ltd., Toronto (soft drink) starts children's safety program twice weekly on seven Canadian stations. Agency is Harry E. Foster Adv. Ltd., Toronto.

**Network Accounts** • • •

**LUDEN'S** Inc., Reading, Pa., will sponsor 15 minutes of CBS hour-long musical quiz, Sing It Again, starting Nov. 26. Contract covers 10:45-11 p.m. portion of program, aired Saturday, 10-11 p.m., and was placed through J. M. Mathes Inc., New York.

**MILLER BREWING** Co., through its agency, Klaui Van Pietersom-Dunlap, both Milwaukee, renews for 26 weeks, effective Nov. 30, its ABC broadcasts of Lawrence Welk High Life Review. Program is aired Wednesday, 10-10:30 p.m.

**B. F. GOODRICH** Co., Akron, Ohio, adds seven stations to ABC-TV network line-up for Celebrity Time. Show is viewed Sunday, 10-10:30 p.m., on 21 stations. Agency: BBDO, New York.


**Adpeople** • • •

**JAMES J. DELANEY**, formerly vice president at Morey, Humm & Johnston Inc., New York agency, appointed advertising manager of Sinclair Refining Co., also, New York. Prior to his most recent post, he was account executive with McCann-Erickson Inc., and was for eight years assistant advertising manager of Cities Service Co.

**WGY AND WRGB** (TV) Schenectady, N. Y., plans for 1950 promotion and advertising are revealed to Robert B. Hanna Jr. (seated center), stations manager, by Eugene Weil (1), supervisor of sales. Conferring on the type and media, to be used are (I to r): Seated—Mr. Weil; Howard Gardner, NBC Research head; Mr. Hanna and Jake Evans, promotion manager for NBC spot sales; standing—Ray Welpoff, assistant stations manager; Dwight Van Avery and Miss Jeanne Weller of General Electric's Advertising and Publicity Dept.

**Audio & Video Products Corporation**

1650 Broadway, New York, New York • Phone: 7-0780

**Here's how the NEW Series 300**

**AMPEX**

**MAGNETIC TAPE RECORDER**

adds profit to your operation

---

**Console Model 300** . . . . $1,573.75

**Portable Model 300** . . . . $1,594.41

**Rack Mounted** . . . . . . . $1,491.75

---

*Weights Panel Extra F. O. B. Factory, San Carlos, Calif.*

---

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

**Specifications**

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

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db, below tape saturation, and over 60 db, below 3% total harmonic distortion at 400 cycles.

Storing Time: Instantaneous.
(When starting in the normal Play mode of operation, the tape is up to full speed in less than 1 second.) Flutter and Wow: At 15 inches per second, well under 0.35 r.m.s., measuring all flutter components from 0 to 100 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.
A completely new KTSA is now on the air serving the great San Antonio and South Texas market. Under new ownership, its activities and facilities are now coordinated with those of two great metropolitan newspapers, The SAN ANTONIO EXPRESS and The SAN ANTONIO EVENING NEWS.

KTSA AM FM now occupies a unique position in the market it serves. The services and facilities that have made this station a San Antonio institution for more than 21 years are being broadened and improved.

Already, new power is being delivered from a new ultra-modern transmitter; new studios and business offices are now being completed in the Express Publishing Company Building; great new CBS network programs are now on the air; new, faster, and more complete coverage of the news is a vital part of the new KTSA AM FM programming, which includes new public service features and new local programs.

Exceptional new merchandising and promotion services are available to advertisers... services that are based on a long and intimate knowledge of the South Texas market, and patterned to meet your special needs. Write us, or ask any Free and Peters representative.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

November 7, 1949 • Page 19
It's even bigger than bigger
Each time you look at radio it’s bigger.
You turn your head away and before you turn it back it’s bigger than ever.

Radio is bigger than anything—
bigger than magazines, bigger than newspapers, bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare the circulation of a whole magazine with the audience of a single network program.
(It’s like saying my apple-tree is bigger than your apple, as Variety recently put it.)

Or take a yardstick like “cost-per-thousand listeners.” In radio a more realistic gauge is “cost-per-million.” In radio there is no such thing as only “a thousand” listeners.
(It’s like using a ruler to measure the distance between the stars.)

Sometimes the only way you can tell anything is bigger than anything is by discovering that it’s smaller. The cost of customers delivered to advertisers in network radio is smaller than in any other major medium.

And CBS is both bigger and smaller than anything in radio—bigger because it delivers more millions of listeners to advertisers than any other network; smaller because it does so at the “lowest cost-per-million.”

---

CBS

—where 99,000,000 people gather every week
The Columbia Broadcasting System

---

1 People are buying radio sets at the rate of 650,000 a month!
2 CBS reaches 34 million families each week! The country’s largest magazine has a readership of about 15 million families per issue.
3 CBS’ “cost-per-million” actually delivered to advertisers comes to only $1670—or one customer for one-sixth of one cent!
HITCH YOUR ANTENNA TO THE STARS

Pulse points to star-studded WCAU — in Philadelphia.


And again: Of the 10 most popular evening programs in May-June, Pulse showed WCAU with 7. And of the 10 most popular daytime programs, WCAU had 9.

All this, remember, is way back in May-June. Ancient history. For now WCAU, along with the CBS network, is carrying such additional stellar talent as: Edgar Bergen, Bing Crosby, Burns & Allen, Groucho Marx, Red Skelton — plus last year's favorites, Jack Benny, Amos 'n' Andy, Lux Radio Theatre, Arthur Godfrey and My Friend Irma. Now what's WCAU's Pulse going to be? It's going to reach an all-time high.

Just hitch your antenna to the stars!

*May-June figures used to show regular programs rather than summer replacements. July-August Pulse equally flattering to WCAU.
FCC NETWORK REVIEW

By RUFUS CRATER

The prospect that FCC may move soon to buttress its network regulations was seen last week as the Commission put 11 owned stations of CBS, NBC and ABC on temporary licenses pending decisions on current studies [CLOSED CIRCUIT, Oct. 31].

The temporary license move, linked with FCC's present investigation of networks' spot representation activities and with the three-year-old Don Lee renewal cases, in the opinion of observers foreshadowed at least a careful Commission review of the current network rules.

The timing remained a matter of speculation. There seemed little likelihood of action before decisions are reached on both the Don Lee and the spot representation cases. The former is known to have been under active consideration in recent weeks; the latter is known not to have been.

One prospect was that the Commission will ask for a special appropriation in next year's budget to finance an overall investigation of relationship of networks with their affiliates and the stations also with radio-related activities such as talent bureaus and recording companies.

Probe ‘Badly Needed’

More than once FCC has made clear that it considers an investigation of this sort badly needed—particularly since the influx of new stations has given networks a choice of affiliates, and therefore a stronger bargaining position, in many markets.

“...in the near future,” FCC Chairman Wayne Coy told a House appropriations subcommittee last spring, “...it will be necessary to examine more closely the rules governing the relations between networks and their affiliates, particularly in regard to the new FM and TV networks” [BROADCASTING, April 18].

A few weeks earlier FCC had gone on record in greater detail. In one of its exchanges with Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, the Commission said [BROADCASTING, Feb. 28]: “No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field...”

“The Commission also labeled as ‘clumsy’ the present procedure whereby action against a network for alleged coercion of an affiliate must be taken via the network's owned stations.

“One network rules change which has been suggested unofficially is extension of the affiliation term from two years to three. This proposal is based on the fact that the license term, which was two years when the network rules were drawn, has been lengthened to three.

“Last week's move against ABC, CBS and NBC put their owned stations—those with licenses expiring Oct. 31—on temporary until March 1, and further extensions unquestionably will be made if the Commission hasn't decided the key cases by then.

Key Cases

The key cases are both the Don Lee renewal proceeding and the spot representation probe, so far as ABC and NBC are concerned, and the spot representation question alone in Columbia's case.

The stations are: CBS—WABC New York, WCCO Minneapolis, WBBM Chicago, and KCBS San Francisco.

ABC—WJZ New York, WENR Chicago, and KGSC San Francisco.

NBC—WNB New York, WMAG Chicago, KNBC San Francisco, and KOA Denver.

ABC replied to the move with this statement: “We believe that when the FCC

Forecast by Temporary Licensing

WORLD SERIES

A MILLION-DOLLAR contract for radio rights to World Series and All-Star baseball games for the next seven years was announced today by MBS, Gillette Safety Razor Co., and A. B. (Happy) Chandler, commissioner of baseball.

At the same time Mutual and Gillette were granted the right to meet “...any offer for television rights for next year which the commission may receive,” it was announced.

The radio contract extends through 1956. Although the price paid for radio rights was not disclosed, it was reported to be about $1 million for the seven-year period.

A joint announcement of Mr. Chandler, MBS and Gillette said that radio and television rights sold since Mr. Chandler became commissioner in 1945 amounted to more than $25 million.

The contract was written in accord with policies announced a fortnight ago by the Justice Dept. [BROADCASTING, Oct. 31] when it was reported it had called off its investigation of baseball.

The Justice Dept. said that revised policies of organized baseball required that any network buying rights to World Series or All-Star games must make broadcasts or telecasts available, on a sustaining basis, “to any independent radio or television station serving an area inadequately served by the network or affiliated stations.”

Extensive Coverage

The joint announcement of the new contract signing said that radio broadcasts of the games would be carried on more than 500 Mutual stations plus “some 200 auxiliary radio stations in the U.S. as well as in Hawaii, Alaska, Canada, Cuba and Latin American countries.”

The announcement did not specify whether Gillette would buy time on the auxiliary stations. According to the Justice Dept. announcement two weeks ago, non-network stations which took the games on a sustaining basis would have to pay one-half line charges.

The new contract supersedes one now in effect which would expire in 1951.

Mr. Chandler said that an unspecified fee from sale of the rights would be deposited in the baseball players' Annuity and insurance plan adopted in 1947 by the club owners and the commissioner's office.

The announcement was made jointly by Mr. Chandler, Frank White, MBS president, and J. P. Spang Jr., president of Gillette.

The confinement of the seven-year contract to radio rights alone was regarded as a reflection of the changing pattern of broadcasting. Although Mr. Chandler was willing to make a long-term deal at a stated price for radio rights, he was plainly hesitant about pegging prices for television that far in the future.

It was recalled that in the recent World Series, the television rights were sold at a higher figure ($200,000) than that paid for radio ($175,000).

Obviously, it is Mr. Chandler's hope that television will produce

(Continued on page 65)
SIZZLING political campaigns in the New York area were ringing up time sales on station cash registers which may reach the $300,000 mark by election day tomorrow, according to a survey by BROADCAST-ING.

The volume of time purchases was said to exceed that of all previous political campaigns in the area except presidential races. Principally involved in the New York area with $14,000,000 put up for the U. S. Senatorial seat and the mayoralty.

For many of the New York stations, political expenditures came as found money. Some were not used. Some were not accepted because of the threat of a new law that would make campaign contributions illegal. The result is a spread of political talk clear across the broadcast day.

Time itself was purchased carefully, according to the professional radio men who were acting as advisers to the parties. Lloyd G. Whitebook, account executive and vice president of B. Shackelman Inc., agency for the Democratic state committee, did not accept all offers, but he did accept the best offers he was able to make, which paid for the three hours of time available on a free basis to all the parties.

The volume of the purchases caused a spread of political talk clear across the broadcast day.

The broadcast day was treated as a political campaign in a long time." Notes Adjacencies Close attention was paid by the timebuyers to adjacencies and to programming on competing stations, he said.

As a result of reaction to radio and television impact in the campaign, he foresees even greater use of the media, with emphasis on increased time sales, volume in the 1950 New York gubernatorial race.

Those stations which made a special effort to get radio business found an almost bewildering multiplicity of purchasers to contact. Not only were the parties themselves spending money, but also a maze of committees created for the campaign. Thus, in the Lehman State Committee campaign, there were such organizations as the Citizens Committee for Morris, Driscoll, & Morris, $2,500; Bruce Bromley, (Asso. Judge, Appeals Court, Rep.), $25,000; Joint Labor Committee, AFL-CIO for O'Dwyer (mayor) $1,150; Independent Citizens Committee, $900; John Poster Dulles (U. S. Senator, Rep.), $900. Total, $2,551.50.

WJZ-AFL-CIO Joint Labor Committee For O'Dwyer, $1,680; City-Wide Independent Citizens Committee For Lehman & O'Dwyer, $2,700; Citizens Committee For Morris, $5,650; Liberal Party For Lehman, $4,776; American Labor Party, $1,320; Harlem Election Committee For Benjamin Davis (City Council), $3,618; Democratic Committee of New Jersey For Elmer H. Wene (Gov., Dem.), $3,252; Republican Committee of New Jersey For Alfred E. Driscoll, $480; Independent Citizens Committee For O'Dwyer, $5,140; A. Harry Moore For Wene, $960. Total, $28,106.

WLIB-Dulles, $572; O'Dwyer, $741; Stark, 25; Morris, 250, and Lehman, 1,524. Total, $3,212.

WMCA-Stark, $4,585; Republican, $3,948; American Labor Party, $5,745; Morris, $2,896; O'Dwyer, $5,858; Lehman, $2,258; Liberals, $1,282; Harlem Communist Party, $5,116; miscellaneous, $1,520. Total, $23,339.

WMGM-Overall total report of $25,000 with no breakdown available.

WBNE-Independent Citizens Committee For O'Dwyer, Vincent R. Imperielli (Council President, Dem.), & Lazarus Joseph (Comptroller, $25,000; Joint Labor Committee For Morris, Harry Uviller (Comptroller, $450, Rep.-Lib.-Fusion), & Matthew H. Diserio, (Coun- cil President, Rep.-Lib.-Fusion), 19 quarter hours, $4,800; Campaign Committee For Robert Wagner, 5 quarter hours, $1,250; Liberal Party for Lehman, one quarter hour, $500; Independents Citizens Committee For Lehman, one quarter hour, $500; New Jersey Republicans, 4 quarter hours, $1,500. Total, $6,350.

WNEW-No time sold in keeping with station policy. Station donated 12 hours in four weeks to candidates, claims to have refunded $100,000 worth of political advertising.

WOR-Liberal Party, $4,000; American Labor Party, $1,500; Republicans, $2,090; New Jersey Republicans, $5,000; New Jersey Democrats, $1,000; Brooklyn Demo- crats, $500; Brooklyn Republicans, $1,500; Total, $25,000, of which $2,000 said to be WOR's share of mutual billings (see state network section).

WNYE-While station does not solicit political advertising, it set aside some blocks of time during mornings, afternoons, and early evenings for those seeking to buy it. Overall total, for which no breakdown was forthcoming, $5,000 to $6,000.

NAB is likely to have its functions further overhauled when the board of directors meets Nov. 15-17 at Washington headquarters.

The board's fifth and final 1949 session will take up the job of streamlining the association when it left off last July, and at the same time review what has happened since that time.

Each problem will face the new directors, including such matters as EMB's future, if any; proposal to set up two vice presidencies between department heads and president; suggestions for re-grouping of states into 12 instead of 17 districts; elimination of fourth quarter dues; finding of funds to finance National Broadcast Advertising Bureau outside NAB, as contemplated last summer; reduction of standing committee structure from 19 to 10; cut in committee membership from seven to five.

Also on the meeting slate will be the increasingly touchy NARBA situation, which has drawn stiff resolutions from several recent district meetings. There will be the usual financial matters and the task of reconciling NAB performance with the curtained budget.

Three satellite sessions will precede the meeting. The Finance Committee meets Nov. 15-14; Structure Committee and BAB Committee meet Nov. 14. Their work is interlocking as far as the whole streamlining process is concerned. The Structure Committee made a preliminary study of the streamlining progress at a late October meeting [Broadcasting, Oct. 24].

Budget for '49 NAB's budget for 1949 was set at $774,000 at the November 14 meeting and increased another $50,000 in April to finance the new BAB. In July the board cut back the budget to $700,000 by eliminating the Program Dept. and otherwise revamping the operation. With this budget, the board will find itself $400 in the black at end of year. The board has purchased with savings in a large amount of advertising by the radio station.
A SERIES of explosions and fire in its major records-keeping sections threatened FCC last week with weeks and possibly months of reduced activity.

Officials after a two-day checkup reported relatively small loss of records in the blasts and blaze, which wrecked portions of two floors of FCC's Washington headquarters Tuesday morning without serious injury to personnel. But they conceded the full extent may not be known for weeks.

The Commission policy was "work as usual, so far as possible." Damage was estimated unofficiously at $150,000.

The explosions and fire originated in the transformer and master switch room in an eighth-floor section of the New Post Office Dept. Bldg., near FCC's docket and license sections and broadcast reference rooms. The ceilings of seventh-floor rooms along one corridor and parts of two others were crumpled by the blasts and the weight of water and debris, and partitions were knocked down. The damage was on the Pennsylvania Ave. side of the $11,700,000 building.

FCC Chairman Wayne Coy, directing the regrouping operation, said one long seventh-floor corridor would have to be rebuilt—a matter of months. Other portions of the seventh floor were put back into use Thursday.

The master key to the recovery program appeared to be the immediate habitability of the license section quarters, on the eighth floor. Authorities said they were hopeful these quarters could continue in use with little delay. With its countless file-packed rooms, re-establishment of this section in other quarters, possibly outside the Post Office building, would be a major operation.

Extant of Damage Uncertain

Detailed examination of files was expected to show considerable water damage. There was no way to know just how seriously this may impede activity.

Many records were blown out of the building but most were believed to have been recovered. Total or serious loss for the most part was confined to papers actually "in work"—those on desk-ops or office files being processed when the blasts and fire occurred. In many cases it was felt duplicates were available.

Law Bureau offices most seriously damaged included those of General Counsel Benedict P. Cottone and Assistant General Counsel Harry M. Plotkin, Max Goldman, and Harold Cohen. Temporary offices for them and others displaced along "lawyer's row" were being crowded into other quarters.

Papers scattered during the fire were being rounded up and sorted as rapidly as possible. But officials agreed it would be virtually impossible to tell whether such files were actually complete until they are taken out for processing.

Classified records—those not open to public inspection—were reported substantially intact. A guard was set up to keep watch over them in some instances. Comr. George E. Sterling is the Commission's security officer.

A few hearings slated for the day following the fire were cancelled temporarily, but there was no general postponement. The mimeographing section, damaged by the explosion and blaze, was moved into other offices and the flow of releases was resumed Thursday afternoon. The rate at which decisions are announced will be controlled, of course, by the rate at which the Commission is able to act.

Though several persons were injured, authorities said none was hurt seriously. Walter S. Davis, head of the docket section, was admitted to a hospital for treatment of face wounds. Aaron Trail, building superintendent, was knocked down by an explosion and trapped in an eighth-floor room until rescued by firemen. Several firemen were injured.

Martin Levy, in the common carrier division of the Law Bureau, said he was working in a seventh-floor office with Bernard Strassburg, also of the Law Bureau, when the first explosion came.

Ceiling Caves In

"The whole ceiling fell in," he said. "I got down on the floor and the ceiling hit my shoulder, but it stopped. It was apparently held up by the chairs and tables. I couldn't get the door open, so I broke out the glass to get out."

Both he and Mr. Strassburg were given first aid for hand cuts.

Employees in the building—some 5,000 counting those in the Post Office Dept. and Interstate Commerce Commission as well as FCC—all left in orderly fashion when the blasts began. A flickering of lights had indicated something was wrong, and a fire alarm preceded the heaviest of the explosions.

The first blast came about 9:58 a.m., a second at 10:12, and a third at 10:31. The fire was declared out at about 11:30. A crowd estimated at 30,000 lined the streets to watch the fire-fighting operation.

While an inquiry board was set up to investigate the fire, some FCC engineers advanced the belief that a short circuit might have caused the oil in which a transformer was immersed to become over-heated and explode.

When it became clear that no one had been seriously hurt, the inevitable gags began to be heard. One wag, noting that the fire started near the television hearing records, attributed it to spontaneous combustion.

Another wit said he understood Chairman Coy notified Assistant General Counsel Plotkin that the ceiling had fallen on Mr. Plotkin's desk, and that Mr. Plotkin replied that it was no cause for alarm because everything else in the Commission was on his desk already.

Other stories said when FCC (Continued on page 10)
Radio-TV Cutbacks Spread

Hollywood Television Center [Broadcasting, Oct. 31]. Network spokesmen asserted that the loan had been in negotiation for several months. The reports of budget cutting aroused speculation that Edward J. Noble, chairman of the ABC board, who controls a majority of ABC stock, was putting his corporation in order in as preliminary as to opened negotiations with 20th Century-Fox Film Corp., which some time ago expressed interest in buying the network.

This speculation was regarded as unfounded. Broadcasting learned on competent authority that the film company has not resumed discussions with ABC. At the same time, however, a qualified informant said that an eventual revival of Fox interest in buying the network was by no means an impossibility.

The last negotiations were stalled on price. Whether, in view of decreased earnings since that time, the asking price for ABC had or would be lowered, was a question which presumably might interest the film company.

GREENSPOT TESTS
Sponsors Three Shows in West

GREENSPOT Beverage Inc., Los Angeles (orangedye), Nov. 2 started a test campaign via sponsorship of three Western regional network shows.

The firm is sponsoring two weekly quarter-hours of Surprise Package, Tuesday, Thursday (2:16 p.m. PST), and five minutes weekly of Detective of the Week, Wednesday, (8:25-8:30 p.m.) both on 14 ABC stations in California, Nevada and Arizona for 13 weeks. It also is backing five quarter-hours weekly of Ladies First, Monday through Friday, alternating in 11-11:30 a.m. period on 24 Don Lee Network stations in same area for six weeks. Agency is Philip Meaney Co., Los Angeles.

Heet Buys Spots

HEET Div. of Demert & Dougherty, Chicago, for Heet gas line anti-freeze, will sponsor radio and television spots in 40 northern U. S. markets starting this month. Firm is doubling its advertising budget this winter. Agency is Ruthrauff & Ryan, Chicago.

FORD ACCOUNT

JWT, Field Agents Confer

A MEETING of field representatives, who service the Ford Dealer advertising account in various sections of the country, and key personnel on the Ford account of J. Walter Thompson Co., was held in the agency's New York and Detroit offices last week to discuss 1950 advertising plans. Discussions were lead by experts from the agency's media, research, radio, motion picture, creative and planning groups.


CBS INCOME

CBS gross income for the first 39 weeks of 1949 was $74,607,071 as compared to $70,904,806 during the similar 1948 period, it was reported Wednesday following a meeting of the network's board. The board also declared a cash dividend of 35 cents per share on Class A and Class B stock, payable Dec. 2 to stockholders of record as of Nov. 18.

Although the CBS gross income was up for the period, earnings were down. Net income was $2,003,812 as against $3,010,446 for the nine-month period of 1948. Earnings per share were $1.17 for the first nine months this year as against $1.75 for the comparable 1948 period.

The consolidated income statement of CBS and its domestic subsidiaries follows:

<table>
<thead>
<tr>
<th>Nine Months Ending</th>
<th>October 1, 1949 (39 Weeks)</th>
<th>October 2, 1948 (39 Weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income from sale of facilities, talent, living, records, etc.</td>
<td>$74,607,071</td>
<td>$70,904,806</td>
</tr>
<tr>
<td>Less: Time discount and agency commissions, record returns, allowances and deductions</td>
<td>21,909,967</td>
<td>20,369,617</td>
</tr>
<tr>
<td>Deduct: Operating expenses and cost of goods sold</td>
<td>35,002,578</td>
<td>33,479,371</td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
<td>12,850,297</td>
<td>11,737,586</td>
</tr>
<tr>
<td>Provision for depreciation and amortization of fixed assets</td>
<td>968,681</td>
<td>808,128</td>
</tr>
<tr>
<td>Total</td>
<td>48,821,466</td>
<td>46,024,867</td>
</tr>
<tr>
<td>Miscellaneous income, less miscellaneous deductions</td>
<td>3,975,638</td>
<td>4,510,322</td>
</tr>
<tr>
<td>Income before federal income taxes</td>
<td>3,808,812</td>
<td>3,908,446</td>
</tr>
<tr>
<td>Provision for federal income taxes</td>
<td>1,800,000</td>
<td>1,800,000</td>
</tr>
<tr>
<td>NET INCOME FOR PERIOD</td>
<td>2,008,812</td>
<td>2,108,446</td>
</tr>
<tr>
<td>Earnings per Share</td>
<td>$1.17</td>
<td>$1.75</td>
</tr>
</tbody>
</table>

* Calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of October 1, 1949. * Deficit.
EFFECTIVE NEWSCASTS

By E. Z. DIMITMAN

THIS is strictly a case of a newspaperman rushing in where radio men fear to tread.

I am a newspaper man. I know nothing about radio and its problems. For years I have listened mostly to news. During the past year, however, I have had occasion to read, study and analyze several thousand radio newscasts of several radio stations in metropolitan areas. As a check, I listened to newscasts of many stations, large and small, in other metropolitan areas—New York, Chicago and Washington.

The scripts I read and the newscasts I heard—to my new-trained mind—lacked a distinctive character, an unspoken but present “listen to me tomorrow again, please” appeal.

One newscast sounds very much like another—the same news that comes over the wires of the press associations, plus an occasional local item or two, possibly clipped from the hometown newspapers.

The above refers to newscasts originating in the newsrooms of local stations. The newscasts of the networks, almost without exception, are excellent in every way and each is identified by special features. The network news presentations compare favorably with the news presentations of our better newspapers.

Some of the local stations (as the best example, the NBC outlet in Chicago, WMAQ) produce newscasts that are informative and bright, that show originality and thought in preparation, and include some unusual feature to give them character and distinction. Such stations, I am afraid, are in the minority.

I wonder how many station owners or managers have taken the time and effort, in recent years, to study what goes out over the air from their news rooms from three to as many as a dozen times a day. I don’t mean to listen to a cast now and then, to glance through one day’s scripts. Read three or four weeks scripts; listen to ALL the newscasts for a week.

Study Worthwhile

From my own experience I am certain it would be well worthwhile for top executives to make such studies, or have them made.

While television is grooping with the difficult and not-yet-solved problem of creating and producing an adequate, interesting and up-to-the-minute news program, at something resembling a reasonable cost, local radio news, if it will, can make friends for itself who will not be easy to switch to television for news.

Without going into detail of what seem to me to be the serious shortcomings of most newscasts, I would like to offer for consideration a few thoughts:

First, a common denominator: A station’s newscasts should be so planned that a listener will come to know that on a specified cast, at a certain hour, every day, he can expect an added feature of particular interest to him (or her).

Each newscast period should have such a special feature or added value to which a listener can look forward—giving the cast a continuity value and providing a peg for promotion.

One newscast can be specifically designed for business men by de-

NARND MEET

To Feature Noted Speakers Panels, Business Talks

BUSINESS sessions and panel discussions will be held each of the three days during the convention of the Natl. Assn. of Radio News Directors to be held Nov. 11-13 at the Commodore Hotel, New York, it was announced last week.

Also on the convention agenda are addresses by Gen. Omar N. Bradley, Chairman of the Joint Chiefs of Staff; Justin Miller, NAB President; Benjamin Cohen, Assistant Secretary General in charge of Information at the United Nations; Edward R. Murrow, CBS commentator, and Erwin D. Canham, editor of the Christian Science Monitor.

Although the convention does not open until Friday, Nov. 11, a pre-meeting tour of the UN has been arranged for the day before, Thursday, Nov. 10. A pre-convention cocktail party will be given by Carl Byur Assoe, at the Commodore Thursday evening.

The agenda:

Friday: 9 a.m. registration; 10-11:30 a.m. business sessions; 11:30 a.m. Judge Miller’s address; 12 p.m. address by Mr. Cohen; 1:15 p.m. address by Mr. Canham; 3 p.m. talk by Robert K. Richards, director of public relations of the NAB, on the Voice of Democracy contest; 3-4:30 p.m. panel discussion of “Disaster Preparedness” with John Blinn, WQAM, Miami, panel chairman; and Bruce Barrington, KXOK St. Louis; Jack Beck, CBS Pacific Coast news director; Morgan Beatty, NBC news executive, and news executives of the four networks as participants. From 5 to 7 p.m. Friday, International News Service will be host a cocktail party at Toot’s Shor’s restaurant.

Saturday: 9:30 a.m. to 12:30 p.m. panel discussion on television news under the chairmanship of Adolph Schneider, NBC director of television news; 1-2:30 p.m. panel discussion on news scripts, under the chairmanship of Donald H. Vahey, WJAC, Pittsburgh, Pa.; 2:45 p.m., KULC, Lake Charles, La., and WJAC, Pittsburgh, Pa., and the participants.

United Press will provide cocktails.

A Newspaper Man Views Radio

Mr. DIMITMAN

* * *

At the Commodore Saturday evening, General Bradley and Mr. Murrow will address the annual banquet Saturday night. General Bradley also will submit to questioning, according to Jack Shelley, news manager of WHO Des Moines, who is program chairman of NARND Sunday: 10 a.m. to 12 noon, a discussion of “What Will Television Do to News Broadcasts?” will be held. Principal participants in that will be Elmer Davis, ABC newscaster, and Charles Hull Wolfe, of McCann-Erickson, New York. A business session will be held 12-12:30 p.m., concluding the convention.

CHARRED embers (left) depict wholesale damage wrought by an estimated $50,000 fire at the studios of WASK Lafayette, Ind., Oct. 22 [BROADCASTING, Oct. 31]. Firemen fight flames (right) at the Wallace Bldg. which housed the newly-built WASK six-studio suite on the top floor. Station returned to air that afternoon with a broadcast of the Purdue-Illinois game using two old studios in a portion of the building not by badly-damaged and new equipment rushed from Gates Radio Corp. manufacturing plant in Quincy, III.

November 7, 1949 • Page 27
'County Fair' . . . . . . .

By HAL DAVIS

PHOEBE will be the only heifer in my life. Svelte, sparkling, and weighing 375 pounds, Phoebe was lifted to fame and fortune on the strong muscles of a 17-year-old farm boy, Allen La Fever. At the same time, the radio industry and the public became conscious of a show called County Fair, the vehicle on which Allen's exploits with Phoebe were conveyed to a painting world.

County Fair had come under the Borden banner in July, 1945, through Kenyon & Eckhardt's radio department. It was smuggled into program schedules via ABC, with little fanfare. But faith in the idea of the show kept it going through the painful early stages of development.

When the show moved to New York from Hollywood, and went evening, during the winter of 1945, the program staff came up with a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow. And when Allen La Fever first lifted Phoebe, his Jersey heifer, on the ABC stage, it became apparent that this stunt was one of the naturals for which many dream and few are delivered.

Basically, County Fair was not intended as a giveaway or a standard audience participation show. County Fair was intended to duplicate the rumpus acts and family entertainment of the standard product so familiar the country over. When the idea of "running stunts" hit the program producers, however, County Fair began to exert real impact.

MORE than four years after its introduction, County Fair has shown remarkable selling and audience power. Commercially, it has sold Borden's Instant Coffee, all types of Borden cheeses, Non-Such Mince Meat, Silver Cow Evaporated Milk, Eagle Brand Condensed Milk, Borden's Fluid Milk, Hemo, Lady Borden Ice Cream, Borden's Ice Cream, Vam Pros and Ration Ayd.

Sponsor identification on the program has always been extremely high. Many at the agency and client feel that not promoting merchandise for prizes has helped in this respect. County Fair was the first, and probably the only, show of its type to buy all its prizes. Occasionally, one is promoted for a special occasion, but in the last three years, the only brand name on the show has been that of Borden.

One of the things which we like about the program is its departures into the realm of satire; especially concerning radio. With full knowledge of Fred Allen's reputation in that department, we submit that County Fair began ribbing giveaways before Mr. Allen, poking fun at many radio eccentricities just as effectively and technically as Mr. Allen, and, in addition, never lost its sense of humor about itself, as seems to have happened to Mr. Allen.

To be really effective, a radio show must sink into the consciousness of the client's field force. One of County Fair's strong points is the hold it has on the Borden organization in the field. When the show takes to the road, the local field force welcomes its coming with sincere hosannas.

Every time the show goes out, it is booked into a special promotion.

A teenage promotion, with newspaper cooperation, is set up in each city. Additionally, a pattern for promotion has been worked out which seems to fit in each case.

A great deal of the publicity success of County Fair has been due to the co-operation of its producers. Arthur Moore, who had NINE thousand persons attended the County Fair broadcast from the Coliseum at the International Dairy Exposition in Indianapolis, Ind., last month. These Borden officials and advertising executives met during the program: (l. to r.) Jim Henry, director Borden producer relations; Leonard Tamblyn, manager of Borden's Indiana Division; Dwight Mills, president, Kenyon & Eckhardt Inc., and John Bates, K&E Borden account executive.
Borden's Show Format Clicks Since 1945

the show when it first came to New York, and Leonard Carlton, his successor, have been the kind of producers all publicity men ask for when they make requests to Valhalla. Many stunts have been worked out together with publicity and promotion key factors in their adoption. That kind of close teamwork is much better for our purposes than the fait accompli which is so often placed in the lap of the publicity department.

The long line of County Fair stunts, including the flight of the calves to Greece, teaching an old dog new tricks, punching out of a paper bag, the chickens which laid eggs during the program, "Junior Achievement" County Fairs, Return the Book Weeks, hot cakes selling like hot cakes, The Sleeping Man, "Champion of the Year", and the most recent "Making a Mountain out of a Mole Hill", stand up against the most expensive and complicated affairs conceived by competitive shows. The County Fair budget has always been modest, which is a wonderful incentive for creative thinking.

RATING-WISE, County Fair piled up sound Hoopers during its Saturday afternoon runs, dollar value Hoopers on Wednesday evenings against Duffy and Berle, and is now back climbing again at a later time on Saturday afternoon. Nielsen-wise, the story is most impressive. Consistently in the top Nielsen brackets, the show has had an amazing record. The prime basis of our County Fair success, I believe, has been the affection and regard held by all concerned with the show. With subline disregard for back-patting, more understanding clients

STUNTS, awards, feats of strength and many, many other features have highlighted Borden's County Fair. A few of the most notable—

* * *

Picture 1—Bobby Feller, famous Cleveland Indians pitcher, comes out laughing after having failed to punch his way out of the County Fair paper bag.

* * *

Picture 2—Contestant of the Year competition brought together four winners of big jackpots of $25,000 or more. Winner James McCaffrey is crowned and received $1,000 prize which he donated to charity.

* * *

Picture 3—Probable high-spot of County Fair came when 17-year-old Allen La Fever lifted Phoebe the 37.5-lb. heifer. Allen's stunt was a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow.

DURING the three-year period when the program was at a uniform time period—Saturday daytime—it consistently reached better than 10 out of every 100 homes per week. The 11.7% figure for 1946 decreased to 11.6% for 1947, but increased to 11.8% in 1948.

-Chart by Kenyon Research Inc.

BROADCASTING • Telecasting
RADIO and television were there last Tuesday—at the scene of the worst aviation disaster in U. S. history—to record the Eastern Air Lines DC-4 and the P-38 fighter crash that snuffed out 56 lives at Washington, D. C.'s, National Airport.

Using radio's far-reaching ear and TV's penetrating eye, local broadcasting officials channeled the reports directly from the scene to listeners and televiewers in an exemplary fashion.

Typical of the reports received by Broadcasting were these:

News tips and fast action spurred NBC Washington newsmen who were covering the double explosion and fire in the Post Office Bldg. which houses FCC offices (see separate story). A WRC-WNBW (TV)-NBC listener tipped off the station on the airport crash. The report was aired on WRC's 12 noon Jesse Reporter before two of the three major wire services had flashed bulletins. Subsequent news reports and programs were carried periodically throughout the afternoon.

Television also carried reports including Dave Brinkley's eyewitness interview on WNBW's Television Journal; NBC network's read of the Camel NewsCast and Commentator Robert McCormick's report, and WNBW's local news reel film coverage.

Guts Blood Donors
Radio drew emergency blood donations for the Red Cross Blood Center. One news bulletin aired on WRC at 12:55 p.m. proved so productive that, 25 minutes later, district officials asked WRC not to repeat the appeal.

After first reports of the crash came in, Stephen Laird, WTOP-CBS newsmen, used a battery-operated Miniwalkie to obtain eyewitness accounts. WTOP aired and fed to the network a 15-minute show at 3:30 p.m., which was repeated at 10:30 p.m. Charles Col- lingwood and Allan Jackson opened with commentaries, then the program switched to WTOP studios for Mr. Laird's previously-made recordings. Commentator Bill Shadel read the list of victims.

ABC was on the scene with tape-recorded eyewitness accounts by Harold Stepler, chief announcer at WMAL, network's Washington outlet, and Baxter Ward. Their 15-minute recording was interspersed in a 26-minute program aired locally at 3 p.m., with news reports before and after. In addition, a portion of the tape was aired on Taylor Grant's 7 p.m. Headline Edition.

WOL used recorded telephone interviews with eye-witnesses for its local and MBS network broadcasts, a segment of which was heard on the Mutual Newsreel. Feature of its network coverage at 10 p.m. was Joe McCaffrey's account of his talk with the Bolivian ambassador dealing with background on Mr. Bidoux, the Bolivian P-38 pilot and lone survivor.

WWD, independent outlet, was one station that happened to be there—at the airport. It was preparing for its regularly-scheduled giveaway program, The Sky-Clubbers, aired from the airport at 12:15 p.m., but devoted the period to interviews by Lee Dayton, program manager.

As an aftermath of the fatal crash, WMAL-ABC reported that many radio listeners were waiting to hear famed New Yorker cartoonist, Helen Hokinson on Ruth Crane's Modern Woman program, aired daily 11:30 a.m.-12:15 p.m. Miss Hokinson, one of the victims, was to appear on the show.

On her program, Miss Crane speculated on the progress of the plane after announcing Miss Hokinson would be her guest. A few minutes later she and her listeners learned of the crash.

The aviation cleanup, coupled with the fire at FCC, kept Washington newsmen hustling because of the close time proximity of the two incidents.

At WRC-NBC Jay Royen, NBC Washington news chief, spotted the Post Office fire and telephoned Cassius Keller, special events director. Broadcasts soon followed. Newsreel pictures of the blaze were telecast on both WNBW's Television Journal and NBC's Camel News Caravan.

WTOP-CBS carried the fire flash at 10:30 a.m. Newsmen Claude Mahoney was at the scene. WTOP's studios are located in the Warner Bldg.—some two blocks distance from the Post Office Bldg.
By MITZI KORNERTZ

RESENTMENT against channel-grabbing proposals of nations at the NARBA conference in Montreal continued to grow among U. S. broadcasters as NAB District 1, meeting in Boston last week, adopted a strong resolution. While other districts in voicing their opposition had dealt more with frequency grabbing by Latin countries, New England broadcasters demanded that government delegates reject proposals which would, in effect, change power limitations of various classes of stations and create added confusion.

They directed that copies of the resolution be transmitted to President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and the Senate and House Foreign Relations Committees and instructed the NAB to take positive action to safeguard U. S. broadcasters' interests.

Fellows Presides

Presiding at the two-day (Monday and Tuesday) sessions at the Hotel Somerset was Harold E. Fellows, general manager of WEEI Boston and District 1 director. A record turnout of more than 240, which included non-NAB members, was described as the largest registration of broadcasters and those in allied services at any District 1 meeting.

Gerald Harrison, president of WMAS Springfield, took up the cudgels on behalf of FM in a fighting speech, telling the group, "On AM you get less than you bargained for. On FM you get more than you hoped for."

There are so many FM transmitters now on the air, Mr. Harrison declared, "that unless the majority of Americans have developed tin ears from long listening to AM they will soon note the difference, and the switch to FM will be on in earnest."

He described factors which have contributed to the "not spectacular but consistent" progress of FM in New England. First, he pointed out, was the fact that AM coverage in this section of the country is not in proportion to its power elsewhere because of high attenuation of AM signals due to soil conditions. This condition, he said, does not affect FM.

Mr. Harrison also gave credit to the Braves and Red Sox baseball clubs for the growing acceptance of FM in the area. "Where practically no network stations were able to carry baseball the past two summers, these games were broadcast by independent daytime stations, some of which had associated FM stations. Come dunk, these independent daytimers with FM transmitters put the night games on FM only."

He recalled the excitement caused by the Braves' pennant race in 1948 and that of the Sox this year, which meant that fans following the games had to buy FM sets, "where these games were available only by FM and where AM signals were weak. These FMers by necessity, he said, are now FMers by choice."

Television, too, according to Mr. Harrison, is responsible for promoting FM because the aura part of it is FM and people notice how much better these sets sound than their AM ones. He said Springfield FM ownership had increased from 5% to 20%.

Judge Justin Miller, NAB president, asserted at a news conference that it would be five years before TV can become a fully-developed operation and ten years before a substantial number of people will see color television. One of the factors holding up TV's advancement, he charged, is the pre-emption by government agencies of more frequencies than they need. "TV is cramped for space," he said, adding that the medium will be held back until government studies its own "use or abuse of frequencies" and considers releasing some for different uses.

Speaking to the broadcasters Tuesday afternoon, Judge Miller posed the questions which will be facing the NAB in coming months in regard to BAB, BMB, standards, (Continued on page 44)
FIRM RESISTENCE to Cuban pressures in negotiations for a new NARBA reportedly was authorized last week in Washington conferences between FCC Comm. Rosel H. Hyde, chairman of the U.S. delegation, and government radio authorities.

Mr. Hyde conferred at length with both his FCC colleagues and State Dept. officials Monday and Tuesday before returning to Montreal, scene of the conference, Tuesday night.

Both FCC and the State Dept. are understood to have authorized Mr. Hyde to let it be known that any Cuban demands beyond the terms of the NARBA which expired last March.

His visit was designed to review conference progress to date, appraise the problems that have developed, and establish the official U.S. position in the light of developments. State Dept. authorities conceded the Cuban attitude was the main subject.

Although Cuba has not yet submitted any formal statement of demands, there have been ample indications of her view that each nation has a sovereign right to operate on or by whomever it desires. Cuban assignment shifts since expiration of the second NARBA affect many U.S. stations, both regional and clear.

Clear channel frequencies used by several stations in the South are said to be among those most recently assigned to Cuban transmitters. Cuba reportedly is eyeing a total of at least six such channels.

Conference progress was described officially as "slow," but there remained prospects of adornment possibly by around Dec. 1. Hopes of mid-November adornment were termed unrealistic, however.

The judicial committee meanwhile completed the important task of drafting a treaty, but while a plenary session Wednesday adopted the proposed NARBA engineering committee rules permitting stations to be unauthorised by foreign stations.

Cupid's Busy—at CBS

OCTOBER was maternity month at CBS, where three weddings took place within eight days. Bill Lipton, member of the network's Let's Pretend cast was married on Oct. 15 to Joan Abbrancati, video and radio writer for Young & Rubicam, New York.

Marcia Durant, narrative script writer for CBS-TV's People's Platform, was wed on Oct. 17 to United Press Writer Robert McKesson Liles. Barbara Keating, script writer on the WCBS New York Margaret Arlen program, was married in the same day to George Peabody Jr., president of the New York public relations firm of Peabody & Assoc.

Stiff Opposition Approved To Cuban Pressures

* to request an engineering investigation and, if need be, arbitration. The permissive nature of this agreement, it was believed, will permit adherence by Mexico, which took exception to the compulsory enforcement provisions in the last NARBA and which is not participating in the current conference. The permissive plan had Cuban backing.

Three NAB district meetings have adopted strongly worded resolutions opposing the tactics of both Cuba and Mexico. [Broadcasting, Oct. 24, 31], and others are expected to follow suit. Those which already have acted are District 4, in its meeting at Pinehurst, N. C.; District 5 at Skytop, Pa., and District 1 at Boston (see story page 31).

Correction

WLS Chicago (60 kw) was the winner of the $1,000 duPont award for the big station in the midwestern total and not WBBM Chicago as was incorrectly stated last week [page 65]. The award to WLS was for "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served."

TRANSIT FM

Kansas City Service Opened

TEST of public reaction to music-soothed rides was launched last week in Kansas City, Mo., with installation of FM in 50 of the city's approximate 800 motor vehicles, R. C. Crisler, executive vice president of Transit Radio Inc., reported to Broadcasting.

Contract was negotiated between KCNO-FM Kansas City and the city's Public Service Co., transit operator, and calls for extensive 60 day tests to determine the public's reaction to the musical rides. If the response is favorable, in line with that of other cities maintaining similar installations, service will be expanded and put on a permanent basis, Mr. Crisler said. Program format will be similar to that of TR—newspapers—new weather, time reports, short commercials and announce-ments, as well as light unobtrusive music fare.

Maintaining a survey of 787 vehicle operators in St. Louis, Mo., where KXO-FM provides transit radio fare, showed 76% favoring the service, 15% no opinion and 10% opposed. One thousand of St. Louis Public Service Co.'s vehicles have included TR operation for the past 15 months. Survey was conducted during September by G. Myron Gwinner Co.

ROYAL V. (Doc) Howard, industry observer put this humorous thought into a sketch.

CUBAN NARBA DELEGACION HQ'S

"From confidential sources, Montreal observers believe Cuba came prepared for a winter long conference."

RADIO-TV WEEK

Democracy Essay Contest Heads Observance

HEADED by the Voice of Democracy radio essay contest, National Radio & Television Week was generally observed Oct. 30-Nov. 5 by all segments of the broadcasting, manufacturing and distribution industries.

The Voice of Democracy, Chairman of Commerce during the week indicated that the record 250,000 entries in the 1948 Voice contest will be at least doubled this year. Junior Chambers are holding local auditions, to be followed by state eliminations and finally by the selection of four national winners who will receive scholarships.

Radio dealers and distributors around the nation staged special displays and tied the week into their advertising. Nearly 600 newspapers used large mats as anchors for local white space dealer and distributor advertising. A half-dozen retail trade associations took part in the observance.

Radio Mfrs. Assn., which sent out the newspaper mats on specific request by the publications, held a town meeting for servicemen. The three-day session opened Tuesday night with 800 servicemen at the U.S. Chamber of Commerce Auditorium in Washington. They were welcomed by R. C. Sprague, Sprague Electric Co., chairman of RMA's Television Committee. Mr. Sprague predicted another 40,000 service technicians will be required by 1953.

Training Needed

A. T. Alexander, Motorola Co., moderator of the first session, said the technicians must keep abreast of technical developments in television or lose business to younger and better trained technicians. The town meeting was sponsored by RMA and the Washington Electric Institute.

Broadcast stations and networks observed the week with frequent announcements and special programming. Most stations played...
Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families (1 out of every 85 in the State!) to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing comparisons between urban and rural listening habits, but also gives typical characteristics of the Iowa audience as a whole.

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about changes that have taken place in Iowa listening habits, since 1941.

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! Write WHO, or ask Free & Peters.

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

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

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

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

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

FREE & PETERS, INC.
National Representatives
THE LATEST WCKY STORY

LOOK AT ALL THE CINCINNATI STATIONS BETWEEN 6 PM AND 8 PM MONDAY-SATURDAY . . . .

LOOK AT RATINGS
LOOK AT COST
LOOK AT POWER

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(*—Pulse July-August 1949 Average Rating 6-8 PM Monday thru Saturday)

IT'S OBVIOUS - - IN CINCINNATI,
FOR RATINGS
FOR COST
FOR POWER

WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

HERE ARE SOME OF THE ADVERTISERS ON WCKY BETWEEN 6 AND 8 PM, WHO ARE GETTING INCREASED SALES AT THE LOWEST COST PER THOUSAND LISTENERS:

CAMEL CIGARETTES  BURGER BEER
FORD MOTORS     CROSLEY REFRIGERATORS
MGM PICTURES     LEVER BROS.
BULOVA WATCHES   ANACIN
BRUCKMANN BREWING  NEW YORK CENTRAL RAILWAY
PROCTER & GAMBLE  KOOL CIGARETTES
LUEDENS          SWIFT ICE CREAM
FOUR WAY COLD TABLETS  DODGE MOTORS
BAVARIAN BREWING CO.  MISSION BELL WINE

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK WITH NON-DUPLICATED BLOCK PROGRAMMING.

Call Collect Tom Welsted
Eastern Sales Manager
55 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. “Top” Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
ON RECENT occasions we have said this FCC is the best yet. Of course, it has complained about work overload and lack of manpower. That's the occupational plaint of the bureaucrats. Withal, however, this FCC seemed less mischievous and perhaps less disposed to bait and browbeat.

This we reluctantly confess may be pure mirage. Its now painfully evident that some influences, mainly among staff lawyers, are working hard at it. Many of them owed their fealty in other days to Ex-Comr. C. J. Durr, the Blue Book Boy. It is as if Cliff Durr rides again in the Law Bureau.

The FCC, man for man, may be better qualified. Yet, because of the almost incredible persuasive power of its Law Bureau, events seem to occur as the lawyers wish. Cases are larded up to the FCC to meet the Law Bureau's convenience and interest; and the applicant's necessity apparently doesn't enter into it.

There are many old cases languishing in the Law Bureau. In that respect this Commission certainly is no better than its predecessors. When a majority of the Commission seems to be swinging in favor of a particular decision and the principal lawyers are opposed, chances are the issue won't come before the FCC until the lawyers are ready—and with further ammunition.

The FCC uncoined a corksider last week [see page 25, this issue; CLOSED CIRCUIT, Oct. 31]. It met out to a dozen owned-and-operated stations of CBS, ABC and NBC temporary license renewals pending certain investigations, pertaining to so-called network monopoly regulations. There was the complaint of the National Assn. of Radio Station Representatives largely against CBS because of its practice to maintain a nation spot selling a number of its key affiliates. Pendency of this complaint was used as the vehicle in issuing the temporary renewals against all three networks.

Why this action out of a clear sky? The FCC mentioned in two of its letters that Don Lee, regional West Coast network, had been subjected to hearing on alleged violations of the network regulations. In such a case, it said, is "presently pending for decision." What the FCC didn't say was that the case had been "presently pending" for nearly three years.

The two large networks have pushed around affiliates. They are not eleemosynary institutions. The FCC itself has made this possible by wholesale licensing of network affiliation in a reckless disregard without regard to its own engineering standards.

Moreover, the network regulations provide for affiliation contracts for only two years' duration, with a six-month negotiating period. Yet, whereas broadcast licenses are issued for three years. It should be obvious that license terms and network contracts should run for the same term. Otherwise, an affiliate cannot make for renewal specify how much of his time will be devoted to network, or national spot or local?

The network renewal action is simply one of several instances in which the Law Bureau has come up with a quick answer, designed to fit any situation and its own interest. The Law Bureau acted in such obvious haste that it didn't even bother to look up dates or names.

If the NARS complaint, "National Association of Radio Spot Representatives." The NARSS complaint probably hasn't been discussed in formal Commission councils since the hearings a year ago.

If private industry functioned as the FCC does (and the FCC has no competition), it would be bankrupt. The FCC's complaint about work overload is man-made and lawyer-spurred. With as many lawyers as the FCC probably would get twice as much done.

Page 36 * November 7, 1949

What Makes FCC Run?
Satin slippers and plunging necklines—ten gallon hats and cowboy boots.

College grad at the debutante Ball—ranch hand and the village belle.

Whatever our choice, whatever our fate, we're more alike than we think.

That's why right now, today, America's music—western hill country music—the true music of the pioneer is as popular in big New York as on the prairie where it was born.

That's why Prairie Stars, New York's favorite program of America's music presented nitely on WOV by Rosalie Allen, celebrated sweetheart of the prairie, holds one of the most loyal buying audiences in all radio. For fast action selling—for product loyalty—for a highly responsive buying audience (64% of whom are women) get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits...ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

Prairie Stars a WOV feature production is one of 5 AUDITED AUDIENCES.

**PRAIRIE STARS**

a WOV feature

presented by

**ROSA Lie ALLEN**

Monday through Saturday 9 to 11:00 P.M.

**WOV NEW YORK**

RALPH N. WEIL, Gen. Mgr.

The Bolling Company, National Representatives
BASEBALL

BASEBALL'S amended rule on play-by-play broadcasting and telecasting rights [BROADCASTING, Oct. 31] was seen last week when reports circulat- ed that some broadcasters, displeased despite the changes, were contempo- rating anti-trust action.

The Justice Dept. had announced that, in view of the amendment, it was calling off its investigation of anti-trust aspects of the base- ball clubs' policy until the effects of the changes can be seen and evalu- ated. The department also said it will maintain watch and "may take appropriate action" if there is evidence of restraint in the future.

Text of the revised rule, with an accompanying explanatory letter, was sent to the 26 major league clubs by Baseball Commissioner A. B. Chandler. The new version makes plain, as the Justice Dept. had announced the week before, that:

1. The local major or minor league club may object--"during the period it is playing a home game and only during such period"--to broadcasting or telecast of an- other major league game from a station located within the local's territory.

2. It may also object--"during the period it is telecasting one of its road games"--to the telecast of a game by another major league club from a station within the local's territory.

Time Period

The Commission's office said the above-mentioned time period begins "30 minutes before the commencement of such game [home or road telecast] and [continues] for three and a half hours in the case of a single game, and for five and a half hours in the case of a double-header." The rule is effective as of Oct. 15.

The communication to club owners was sent out by the new Healey pursuant to the major league's recent request for no club to take any action as personally sug- gested by one witness who told PUC that citizens can appeal dire- ctly to Congress, FCC (when WWDG's license comes up for re- newal) and other sources.

The TR-CCTC contract gives TR's Washington branch an option to deal directly with the Traver- ical Transit ever consider TV- equipped vehicles. It is not now practical, E. C. Giddings, CTC vice president, told PUC, but "the day may come when it is." It is not being contemplated at present, however, he added.

an important newspaper comment was generally tempered and favor- able to transit music. The Evening Star, which owns and operates WMAL-AFM-TV properties, thought the way advertising, provided this par- ticularly since radio revenue would help CTC's financial status. The Daily News complained that "... radio music" was casual and plas- tastic and compete with readers of printed news "... we're against it. But the general public is larger ... and what it wants should prevail."

**Typical of some newspaper opposition was Herblock's cartoon week in the Washington Post**

TRANSPORT RADIO

Heard End In D. C.

RESULTS of a recent survey on passenger-operator acceptance of transit FM in Washington, D. C., and the inclusion of a TV option in the Transit Radio Inc.-Capital Transit Co. contract were revealed to the public recently.

RCM 1.

6.6% voicing objection. A poll of 294 streetcar and bus operators found that 95.9% felt music did not interfere with safety of the vehicles. Only 2% contended it did. (One out of 17 bus fatalities in Washington since 1947 was radio-equipped, a police official noted.)

Meanwhile, FCC indicated unof- ficially it had no present plan of taking action as personally sug- gested by one witness who told PUC that citizens can appeal dire- ctly to Congress, FCC (when WWDG's license comes up for re- newal) and other sources.

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FCC Actions

TEN new AM stations and one new FM outlet granted by FCC. Seven existing AM stations granted improved facilities. Three transfers authorized. Details of these and other FCC actions are in FCC Roundup starting on page 79. Actions of the FCC begin on page 72.

JAMES NAMED

Heads Steuben Promotion

E. P. H. JAMES, formerly MBS vice president, has been appointed promotion director for Steuben Glass Inc., New York.

In his new post, "Jimmy" James will step outside of broadcasting circles for the first time in more than 20 years. The move was made possible by a new financial status.

It was in 1927 that he turned his back on three years of advertising agency activity to join the brand new NBC as sales promotion director. For the next 13 years he was responsible for all NBC promotion, moving in 1941 to the Blue Network as director of public- ity, promotion and research. After three years as an Army Air Force officer, Mr. James joined MBS as manager of sales operations in the fall of 1945. He sub- sequently took over the direction of the company's research, planning, motion and research, and was elected a vice president in June, 1947.

DISPLAY of WBRE Wilkes-Barre, Pa., took first prize in field of consumer service at Parade of Progress Exhibi- tion recently.
... With the critics—who call the program "indestructible comedy ... socks over solid."

... With the people—13 million of them on an average listened to the program last season.

... With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.

... To make it pull more effectively CBS added the pace and polish of its package programming skill so that in six months Lum and Abner skyrocketed from a 9.9 to a 21.7 NRI rating.

... And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

*They have so much pull that an Arkansas town, two mountains and a State highway changed their names, and seven pairs of twins were christened Lum and Abner.
More NAB Changes?
(Continued from page 41)

NAB's membership has risen from 1,133 AM, 548 FM and 6 TV outlets last June 30 to 1,151 AM, 620 FM and 36 TV stations as of last Friday. Not counting associate members, the total has risen from 1,687 to 1,707 actives. The increase in number of members has not compensated for revenue loss caused by a flurry of large station resignations early in the year.

The sharp increase in TV membership was mainly due to a low $10 monthly dues schedule for TV outlets affiliated with AM and FM members, effective to next Jan. 1. This rate was adopted in July. Video-only stations pay at the rate of $125 a month.

Among the board's policy matters is the problem of relations with FM Assn. and Television Broadcasters Assn. The low NAB rate for its members' TV affiliate was construed as a step to keep video stations within NAB. The Structure Committee has dropped the idea of inviting FMA into NAB and a proposal may develop at next week's board meeting [CLOSED CIRCUIT, Oct. 31]. FMA's executive committee is expected to meet some time this week. At this writing FMA appears to be awaiting a definite merger invitation from NAB.

Some of the actions taken by the board last May have to be called back or worked over again. The board called for a cut in the standing committee structure from 19 committees of seven members to 10 committees of five members (one from the board). This would cut the total committee expense from about $50,000 for two meetings a year to perhaps a third that much if only one annual meeting is permitted.

President Justin Miller has commented at several district meetings on the difficulty of extending committee setup and the effect it has on NAB's over-all effectiveness. He has been on the district meeting circuit much of the time since the board adopted its reorganization plan, leading to practical operating problems at headquarters.

The vice presidency idea is based on the premise that Ralph Hardy, Audio Div. director, and George E. Markham, Video Div. director, should have such stature in co-ordinating departmental functioning. The two new executives assumed their duties Sept. 1.

Firemen wet down ruins of 8th floor corridor near FCC docket room after fire is brought under control. Major explosions of transformers and other electrical equipment occurred in this area.

Census Campaign
AN ADVERTISING campaign for Bureau of the Census, U. S. Dept. of Commerce, will be conducted by the Advertising Council before 1950 to pave the way for the decennial census, the Council announced last week. Robert R. Mathews, vice president of the American Express Co., New York, is volun- teer coordinator for the campaign, and Benton & Bowles Inc., New York, is volunteer agency.

Garloway Signs
DAVE GARROWAY, AM and TV star on NBC and WMAQ-WNBC (TV) Chicago, has signed an exclusive contract with the network for radio and television shows for a reported five years. Although no details of the agreement were revealed, it is understood the new contract is now in effect. Mr. Garroway's part in the negotiations was handled by his manager, Biggie Levin. Central Div. officials, including TV Manager Jules Herbuveaux, represented NBC. Mr. Garroway has a weekly TV network program, Garloway at Large, a network AM show, and AM and TV programs locally in Chicago.

Blaze
(Continued from page 25)

members heard of the blaze they rushed to throw in the letters they've received from Sen. Ed Johnson, chairman of the Senate Interstate Commerce Committee and one of their most persistent critics. And General Counsel Cote- tone was said to have attempted to make similar disposition of the records in the long-pending clear-channel case. To which he sup- posedly replied that he tried to, but that when he picked up the dockets they disintegrated of their own age.

WOW APPEALS
FCC's KCSJ Decision

APPEAL was filed last week by WOW Omaha in U. S. Court of Ap- peals for the District of Columbia against FCC's decision denying re- lief from the Commission's grant of 590 kc operation to KCSJ Pueblo, Col., same channel used by WOW [BROADCASTING, July 4].

The Commission at the time stated WOW had not shown any greater interest in the area lost under mutual interference with KCSJ and had failed to protect its rights during the hearing held on the KCSJ application. WOW had asked the Commission to issue an order for the Pueblo station to show cause why it should not use its night directional array during the day also in order to protect WOW. The Omaha station assigned 5 kw fulltime on 590 kc while KCSJ is assigned 1 kw on that frequency.

WOW explained in its appeal that KCSJ presented qualified en- gineering testimony during the hearing that no interference would result to WOW and that it, "as well as the Commission, relied upon the representations and warranties of intervener" KCSJ. The Omaha station said the grant was made on this basis and it was after KCSJ began operation that complaints of daytime interference began to be received. WOW then made its own measurements which revealed "extensive interference," the brief said.

Upcoming

NAB DISTRICT MEETINGS
Nov. 21-22: Dist. 3, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.

Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Cla- ridge Hotel, Chicago.
Nov. 9-10: Ohio Assn of Broadcasters Sales Clinic, Statler Hotel, Cleve- land.
Nov. 11-13: Southwest Assn of Adver- tising Agencies, Tulsa Hotel, Tulsa.
Nov. 14: NAB Finance Committee.
Nov. 14: NAB Structure Committee and BAH Committee, NAB Heads, Washington.
it takes POWER

Only WBAL covers the rich Baltimore area and wide surrounding territory* with 50,000 watts power

* 4,225,000 people live in the WBAL coverage area...and spend more than $3,290,000,000 annually in retail sales

represented nationally by
EDWARD PETRY & CO.

50,000 Watts
WBAL
Baltimore’s NBC
GIVEAWAY SUITS

Early Trial Expected As FCC Files Answer

Issues were joined last week and way was cleared for an early trial as FCC filed its answer in the suits by ABC, CBS and NBC challenging legality of the Commission's giveaway rules, now suspended pending outcome of the court tests. FCC's answer denied the networks' contentions that the rules were invalid and that enforcement of them would cause the networks injury. One network legal expert said that from the nature of the issues he believed it possible that the trial would not be of marathon-like proportions.

The trial date itself would probably be set after consultations between counsel on both sides and the three-man federal court which will hear the cases in the Southern District of New York. If Christmas-tide activities proved no obstacle, the trial could start in December, it was said.

The answer, made jointly by the FCC and the U. S. Government, was signed for FCC by Benedict P. Cottone, general counsel; Max Goldman, assistant general counsel, and by Richard A. Solomon and Daniel R. Ohlbaum, counsel. William J. Hickey, special assistant to the Attorney General, signed as attorney for the U. S.

Among points made in the answer:

- Denial of the network contention that FCC did not present any arguments or evidence at hearings in October 1948 in support of the proposed rules.
- That no answer is required to the network contention that giveaways are not lotteries because whether or not they are lotteries involves issues of law, not fact.
- Denial that FCC does not have jurisdiction or authority to adopt the giveaway rules.

The answer closed with a prayer that the networks' actions be dismissed, plaintiffs to pay the costs.

Nelson Quits ABC

Norman Nelson, ABC Hollywood sales promotion manager, resigns effective Nov. 15 to handle promotion and publicity for Ken Niles' Villa Marina, Balboa, Calif. No successor will be named. His duties will be absorbed by Ned Hullinger, manager of ABC Western Div. publicity, who will be in charge of audience promotion; and by Fran Conrad, ABC Western Div. station relations director, who will direct sales promotion.

FIGURE THE ODDS...by KXOK

the odds against drawing a

STRAIGHT FLUSH

on the first deal is

64,999 to 1

NO game when you join the parade of the nation's leading advertisers on the Hal Fredericks' Song and Dance Parade on KXOK, in Big St. Louis. Master Salesman, Hal Fredericks, personalizes your product...set the stage for more sales...3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities...or call your John Blair man NOW!

630 KC 5,000 WATTS FULL TIME BASIC ABC IN BIG ST. LOUIS

PETRILLO PLAN

Industry Group Studies

Coalition of industry forces such as has seldom been seen before in show business seems to be forming last week as part of a solid front against the proposals of James C. Petrillo covering services of musicians for television films. At a management meeting in New York last Monday, a nine-man industry committee was named to consider the Petrillo proposals. The committee comprised not only television station and network representatives but also representatives from a major Hollywood studio, eastern and western film producers, TV show packagers and television film trade associations.

It is expected that the committee will be the only industry body which will conduct the negotiations certain to develop as the result of the Petrillo proposals [Broadcasting, Oct. 31]. Its first job will be to prepare its own position for further discussion with Mr. Petrillo. Very probably, its initial meeting to work out countermoves will be held this week in New York. When finally it has drafted such proposals, the committee will seek a meeting with the AFM president. On the committee are:

Bill Roach Jr., of Hal Roach Studios and president, Television Film Producers; J. M. Petsch, general counsel of the National Television Film Council; John B. Wheeler, representing eastern film producers; Ralph M. Cohn, Columbia Pictures; A. Walter Socolow, representing Ziv; Ernest De La Osa, NBC; Robert Co., Joseph A. McDonald, ABC, and Arthur R. Connell, WOR New York.

Mr. Petrillo's proposals called for payments of $150 per musician for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. Other proposal, detailed in over six and one-half typewritten pages, set forth conditions of work which industry spokesmen have said would be restrictive on television.

The leasing arrangement permitted Yankee Network to assign the licenses of WABF, a 5 kw outlet, and WMTW, a 260 w station, to Radio Enterprises headed by John A. Baybutt, 1% owner, and controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby Co., Boston commodity brokerage firm.

Also announced last week was appointed of RA-TEL as national spot representatives for both stations. Purpose of the expansion program, it was explained, is to provide more individualized and thus "improved operation" for the stations.

Both outlets are to continue as Yankee and Mutual affiliates. In addition to newly inaugurated local programs, the stations will participate in the recent Yankee Network purchase of six hours weekly of M-G-M's transmitted programs.

Marx To De Soto

De Soto Div. of Chrysler Corp., Detroit, effective Jan. 4 will take over sponsorship of the Groucho Marx program, Wednesday on CBS, from Elgin-American which is dropping the program. De Soto will drop its current giveaway show, Hit the Jackpot, at that time. BBDO, New York, is the agency for De Soto.
WHAS ANSWERS  Asks FCC To Dismiss Temperance Case

ASKING dismissal of a complaint filed by the Temperance League of America, WHAS Louisville told FCC last week that a station's responsibility to present a well-balanced program service "carries with it the obligation to refuse requests for time as well as to grant them."

The League has asked FCC to refuse renewal of the WHAS license on grounds that the station carries beer advertising and refuses to sell time for temperance messages [Broadcasting, Oct. 17].

WHAS Director Victor A. Sholis, asked by FCC to give the station's side of the matter, wrote that the League had made no request for time but that Rev. Sam Morris, long-time prohibitionist and associated with the League, had done so and had been refused.

He said Mr. Morris "stated that he expected to solicit donations in his broadcasts; that he wanted to urge prohibition; and that his message would be given a 'religious treatment' since he felt the temperance story could not escape 'religious overtones.'"

WHAS, Mr. Sholis reported, "reached the conclusion that the sale of time to Rev. Morris for a program of this nature would not contribute to a well-balanced program schedule, was inconsistent with basic operating policies, and would not serve the public interest."

League's Contention

He said the League's contention "is the same" as that made by Mr. Morris in his complaint against KRLD Dallas a few years ago, and that FCC's answer should be the same—that is, he said, that "the problem raised is of industry-wide proportions, and should not be considered on the renewal application of an individual station, but by a general investigation of the subject if such is warranted."

He said WHAS offered Mr. Morris sustaining time but that this was refused.

Mr. Sholis said WHAS makes substantial time available for religious programs—on a sustaining, not a commercial basis; that the station "does not permit solicitation of funds on commercial programs except by legally qualified candidates in its primary coverage area"; that the brewery-sponsored programs cited by the League are, respectively, news, record, and music and news shows.

While the League was "substantially correct" in its claim that 60% of Kentuckians live in "dry" areas, the WHAS executive reported, with respect to the station's primary coverage area in Kentucky there are 931,425 in "dry" territory and 974,003 in "wet" areas. Within the station's 100 microvolt contour, covering parts of nine states, he gave the count as 7,313,205 in "wet" regions and 2,763,903 in "dry" territory.

Mr. Sholis said WHAS had carried programs by Mr. Morris a few years ago and concluded, upon a review of these, "that a repetition of such programs, on the basis which Rev. Morris proposed, would not make any contribution to the present well-balanced program service of WHAS."

World Series

(Continued from page 22)
even higher revenues in its promising future.

The nature of the one-year television agreement between baseball, Mutual and Gillette suggested that a repetition of the television aquadale that developed in the recent World Series was unlikely.

In pre-World Series conferences, the eagerness of all television networks to carry the games resulted in all television stations accepting them on a no-pay, non-expense basis. Gillette bought the lines but paid no time charges to stations.

The wording of the new contract as described in the announcement last week suggested that network bidding would prevail next year and that rights would be granted on an exclusive basis, subject, of course, to the policies assuring midwest television coverage.

That Gillette entered an agreement guaranteeing only that it would have a chance to meet rival offers for television rights indicated that Mr. Chandler also thought it possible that bidding from other television sponsors might materialize.

In recent years, official baseball figures show that payments for radio and television rights to the series to have been: 1946—radio $150,000, television $140,000; 1947—radio $75,000, television $65,000; 1948—radio $150,000; 1949—radio $100,000.

ABC's 'DR. I. Q.'

Lorillard Ready To Sign

P. LORILLARD Co., New York, through its agency, Geyer, Newsworld & Ganger, same city, is about to sign contract for sponsorship of Dr. I. Q. on ABC for its Embassy cigarette program.

Dr. I. Q. formerly was on NBC and has been sponsored by Mars Candy, Chicago, through Grant Adv., Chicago, for the past 10 years.

Not Dead Yet

* READERS of the Columbus (Ohio) Dispatch have found WHOK Lancaster's radio program schedule for Oct. 26 listed under the heading "Deaths in Ohio." The erroneous but amusing listing occasioned a quip from Staff Announcer Paul Miller.

"Nothing short of an atom bomb could kill us . . . we're radio-active!"

Stronc NARBA Stand (Continued from page 31)

and giveaways. He foresaw the international situation as probably the most important problem in the industry in a better year.

The morning meeting was devoted to a discussion of station operating labor costs, led by Charles H. Dow, Washington, director of NAB's Employee-Employer Relations Dept. Craig Lawrence, general manager of WCOF Boston and District 1 employee-employer relations chairman, opened the session and then turned it over to William B. McGrath, managing director of WHDH Boston and member of the Employee-Employer Relations Executive Committee.

Delegates were invited to attend an Advertising Club luncheon at which Edward Reeve, manager of research projects at CBS, and Frederic Wile Jr., assistant to the NBC vice president in charge of television, were the speakers. The subject was "TV—Today and Tomorrow."

Emphasis on Business

Emphasis during the Monday sessions was on business as Maurice B. Mitchell, director of NAB's Employee-Employer Relations Bureau, told the delegates how to make sales and influence prospective clients. He discussed means of accelerating advertising in local markets and stressed the importance of knowing the system of distribution in acquiring national spot business.

The presiding officer of the day-long workshop meeting, which attracted complete sales staffs from many stations, was Herbert L. Krueger, commercial manager, WTAG Worcester and District 1 sales managers chairman.

The slide film, "How to Turn People into Customers," was shown at the Monday luncheon of the joint NAB-Radio Executives Club of Boston affair.

Earlier in the day, Dr. Kenneth H. Baker, acting president of BMB, explained the finer measurement of the second coverage study. He said that non-subscriber data would, for the first time, be available to subscribers and that comparisons never before possible could be made.

Dr. Baker set the time for release of the study in early December and said that stations which had not yet joined could still do so.

Carl Haverlin, president of Broadcast Music Inc., announced that recent popularity charts on records and sheet music showed BMI at an all-time high of 60%. He said four BMI tunes are now on the Hit Parade and that two of them got on straight from the grass roots.

Resolutions adopted by District 1 included commendations to Judge Miller, "for his championship of the principles of the right to speak freely and his able counsel"; to Mr. Haverlin, Roy Harlow, Lin Pate and other members of BMI, for contributions by the organization; and to Dr. Baker for his work with BMI.

The death of Harold Morrill, former manager of WLAG Lawrence, and the service rendered by him to the industry was noted, with the recommendation that tribute to him be inscribed in NAB records.

Appreciation was expressed to Mr. Fellows for his performance as director and to members of his staff for their assistance in contributing to the success of the meeting.

A further resolution extended pledge of full support to BMB, acknowledging the contributions of the bureau and the "great leadership" of Mr. Mitchell.

The resolutions committee included Carleton D. Brown, WTVL Waterville, chairman; Mr. Harrisson, and C. Glover DeLaney, WTHH Hartford.

Text of the NARBA resolution:

Whereas, the NARBA conference is now in session in Montreal for the purpose of effectuating new treaties to replace the one recently expired, and

Whereas, several proposals have been made, formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and

Whereas, the adoption of the proposed changes would be inimical to the interests of the United States broadcasters,

Now, therefore, be it resolved that the Government of the United States through its official delegation to the conference, reject any proposal which would result in changing the power limitations of the several classes of broadcast stations, and

Be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and the leaders of the Senate and House Foreign Relations Committees.

And, be it further resolved that the NAB take positive action to insure the continued operation of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of these United States.

Radio Dollar Time (Continued from page 31)

to the ABC figures of newspaper circulation will be shown.

This time, too, Dr. Baker informed his audience that data will be available so that a radio station will be able to get a complete picture of the radio listening in its coverage area, which should prove very important for sales. The bureau will make these reports readily available to buyers of time.

Present status of the study, Dr. Baker continued, is that there have been 857,000 returns from 362,000 mailpieces. The report will cover all cities over 10,000 population, and 40 more cities now having radio stations will be shown. The new study has averted the weakness of the first study which played down the fringe audience, but which is a very important audience. Tests will have to be undertaken to determine the county-by-county FM set ownership.

Dr. Baker said any station may join the bureau by making a payment retroactive to 1947, although new stations would make only a nominal monthly fee.

Sidney Kaye, New York, general counsel, Treasure Island, in place of Cari Haverlin, BMI president, revealed there are 30,000 recorded popular and folk music titles in his company's catalogue. Rollin Miller, BMI chairman, said that his company is working on variety continuities covering all kinds of music, is preparing 900 scripts and that a program builder of 8,000 tunes is being broken down into catalogues to be issued in February.

Mr. Hanna appointed the following committee to complete the Ja-ree-tee: Cy King, chairman, WEBR Buffalo; Bob Hanna (no relation), WGY Schenectady; William Moore, WBNX New York and Tom Brown, WVGX Geneva.

DIST. 16 PLANS

Johnson Named Co-Chairman

ALBERT JOHNSON, manager of KOF Phoenix, has been named co-chairman of annual NAB District 16 meeting to be held Nov. 28-29 at Paradise Inn, Phoenix. Calvin Smith, manager of KFAC Hollywood and District 16 director, made the appointment. Mr. Smith acts as other co-chairman of the affair.

Other committee heads named were A. E. Joeselyn, director of operations, CBS Hollywood, Sales; William B. Byan, manager, KFI Los Angeles, Television; Lee Little, president KTUC Tucson, Public Relations; William J. Beaton, manager, KIN-Dena, Unaffiliated Stations; Donn B. Tatum, vice president and counsel, Don Lee Broadcasting System, Employer-Employee Relations; Les Bowman, chief engineer, KNX Hollywood, Engineering; Richard O. Lewis, president and general manager, Kutar Phoenix, Resolutions.
Newscasts

(Continued from page 87)

be aimed at the teen-agers— with stories of interest to high school and college boys and girls including local school sports results.

Early in the evening we would have a portion devoted to “what shall we do tonight?”—including a capsule review of a new movie, what sports events are on, and highlights of the station’s own night radio program and, if TV is in the set-up, the best of the listings. At that hour it might well be done to remind the community of its competition, and the facilities and personnel available.

Each newscast should, of course, give a balanced newscast presentation in addition to the special feature.

Limitless Possibilities

Each cast should have a name—

Business Men’s Luncheon News, News for the Homemaker, etc.

These special feature “name” costs should be promoted until each has its special audience, as well as the general audience which all newscasts attract.

Secondly, radio news calls for an improvement of local news presentation.

The press associations do not and cannot provide adequate, up-to-the-minute local spot coverage. Many, if not most, stations depend, in the main, on what little (and late) the press wires carry on local news, plus clippings from the hometown newspaper.

No Large Staff Needed

Local news can be developed, without a large staff, utilizing to the fullest the tools that are now being made available to broadcasters in recent years. A top local story can be covered on the scene with wire or tape recorder and then aired, if necessary, comments by the casts. For fast-breaking and exciting regional news, the recorded telephone interview is tops for interest. And, finally, some local spot features to spice the news. The newspapers can’t cover such features every day, why not radio?

I started this article with a paraphrased adage and it’s as good a way as any to conclude.

There is an old one in the newspaper—news—news papers, features fold readers.

Why not in radio news—news brings listeners, keeps features coming back, too.

S E L F-W I N D E R

DULUTH, MINN.—“So I’m a crank when it comes to certain things,” admits Otto Mattick as he rolls along on his self-winding tricycle.

“And I’m all set to toss a monkey-wrench into the works if anybody even dare suggests that KDAL’s Hoopers aren’t far and away the highest in the Duluth-Superior Market.”

No fear of that, though, because KDAL completely dominates the audience hereabouts. This area is well worth selling, too.

And KDAL is the way to do it.
Respects
(Continued from page 36)
architecture to liberal arts.
By this time, Bill McGrath was sure of his chief interest. Working in association with the man who is now Dean Kenneth Bartlett and who heads one of the largest university radio schools in the country, Mr. McGrath helped in the formation of the Syracuse U. station. In 1942 he left the station and announced his departure to WSYR to take the job of managing director of this CBS station out to the West Coast. Bill McGrath was at work as night manager at KYW Philadelphia.

Joins NNEW
After a year there, he went to New York to join the yearling NNEW, as production manager. Shortly after, he became program director, holding that post until 1944 when he went into the commercial side as sales promotion manager.

During the decade Bill McGrath was with the New York independent station, it began its 24-hour-a-day operation, started such programs as Martin Block's Make-Believe Ballroom, and helped to give many vocalists their start.

Mr. McGrath recalls the time Miss Judis told him about a fellow who was singing with a small band which the station was carrying as a remote pickup from the Rustic Cabin in New Jersey. He called the fellow in, offered him a daily 15-minute program of his own. Tommy Dorsey heard the show and invited the vocalist to join his orchestra. It was Frank Sinatra.

In March 1946 the Boston Herald-Traveller bought WHDH, a 5 kw independent, and Mr. McGrath was asked to take over as managing director. He found, as he terms it, "nothing but a frequency." There were over 17 hours of daily programming to fill and tough network competition to fight.

"We had to start somewhere," says McGrath. "Somewhere" was to find someone who could take a block of time—two hours in the morning—and make it pay off in listeners and sales. "Somebody turned out to be Fred B. Cole, who emcees the station's most sales-producing program, The Carnival of Music.

Mapping out plans as he would a blueprint, Mr. McGrath's next step in building WHDH was to establish a new formula. This consisted of 21 daily five-minute news casts every hour on the half-hour, plus additional periods at 7 a.m., 6 p.m., and 11 p.m.

Sports Rights
Next, he set out to tie up as many outstanding sports features as possible. In quick succession, WHDH obtained the rights to air the Harvard football games, which had never before been broadcast commercially; then, the Boston Bruins hockey games, and finally the Boston Braves and Red Sox games.

WHDH is probably one of the few major stations of its size (now 50 kw) in the country which broadcasts every baseball game from start to finish. Although many stations consider such programming uncommercial, WHDH's manager believes that it is a sales proposition, especially with breaking news at crucial moments, more than compensates for any dollar loss that could possibly be involved," he says.

WHDH's Gross Zoons
Bill McGrath doesn't have to worry now about such things as dollar loss. In 1947, a year after he joined WHDH, gross revenue was up 80%. In 1948, it had increased 44% over the previous year. And so far this year, it's been running at a rate of 30% over 1948.

With four major network outlets in the area, Bill McGrath has reason to be proud of the show his station has made. Long associated with unaffiliated stations, he believes that—in addition to good programming, showmanship, and aggressive selling—part of the showing WHDH has made is due to the fact that it is an independent.

"Independent stations," he declares, "are in the best position to help the competition that will be experienced from TV." Previously, he explains, independent stations always conceded that their competition to leading network nighttime shows necessarily had to be limited and that their big audience-pulling job had to be done between 8 a.m. and 8 p.m.

"The picture's changed now, though," affirms Mr. McGrath. "TV stations are drawing nighttime audiences from the network stations. And stations folk are getting tired of the comedy and variety on video, they want something easy to take so they can carry on the rest of their evening socially." He believes that the WHDH formula of music and news is the answer, as shown in increased nighttime ratings for the station.

Although the architect-turned-broadcaster has been away from a drafting board for a long time now, he still likes to try his hand at an occasional blueprint and was very instrumental in the layout of the new WHDH studios. The layout consists of a central "island" which contains all the studios and is surrounded by all the offices. These are laid out in the order of departmental flow of business, making for more efficiency and saving valuable time in the development of a program from an idea to the finished product on the air.

Probably one of the industry's youngest men to wear the 20-year pin, Bill McGrath was born April 5, 1911, in Brooklyn, New York. He attended school there until 1927 when his family moved to Boston. After one year there they moved to New Jersey, where Mr. McGrath attended the East Orange High School before going on to Syracuse U.

Home for Mr. McGrath now is Saugus, Mass., where he lives with his wife and two children, Marylin, 7, and William Frederick, 16 months.

For relaxation Mr. McGrath likes to fish, preferably, for tuna, and has an answer for anyone who gives up a good poker game. But his hobby, he claims, is AM radio.

He's on the Employee-Employer Relations board of NAB and was first president of the Radio Executives Club of Boston, formed last year. He finds time for civic duties also and this year is serving as radio chairman of the Red Feather Campaign in metropolitan Boston.

Broadcasters' Panel
PANEL discussion on children's programs will be furnished by the Southern California Broadcasters' Assn., at a Rancho Santa Anita Parent-Teachers' meeting tonight (Nov. 7). Speakers will include William D. Curtin of Hollywood, assistant director of public relations; Martha Gaston Bigelow, account executive, KFOX Long Beach and regional chairman of Assn. of Women Broadcasters; Mary Dick Nelson, star of KFAC Hollywood Uncle Worn Bill program; Jeanne Gray, KMPC Hollywood commentator.
WOR-tv

Channel 9,

New York

one of America's great television stations
Starts regular telecasting NOV. 15... with "Clear Sweep" coverage of the San Francisco Bay Area.

KRON TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location — atop San Bruno Mountain, bordering the San Francisco-San Mateo County line — is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest... mounted on a tower which is 1,461 feet above sea level.

KRON-TV will present top NBC network television programs, assuring strong audience tune-in from the outset. Local programming, including some day-time television, will also be outstanding. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

* Represented nationally by FREE & PETERS, INC... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco.
COLOR TESTS

A WEEK'S DELAY IN the sched-
uled November 14 comparative de-
monstrations of color television sys-
tems was reported agreed upon last
Thursday afternoon in a meeting of an FCC-industry committee with
FCC Chairman Wayne Coy.

Participants said postponement
until the week of Nov. 21 was de-
cided upon when it became evident
that, otherwise, arrangements
could not be completed in time to
permit side-by-side originations by
the rival RCA and CBS color cam-
eras and the black-and-white
equipment of Allen B. DuMont Labs.

Since the Thanksgiving holiday
falls that week, it was assumed the
comparative shows would get under
way on Monday. They are expected
to last about two days and will be held in the studios of
RCA-NBC's WNBT (TV) Wash-
ington. No outside pickups are
planned.

The decision came at the end of
the week of FCC's color hear-
ing, after two days of testimony on
behalf of DuMont, opponent of immediate standardi-
ization of color. Testimony high-
lights included:

- Assertion by Dr. Allen B.
DuMont, head of the manufactur-
ing and TV broadcasting firm, that
uncertainty over color and the
VHF monochrome freeze have for-
ced DuMont to curtail trans-
mitter division activities and per-
sonnel and to hold back set manu-
facturing by at least one-third.
- Reiteration that it will be
"10 to 20 years" before there is "a
nation-wide system of color tele-
vision which would be of high quality, re-
liability and comparative cost as we
have today in our present black-
and-white system." Dr. DuMont
felt, however, that "we could have
the start of a system within the
next 10 years."
- Denial that manufacturers
and broadcasters are "holding back
color television for their own
selfish interest," despite charges

IN THIS TELECASTING... Comparative Color Tests Delayed 3 Scholarly Success Draws Women 4 Sight-Damaged TV Authority Witt Leaves KNTV for CBS 7 Greg Bick Takes HBC Report Garden Center Photos WOGC-TV Davenport Now on Air 12 DEPARTMENTS Film Report... 5 Tel-Tell... 6 Reel Talk... 7 Telestatus... 10

Page 49 • BROADCASTING

Pointing out that the western
regional and/or local advertiser
"has been kicked from pillar to
post" by the radio networks
through preemption, Burt Oliver,
Hollywood manager of Foote, Cone
& Belding, told the Academy of
Television Art & Sciences' second
annual seminar Nov. 1, that he
hoped this could be avoided in
television.

Mr. Oliver said he didn't think
13-weeks protection was ample re-
ward to the advertiser concerned.
Noting that the majority of the
TV advertisers are in spot or
participations, he nevertheless
advised that from this area would
develop some of the medium's
prime customers of the future.

He felt that it was now pos-
sible to evaluate TV in its true
light as an effective advertising
medium capable of doing a job,
just as other media like print and
newspapers. Mr. Oliver felt that
there was little evidence to support
the belief that radio would be elim-
inated by television, instead he
feared that the two complement each
other.

SPONSORS’ ROLE

Discussed at L. A. Seminar

Mr. Tatum

Others participating in the day-
long sessions were: Les Hoffman,
president of Hoffman Radio Corp.;
Harry Witt, general manager of
KTTV (TV) Hollywood; Bernard
Ebert, Stokey Ebert Produc-
tions; Herb Strock, IMP-
PRO; Donn Ta-
tum, vice presi-
dent and general counsel of Don
Lee Broadcasting Sys-

tem; Roy
Brewer, Interna-
tional Repre-
sentative of IATSE; Hal Evry,
Wood-
city College.

Mr. Ebert, in discussing live
production, said that experience
has emphasized the importance of
considering the intimate nature of
the medium. Further he said that
televison's greatest need is writers.

Mr. Strock, speaking for the
film side, said "our problem is
unions." He went on to show how
the high wage levels of the movie
unions drive production film costs
up.

Mr. Tatum covered several of
the legal aspects of television growth
with particular emphasis upon the
ASCAP negotiations. He
expressed the hope that all union
problems could be peaceably solved.

Summing up the position of
IATSE, Mr. Brewer felt that its
members had already made con-
siderable concessions to TV film
makers. But he voiced a strong
hope that IATSE will succeed in
extending into television, not only
at the film end.

Mr. Witt noted that the Los
Angeles market already represents
a $10 million investment involving
the city's seven stations. These,
he pointed out, are supplying set
owners with 190 hours of programs
weekly. He cited this as an
urgent need for greater research
into listener habits with so much
already at stake and more to come.

CHARGED to the task of working
out a program for the comparative
demonstrations, discussed the plans
at some length. Final program plans
are now being developed.

Dr. DuMont, winding up his
firm's direct testimony at the
Thursday morning session of the
hearings, urged that the color
question be settled "one way or the
other," that the VHF freeze be
lifted at once, and that FCC en-
courage extensive color experi-
mentation before standards are set.

He said he believes in color.
But both he and Dr. Gold-
smith emphasized their view that
a standardized color system should
have essentially the same charac-
teristics as the present monochrome
system, plus color.

"We believe that before stand-
ards can be set," Dr. DuMont said,
"several stations should be in op-
eration for some six months to a
year transmitting regular pro-
grams with at least several hun-
dred receivers in the field for each
station."

On the same theme, Dr. Gold-
smith had told the Commission
that the entire industry should in-
crease of Telecasting 8)

November 7, 1949

TELECASTING • Page 3
WMAR-TV ENTERS THIRD YEAR AS BALTIMORE TV PIONEER

By J. FRANK BEATTY

THE CITY of Baltimore, traditionally famed for its monuments, seafood and marble stoops, has a new and thoroughly modern claim to national fame. It is a television claim: Largest TV percentage of total radio audience.

WMAR-TV, the Sunpapers' video operation, proudly proclaims this Hooper finding and recalls that the number of sets in the city has increased from 1,800 to 88,000 in the two years the station has operated.

As the first TV station to take the air in the city—its second birthday was celebrated Oct. 27—WMAR-TV calculates there are 350,704 Baltimoreans watching television every day, figuring four viewers per set. That's only a few thousand short of the daily circulation of the two Sunpapers, and the newspaper end of the business is 112 years old.

The Hooper finding shows that video viewers accounted for 33.4% of the combined radio and TV evening audience in Baltimore during August and September. New York was runner up with 31.9% and the national average was 19.7%.

The Sunpapers are accustomed to doing things in a big way and have a million dollars invested in radio and television. Their prewar radio dreams culminated in postwar applications for AM, FM and TV stations. The TV application was filed March 7, 1946, and two months later the A. S. Abell Co., operating company, had itself a TV CP.

Neil Swanson, executive editor of the Sunpapers, had the station on the air Oct. 27, 1947, as one of the first dozen commercial TV operations in the United States. When the TV license was granted April 20, 1949, it became the seventh station to get this FCC document.

Late October apparently is a period of action around the Sunpapers' extensive quarters. The Abell company selected this Oct. 26 as cornerstone-laying day for a vast new plant to house its newspapers. This project is to be completed next summer and WMAR-TV officials are licking their chops in contemplation of some choice square footage in the present three-building array.

The lone large WMAR-TV studio has all the latest equipment in its 1,340 square feet but station officials will feel a little easier about their 56-hour program week when more space becomes available. The transmitting end of the business is more amply housed on the 34th floor and in the cone of the Mathiessen Bldg., a few steps away. This building is described as the tallest south of New York.

WMAR-TV has an FM affiliate, WMAR, separately programmed 97 hours a week and feeding during daytime hours a fleet of 60 buses equipped with transit receivers. An AM CP was granted by the FCC (1 kw on 850 kc unlimited) but the Sunpapers dropped it a year ago because there already are eight AM outlets in Baltimore, selection of a transmitter site was headachy and the station didn't want a third radio operation at that particular time.

Once the TV transmitter was in good working order back in 1947, the Sunpapers started looking around for a top-flight radio director. They selected Ewell K. Jett, an engineer of three decades experience and a member of the FCC who had joined the old Federal Radio Commission in 1929 as an engineer and had risen to a commissionership. Mr. Jett took over Jan. 1, 1948, and carries the title of vice president and radio director of the Abell company. Paul Patterson is president with William F. Schmick executive vice president.

On Mr. Jett's executive staff are Robert B. Cochrane, program director; Ernest A. Lang, commercial manager, and C. G. Nopper, chief engineer. Mr. Cochrane was obtained from the Sunpapers where he had been Tokyo bureau manager. Mr. Lang came from the Sunpapers' advertising department. Mr. Nopper was at WFBF Baltimore before the war, reaching WMAR-TV by way of RCA and Bendix.

In all, the staff comprises 96 persons. It's a stable operation, with scarcely any turnover. Six employees have been added in the last year, all for the transit end of the business. Thirty-eight members work on the technical side of the combined stations.

Four sponsors dominated the commercial schedule when WMAR-TV did its first programming Oct. 30, two years ago. They were Huy department store, Diamond Jim Brady, Joseph Zamosi Co., Baltimore and Washington Philco distributor, and National Brewing Co. All have remained on the WMAR-TV customer list, especially National Beer which sponsors 5½ hours a week of WMAR-TV time.

Business has steadily increased,
Mr. JETT
*
*
*

and WMAR-TV now has 79 sponsors compared to 68 a year ago. The station thus has enjoyed a 62.5% increase in number of advertisers in the last year, along with a rise of 286.2% in commercial hours and 286.36% in paid spot announcements. The Class A one-hourly rate on rate card No. 4 is $400 compared to $200 two years ago.

Commercial programming in September totaled 116 hours 23 minutes (45.2%) compared to 142 hours 2 minutes of sustaining and another 108 hours 33 minutes of test pattern transmission.

ROSS TV income for the first nine months of 1949 ran 164.5% above the parallel period in 1948. When WMAR-TV celebrated its second anniversary, it noted that 201 commercial programs were carried in September compared to 69 in September 1948. The increase in business has been steady and WMAR-TV's executives appear to be fulfilling their dreams in which the normal redish tints of TV bookkeepers segue into blackish hues. They deny any such aspirations but admit under pressure that WMAR-TV's business progress is highly encouraging in this three-station television city (WBAL-TV took the air in February 1948 and WAAM (TV) celebrated its first anniversary last Tuesday).

WMAR-TV likes to talk about its "firsts," and has a long list of them. One of these is the Sports Parade, three-hour afternoon program which WMAL-TV Washington picks up off the air. The stations exchange off-the-air programs frequently. Bailey Goas and Jim McManus have developed many gimmicks and routines on the Parade and their following extends over a wide area. National Beer has an hour five days a week plus two hours on Saturday, with participants using the remaining time. Baltimore is a "horse" town and the folks take their racing seriously. So WMAR-TV picks up Pimlico, Laurel and other tracks regularly with the aid of two mobile units.

The remote trucks have a two and a three-camera chain, along with 4-ton air conditioning units and three 7000 mc microwave relay transmitters. They are used at Annapolis via a platform on one of the Navy's wireless towers. At the tree-surrounded Johns Hopkins field the relay is beamed through a 15-foot hole cut out of the foliage. Chief Engineer Nopper's crews have gone out on a total of 536 remote assignments, including 100 trips to the races, 69 basketball games and 102 wrestling matches. They make good use of a Zoomar lens carrying Serial No. 1.

As part of a news-minded operation WMAR-TV has recorded current history with vividness and without much regard for expense. The first TV news film was telecast on the station's first programming day two years ago and it has never missed a daily film edition. Over 180 miles of 16mm film have been processed in visually narrating thousands of stories.

The elaborate film department has produced eight series of documentaries, five of which have been used on CBS, with which WMAR-TV is affiliated. Subjects include slums, military operations and displaced Europeans.

Every Saturday evening an amateur show is picked up live from the stage of the Center Theatre, between pictures. Mr. Nopper's crew has only 10 minutes to set up and five to get off the stage after the program ends.

WMAR-TV boasts many success stories—a stack of them told weekly in quick form via white space in the Sunpapers. The Baltimore Window Shade & Awning Co., for example, is constantly astonished that its Miss Evans is kept busy all week answering phones because of one minute of advertising.

Last August Mr. Nopper handled the pickup and transmission from Johns Hopkins Hospital for TV color demonstrations in Washington, using CBS and Zenith-built color equipment. The WMAR-TV signal was picked up in Washington below the horizon.

The three-battwing TV antenna atop the Mathieson Bldg. was built at the rooftop level as a jack pushed it up through the cone. The antenna has a gain of 3.4. The RCA pylons also support an FM radiator, with top of mast 88 feet above the roof and 591 feet above the street. WMAR-TV claims it was first to use a break-front TV transmitter as it fitted the RCA equipment into the cone. It uses RCA equipment throughout. A microwave dish antenna can be aimed in any direction from the transmitter room 80 feet below. Two 100-watt red lights welded to the tower can be controlled from below if the beacon fails.

Getting down to vital statistics, WMAR-TV operates on Channel 2 with 16 kw radiated power. It is represented by The Katz Agency. An offset carrier arrangement has been worked out with WCBS-TV New York to minimize interference.

That's an amazingly low price...especially when you consider that television is the fastest growing, most effective sales medium in the world. Obviously, you can spend many times more, but it is possible to demonstrate your product in the living rooms of thousands of Chicago homes for this small amount.

Remember too, the number of Chicago television set owners is increasing—thousands a month. Many advertisers—local, regional and national—have recognized the tremendous potential of this ever-expanding audience. And more and more advertisers have turned to WGN-TV. Advertisers know WGN-TV is the station that's TOPS in technical equipment—TOPS in production "know how." As a result, WGN-TV is first in commercial time sold—first in local programming.

WGN-TV's advertisers are both large and small. There's a place for your sales message on television at a price you can afford, so join the trend to WGN-TV in Chicago—where Channel 9 is more than a number...it's a habit.
Kathi's Daytime Success

By BRUCE ROBERTSON

On Nov. 1, 1948, a new video program, Your Television Shopper, made a tremendous debut on WABD (TV) New York as a half-hour Monday-through-Friday midmorning telecast. Like most of the other programs in WABD's inaugural daytime schedule, Your Television Shopper started out as purely sustaining. Furthermore, it started out at 10:15 a.m., a time then considered anachronistic for a TV show as if it had been the year 1015 A.D.

On Oct. 31, 1949, 52 Mondays later, Your Television Shopper had become an established success. Its daily telecast time had stretched from 30 minutes to a full hour. Its list of participating sponsors had reached the SRO point, with a waiting list of five. And, on that day a New York department store, Saks 34th, paid the sincerest tribute to the program's success by assuming sponsorship of its first half-hour, across the board.

Like most successful ideas, that on which Your Television Shopper is based is simple: All women love to shop. Few women have enough time to do all the shopping they would wish. The women whose shopping needs are greatest, housewives with growing families, have the least time for shopping because of the restrictions of their houses and families. Therefore, let them do their shopping at home by television.

Like most successful plans, that of Your Television Shopper is appropriate to the medium of its execution. Printed advertisements could picture household products; radio commercials could describe them; stores could demonstrate them to women present in the stores, but only television can make mass demonstrations to women at home and only daytime television can reach an almost all-feminine and therefore almost all-interested audience.

Like most successful programs, Your Television Shopper is easily produced. Two sets, simulating a living room and kitchen much like those in the homes of the program's viewers, provide suitable backgrounds for the display and demonstration of products of interest to mothers and housekeepers. These sets, which require no changing from day-to-day, are located at right angles, so that a camera can switch from one to the other with a simple 90 degree turn.

The most successful creations, Your Television Shopper, centers upon a personality, Kathi Norris, who conceived the idea, who conducts the daily hour-long telecast and who supervises what is the most important and by all odds most strenuous part of the entire operation, selecting the products to be telecast and the guests to be interviewed. During the program's first year on the air, Miss Norris has presented to her shoppers-at-home well over 4,000 articles, more than nine-tenths of them unsponsored, and interviewed some 600 guests. Starting out unaided, Miss Norris now has a staff of seven, with Babas Donigan as coordinator.

Each broadcast opens with Miss Norris seated at a kitchen table, inviting her audience to join her in a second cup of coffee, an invitation that leads naturally into a plug for Aborn Coffee, whose maker sponsors five participations in the program each week. From that point on, however, anything can happen. One program may be focused on a single theme, such as the early October telecast devoted to a preview of the new Christmas toys. The show's normal pattern, though, is for Miss Norris to show a variety of items, clothes, toys, kitchen gadgets and what-have-you.

Similarly with guests, she usually has two or three and talks to each for five minutes or so, but on occasion she has given almost all her time to an unusually interesting or important visitor. The best example of this was Kathi, Pamela and Husband Wilbur Stark celebrate Pamela's birthday. In fact, when a non-sponsored item explains itself through being seen, Kathi's description often sounds like Habitant Soup's commercial of name, price and point of sale of every item she demonstrates. It would be difficult for a newcomer to the program's audience to tell which products are sponsored items on the program and which are not, because of the formal treatment of the sponsored wares, with which her regular followers are of course familiar.

Draws Women Viewers in A.M.

In fact, when a non-sponsored item explains itself through being seen, Kathi's description often sounds like Habitant Soup's commercial of name, price and point of sale of every item she demonstrates. It would be difficult for a newcomer to the program's audience to tell which products are sponsored items on the program and which are not, because of the formal treatment of the sponsored wares, with which her regular followers are of course familiar.

Now that the first half of the program is sponsored in its entirety by Saks 34th, all items (Continued on Telecasting 15)

Page 6 • TELECASTING
WITT TO CBS

Latest KTTV (TV) Change

HARRY W. WITT, general manager of KTTV (TV) Hollywood, has resigned to rejoin CBS Hollywood on Nov. 15 in a "special television development assignment." It was announced Thursday by CBS and the Los Angeles Times.

Norman Chandler, president of KTTV Inc. (51% owned by the Times and 49% by CBS), did not announce Mr. Witt's successor but Harrison Dunham, attorney for the newspaper, is expected to be acting manager pending a permanent appointment.

Howard S. Meighan, CBS vice president and general counsel, declined to elaborate on the specific nature of the appointment of Mr. Witt, who before joining KTTV was assigned general manager of CBS Hollywood. Mr. Witt joined CBS in 1936 as sales manager of KNX Los Angeles, having previously served as manager of KBG San Diego and sales manager of KHJ Los Angeles.

Others Who Left

Four members of the KTTV staff had resigned previously, including Robert Forward, program director; Charles Brown, production director; John Decuir, production designer and Ted Stell, set designer. Mr. Forward has been replaced by Bob Furstell, formerly public service director.

Published reports that the changes indicated dissatisfaction between CBS and the Times were denied by Mr. Meighan in his return to New York. He said: "There is not the slightest ground for comment concerning any disagreement between CBS and the Los Angeles Times."

CRUSADE FILM

For Local Sponsorship

RE-EDITED copies of ABC-TV's Crusade in Europe are being made available for local sponsorship to the network's affiliates, starting the second week in January 1950.

According to Murray C. Grabhorn, ABC vice president, the network, which has exclusive rights to the series, will present it again in response to public demand. The first showing of the 26 episodes was sponsored on the network by Time and Life magazines. Because of the marked increase in the number of video viewers since the series' inception, it was felt the additional exposure would be an opportunity to see the program. Several new ABC-TV affiliates also have requested the repeat telecasts, Mr. Grabhorn said.

COMEDIAN Charles Ruggles (l), star of new The Ruggles show on KECA-TV Hollywood, is welcomed to ABC television by Robert Laws (r), the network's Western Div. general sales manager. Group includes (l to r) Mr. Ruggles; Don Lauritzen, president of Rockett-Lauritzen agency; D. B. Lewis of Lewis Food Co., sponsor of program for Dr. Ross Dog Food, and Mr. Laws.

TV AUTHORITY

Screen Extras Join SAG In Opposition

LINING up with its big brother—the Screen Actors Guild—the Screen Extras Guild last week announced its opposition to the proposed shape of the Television Authority plan being of the Associate Actors and Artistas.

In a letter to its members, SEG attacked TVA first on the grounds that "it would be completely or almost completely controlled from New York." It also pointed out that TVA would require "new dues to do work you can do now as a member of Screen Extras Guild." And it warned members of the sapping effect the new "super union" would have on their present organization.

Meetings are now being held in many cities across the country to explain to actors the need for a Television Authority to serve as one big union for video talent. The meetings are being held in advance of a Nov. 16 session of the 4A's International Board at which creation of the TVA may come to a vote.

Definition Differences

Essence of the differences between the live and film unions arises from the definition of film. SEG contends that live performances are those which air directly upon presentation, as well as those which are kinescoped for one showing in non-cable cities. Likewise the "live" unions recognize theatrical film as the province of the film unions.

The source of debate arises from what the two groups have come to identify in discussions as "the grey area." SEG contends that all programs which are kinescoped with the intent of more than one showing per market marks them as a film result, regardless of the technical process which made it possible. Live unions are reluctant to concur with this.

While this is not a present problem, SEG intends to get this clarified from the beginning. In this respect, SEG joins SAG, additionaally ranked by "the minimalizing of its interest" in the various discussions inspired by the Eastern "live" unions.

Admitting its stand alongside of SAG, SEG_scores TVA "as an unholy jurisdictional raid ... warning the selfish promoters of the proposed Television Authority that the film guilds will resist . . . this attempt to build a new empire-wielding control over all actors."

The newsletter contends that SEG and SAG have offered "complete cooperation with any branch of the 4A's selected to handle union affairs of performers in live television shows." And it further reports that "mutual interchange-ability for television" has been offered to avoid payment of additional dues in working back and forth between live and film. Both film guilds reportedly also have offered to "submit to impartial mediation."

They also warn of the dire consequences which would result "from forcing a jurisdictional war on all performers." They recognize that in such a state of performer affairs all would "suffer." In view of this they report to their membership that both guilds "have appealed and it will come to appeal to the promoters of Television Authority to settle the dispute in peaceful manner."

The Screen Actors Guild is due to meet Nov. 13 in its annual membership meeting.

The live actors unions, seeking to establish the TVA, are: American Federation of Radio Artists, Chorus Equity, Equity Assn., American Guild of Variety Artists and American Guild of Musical Artists.

INTERNATIONAL board of the Associated Actors and Artists of America, in a meeting in New York Oct. 26, ducked putting to a vote the creation of a Television Authority until Nov. 16.

Instead, a resolution postponing until that date action on the TVA, which would be one big union for all video talent, was offered and passed unanimously. The motion to postpone thus got the "live" actors and the film actors in agreement at least on a "not right away basis." It has been the disagreement between these two groups over TV film jurisdiction which has stymied efforts to launch the TVA.

Before the Oct. 26 meeting, it was freely predicted that a motion to bring the TVA into being, regardless of opposition of Screen Actors Guild and Screen Extras Guild, would be made. Once in being the TVA would mediate its differences between itself and the screen production.

Apparently to head off the scrap that has been developing between the 3,000 screen players and the 30,000 movie actors (the latter, members of Actors Equity Assn., Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists) the motion to postpone was offered. The resolution, according to Paul Diulzello, 4A's president, stated action to postpone was being taken "to preserve continued unity among 4A's unions in the interests of the public and of our entertainment profession."

The board also decided that during the three-weeks postponement of action on TVA, membership of the 4A's unions will be called in 12 key cities "to afford a forum for full discussion by all sides of the current issues, and to educate all 4A's members on the problems and methods of organization in the new field of television."

Such membership meetings are to be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

ON ROBBERS

YANKEE STADIUM sold out for the pennant-deciding game between the New York Yankees and Boston Red Sox, as reported 82.2 rating for WABD(TV) New York by The Pulse Inc., New York, on the game's video audience. The rating is believed to be the highest, it was reported on a regular season baseball telecast, according to the station, disproving claims by some members of organized baseball that TV robs the stadium box-office.

Page 53 • BROADCASTING November 7, 1949
Color Tests

(Continued from Telecasting 3)

The DuMont president charged that, in the current proceeding, "for the first time, the Commission is asking the industry to do something it is not ready to do."

He said "the manufacturers and broadcasters who have developed television to its present state of public acceptance are being accused of holding back in their own self-interest," but that "I do not believe this is so."

His testimony brought sharp questioning from Comrs. Robert F. Jones and Freda B. Hennock, who have been outspokenly critical of witnesses opposing prompt color authorization.

Dr. DuMont said he didn't regard overruling as a solution to the problem, and that if the CBS system were adopted then "factory recall," or else the establishment of factory-controlled service stations throughout the nation, would be necessary to make the change-over for existing sets.

Recalling Sets

For a manufacturer today, he said, the necessity of recalling sets to the factory in many cases "would put us out of business."

He said RCA's system does not provide reception which compares with the quality of present-day black-and-white, and "to my mind, it has a long way to go before it can provide a satisfactory picture."

His objections to both the RCA and CTI systems were that "they are too complex and have extremely difficult registry problems." He said neither nor the CBS system has been adequately field-tested, and he also questioned whether difficulties involved in converting sets having tubes larger than 13 1/4 inches.

Neither Dr. DuMont nor Dr. Goldsmith thought much color progress would be made "until experimental stations get on the air and transmit test patterns and programs on a regularly scheduled basis."

Under questioning by Comr. Paul A. Walker, Dr. DuMont said he might "go along" with the CBS color principles if the 525-line standard were followed.

Consider TV Status

The DuMont chief made plain that he thought FCC should consider the present status of the television industry and the people working it in. Uncertainties about color and the VHF freeze, he said, have resulted in DuMont not scheduling the 40,000 color sets which it expected for production this year. He said its transmitter division personnel is being cut from about 300 to about 100.

Dr. Goldsmith's testimony for the most part was in presentation of the prepared statement and exhibits which he tendered the week before [Broadcasting, Oct. 31].

He said DuMont is working on a direct-view tube and also has offered to purchase the patent rights to the one described by Dr. Charles Willard Geer, U. of Southern California physics professor, earlier in the hearing. Dr. Geer, he said, "was loaned to certain phases of development of his television receiver, but DuMont does not consider it a pressing matter because "we are more interested in the tube's technical developments."

Indeed, he thought the direct-view tube may not be the ultimate answer in color TV. "There may be other inventions which would make the tube obsolete," he said. Dr. Goldsmith reported that DuMont is working on several potential color techniques, attempting to combine "the best points of each while adding new developments.

He said DuMont has a patent pending on certain phases of development of a direct-view tube, and, in another connection, disclosed that "negotiations are now under way with Polaroid which may lead to patent rights."

No hearing is scheduled today.

A NUMBER of lung operations telecast via WDSU-TV New Orleans highlighted the 13th Congress of the International Society of Surgery in the Crescent City last month. The operations, performed at Charity Hospital, were shown to members of the congress in an improvised theatre in a hotel several blocks away. All equipment in the operating room was sterilized and cameras, announcers and engineers were dressed in surgical dressing gowns and masks. The telecasts were closed circuits sponsored commercially by Sharp and Dohme.

COLOR TV

No 'Acceptable' System Devised—Bonfig

NO "acceptable" system of color television has been devised, H. C. Bonfig, vice president of Zenith Radio Corp., told members of the Kansas City, Mo., Co-op Club Tuesday, in the President's Hotel when we will have commercial color black-and-white, Mr. Bonfig said the public should be able to get "at least a good black-and-white picture from colorcorts on receivers now installed, and that sets should be able to be converted "at moderate cost."

Turning to other aspects of TV, Mr. Bonfig termed programming, "with its production headaches and high costs, the biggest worm in the apple. Television is an economic monsterity, because of its spectacular popularity coupled with enormous losses experienced by telecasters," he said.

"The only solution," according to Mr. Bonfig, is to give TV a Hollywood movie and a box office, and "in another field, a type of television camera should be able to be converted "at moderate cost."

Describing how Zenith which built 75 sets for CBS at a contract price of $1,000 per set, he explained that the firm lost $15,400 on the order, despite its experience in color for several years. Manufacturing cost alone was $1,700 each.

Calling for a system of color which will be compatible with television has been devised, H. C. Bonfig, vice president of Zenith Radio Corp., told members of the Kansas City, Mo., Co-op Club Tuesday, in the President's Hotel when we will have commercial color black-and-white, Mr. Bonfig said the public should be able to get "at least a good black-and-white picture from colorcorts on receivers now installed, and that sets should be able to be converted "at moderate cost."

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Calling for a system of color which will be compatible with
KLAC-TV BOOST
 Starts Daytime Schedule

STARTING today (Monday), KLAC-TV becomes the second Los Angeles area station with a daytime schedule. KFI-TV, pioneer all-daytime operation telecasts seven days per week six hours per day.

In making the announcement, Don Fedderson, vice president and general manager of KLAC-TV, said the five-weekly format would be informal, featuring Al Jarvis, disc m.c. in his long established Make Believe Ballroom (1:5:45 p.m. PST). (KLAC will be heard by those who cannot afford to miss this long-established show.

The move is expected to attract a large number of viewers to the station, and at prices which they can afford through use of established disc jockey format spotted with guest appearances of recording and other talent. It is felt that cost of production will be held to the barest minimum.

DON LEE ON COLOR
 'Not Practicable' Yet—Glett

"DON LEE wants color, invites color and looks forward to color, but is now satisfied that it will not be practicable for some time to come," Charles Glett, Don Lee Broadcasting System TV vice president said on his return to Hollywoer from the color hearings. Washington.

Extending his remarks Mr. Glett said, "We are now devoting our full efforts to the black and white plans which were held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action but Mr. Glett said television will never reach its peak until color is added. Some of the demonstrations in Washington he said were "eye-openers in their beauty and import."

TV Relay Link

CONSTRUCTION is under way on a radio relay link between Dayton and Indianapolis which will take network television to Indianapolis about Oct. 1950. Ralls will not report. Link will be connected at the same time with projected coaxial cable from Indianapolis southward to Louisville.

Page 55 • BROADCASTING
WITH the 1949 fall television schedule in full swing, Milton Berle continues to be high man on the rating totem "pole," Arthur Godfrey, with his Talent Scouts program, ran second in Baltimore, Philadelphia and New York, with Tommy Dorsey taking third place in Washington. These facts are disclosed in a survey of the Oct. 16-23 period just released by the American Research Bureau, Washington.

The firm, which now operates in all four cities, uses the viewer diary method for its surveys. Five hundred diaries are placed in each city and a complete new sample is chosen for each study. Random sampling is done in each city until 500 TV set owners are located. Diaries are then placed by mail several days before the test weeks.

American Research Bureau interviewers then contact the home the day before the test week to make sure the family understands the diary's purpose and how to keep it. Later in the test week the family is again contacted to make sure no difficulties have developed.

ARB ratings for specific programs give the percentage of the total number of diaries finding the program. It is possible to project the rating figures to the approximate size of the audience per city by multiplying the number of TV homes in the city by the percentage rating and by the numbers of viewers per set. A viewers-per-set figure is included for the top rated programs in each time segment. The audience composition—by men, women and children—is included for the same programs (Table II).

Milton Berle received his highest rating in Philadelphia where, according to ARB, 77.6% of the set owners were viewing his Texaco Star Theatre (Table I). In Baltimore the rating was 73.2 with New York, 68, and Washington 64.1. Godfrey's Talent Scouts also received its highest rating in Philadelphia, 62.5, with Baltimore and New York following at 57.7 and 61.2, respectively. In Washington, where the program rated third, 45.2% of the set owners were viewing. The set of the Town was Washington's second most popular TV program during the test week, with 45.7. The same program was third in Baltimore and New York and fourth in Philadelphia.

Stop the Music, which has dropped from its highly rated radio days into late 1948, is generating better televisionwise. The program is placed third in Philadelphia by ARB, with 56.5, and is fourth in Washington, fifth in Baltimore and eighth in New York.

Although not at the top of the list, children's programs are included in the top 10 for all four cities covered by American Research Bureau. In Washington, the Sunday presentation of Hopalong Cassidy took eighth place with 35.2 and Frontier Theatre tied (with Original Amateur Hour) for tenth place with 33.9. One children's program rated in the top 10 for Baltimore—Super Circus with 37.3. Philadelphiaans placed TV Teen Club as eighth with 48.1 and another program designed for the small fry, Frontier Playhouse, was ninth with 47.9. The Sunday morning Children's Hour ranked tenth in New York with 32.8, the only Kids' show in the top 10.

Not only is the Texaco Star Theatre the leader in share of audience, it also is one of the top five in viewers per set. In New York there were 4.65 viewers per set during the hour-long show. Only program to outrank it in this respect was Super Circus which averaged 5.05 viewers per set in New York.

A comparison of the program rating and viewers per set tends to show a negative correlation—that is the programs with the highest ratings do not always have a large number of viewers per set. Super Circus is a good example. The program, with its 5.05 viewers per set, has a rating of only 11.65—not outstanding when compared with other children's programs in New York. Sports telecasts also follow this trend quite noticeably with many programs showing a high number of viewers per set and a low rating.

New York Pattern

A study of the number of sets in use in New York shows a very definite pattern in televisioning Monday through Friday. From the start of the telecasting day until approximately 6 p.m. the sets in use show a steady rise. At 6 there is a sharp drop and this trend continues until 6:30 or 7:00, depending on the day. A slow increase in sets in use is seen until 8 when a very marked jump is evidenced. Between eight and ten the figure is consistently high but figures for individual time periods depend on the programs presented. From 10 until signoff the sets in use decline.

Saturday and Sunday televisioning in New York does not show such a definite pattern and is probably more dependent on the programs presented. Saturday after-

noon is shown by American Research Bureau to be relatively stable in both sets in use and viewers per set. Football telecasts were the dominant fare during this period. As the games ended sets in use dropped until late afternoon when the children started watching their programs. Viewers per set also increased at this time. After a decline for the evening meal the sets started coming on again and the viewing set per set increased. Although not as many sets were in use on Saturday night, the viewers per set were generally higher than during the week.

Sunday morning viewers rated the Children's Hour very highly when only one station was on the air. In the afternoon another single station was in operation, showing only film. Viewing during this time was fairly constant although not at 6. Five p.m. three stations were in telecasting and sets in use and viewers per set increased markedly. Between 6 and 7 p.m. sets in use declined but viewers per set remained above 3.5. The sets then started coming on again and followed approximately the pattern of viewing during the week. Viewers per set, however, generally remained higher according to American Research Bureau.

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**Table I**

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>Viewers per set</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Milton Berle (Texaco Star Theatre)</td>
<td>64.1</td>
<td></td>
</tr>
<tr>
<td>2. Godfrey's Talent Scouts</td>
<td>47.7</td>
<td></td>
</tr>
<tr>
<td>3. Toast of the Town</td>
<td>57.7</td>
<td></td>
</tr>
<tr>
<td>4. Godfrey and His Friends</td>
<td>51.0</td>
<td></td>
</tr>
<tr>
<td>5. Stop the Music</td>
<td>44.9</td>
<td></td>
</tr>
<tr>
<td>6. Stop the Music</td>
<td>44.9</td>
<td></td>
</tr>
<tr>
<td>7. Godfrey and His Friends</td>
<td>40.0</td>
<td></td>
</tr>
<tr>
<td>8. TV Playhouse</td>
<td>35.2</td>
<td></td>
</tr>
<tr>
<td>9. Honeymoon Cassidy (Sunday)</td>
<td>35.2</td>
<td></td>
</tr>
<tr>
<td>10. Original Amateur Hour</td>
<td>33.9</td>
<td></td>
</tr>
</tbody>
</table>

**Table II**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station</th>
<th>Audience Composition</th>
<th>Viewers per set</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Film Feature</td>
<td>WCBS-TX</td>
<td>Man 34</td>
<td>4.1</td>
</tr>
<tr>
<td>8:45</td>
<td>Film Feature</td>
<td>WBBM-TX</td>
<td>Woman 34</td>
<td>3.7</td>
</tr>
<tr>
<td>9:00</td>
<td>Film Feature</td>
<td>WBBM-TX</td>
<td>Child 20</td>
<td>2.3</td>
</tr>
<tr>
<td>9:30</td>
<td>Film Feature</td>
<td>WBBM-TX</td>
<td>Child 20</td>
<td>2.3</td>
</tr>
<tr>
<td>10:00</td>
<td>Film Feature</td>
<td>WBBM-TX</td>
<td>Child 20</td>
<td>2.3</td>
</tr>
</tbody>
</table>

---

**Figure 1**

*AMERICAN RESEARCH BUREAU TOP 10 PROGRAMS (Oct. 16-23)*

- **WASHINGTON**
  - 1. Milton Berle (Texaco Star Theatre)
  - 2. Godfrey’s Talent Scouts
  - 3. Toast of the Town
  - 4. Godfrey and His Friends
  - 5. Stop the Music
  - 6. Stop the Music
  - 7. Godfrey and His Friends
  - 8. TV Playhouse
  - 9. Honeymoon Cassidy (Sunday)
  - 10. Original Amateur Hour

- **PHILADELPHIA**
  - 1. Milton Berle
  - 2. Godfrey’s Talent Scouts
  - 3. Toast of the Town
  - 4. Godfrey and His Friends
  - 5. Stop the Music
  - 6. Stop the Music
  - 7. Godfrey and His Friends
  - 8. TV Playhouse
  - 9. Original Amateur Hour
  - 10. Suspense

- **NEW YORK**
  - 1. Milton Berle
  - 2. Godfrey’s Talent Scouts
  - 3. Toast of the Town
  - 4. Godfrey and His Friends
  - 5. Stop the Music
  - 6. Stop the Music
  - 7. Godfrey and His Friends
  - 8. TV Playhouse
  - 9. Suspense
  - 10. Children’s Hour
WSB-TV is known as Atlanta’s station of sports...

...but WSB-TV’s 23 live studio shows weekly is the line-up that really carries the ball

All games of Georgia Tech’s famous Ramblin’ Wreck football team are telecast exclusively by WSB-TV.

But no sports program alone can tie up a television audience like WSB-TV has done in Atlanta.

For the local flavor that sustains interest and builds station loyalty, WSB-TV currently averages 23 live studio shows weekly. Many are participating ... with Georgia children, teenagers and adults.

Acceptance for this brand of programming has been overwhelmingly favorable ... so much so that WSB-TV’s ratio of preference over any other television operation in the Atlanta area is one of the most outstanding in America. A Petry man can tell you all about it. Ask.

wsb-tv
ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co. Represented nationally by Edw. Petry & Co., Inc.
GREIG RESIGNS
Leaves DuMont for WHUM

HUMBOLDT J. GREIG has re-
signed as director of new bus-
ness development for the DuMont Tele-
vision Network to devote full time to
WHUM Reading, Pa., of which he is
president and director, with his wife,
majority owner.

Mr. GREIG joined DuMont in June 1945
as sales manager of the network's key
station, WABD (TV) New York,
subsequently becoming assistant
network sales head and then direc-
tor of new business. Prior to join-
ing DuMont, he had been with ABC
for several years, last serving as
assistant to the vice president in
charge of sales.

No replacement for Mr. Greig is
planned at DuMont in line with the
network's streamlining to con-
form with today's TV economics. Other
executives who have left the
network within recent weeks in-
clude Leonard Hole, formerly di-
rector of DuMont network opera-
TIONS, and Tony Kraber, who was
manager of program presentation.

Mr. Greig and his wife acquired
controlling interest in WHUM in
1949 after the death of six stockholders.
Mr. and Mrs. Greig already hold a
minor interest in the station at the
time. WHUM is a CBS outlet, assigned
850 w full time on 1240 kc. Licensee is
Eastern Radio Corp.

PACKAGE FIRM
Pickford, Rogers, Boyd Form

MARY PICKFORD, her husband, Buddy
Rogers, and Mal Boyd, Hollywood tele-
vision producer, have formed PRB Inc., a personal
management and television and
radio packaging firm, with offices at
the penthouse of 745 Fifth Ave.,
New York. The company's telephone
number is Murray Hill 8-1067. (Mary Pickford Rogers
is an applicant for television stations in
Auburn-Salem and Durham, N. C.).

Miss Pickford, one-time film
great, is one of Hollywood's most
successful investors in television
in Samuel Goldwyn Studios and a principal
ownership of United
Artists Corp.

Mr. Rogers, former film star, is
currently doing a five-a-week radio
show for ABC and will start on
Jan. 4 a new ABC-TV program,
Buddy Rogers Showcase.

Mr. Boyd produces television shows in
Hollywood and New York, is president of the Television Pro-
ducers Assn. of Los Angeles.

While the new firm is expected
to deal primarily with personal
management, it also will devote its
packaging efforts to production of
shows to fit the talent it re-

Reel Takes

R. JOHN HUGH

LIKE FATHER like son can appropri-
ately be applied to young R. John Hugh, head
of the TV film producing firm, Hugh

Ralph J. Hugh, John's father, was president of
a British film firm in London, where John
was born Feb. 24, 1923. The firm, British
1947

Army

was assigned one

John Hugh is married and has a son, John Jr.

at the time. Hugh Productions, was composed of J. Con-

an old friend, decided to do some re-

search on the matter, later

mercial, and they formed the
O'Hara-Hugh Showcase, a produc-
tion firm. John was considered the
youngest producer at that time.

Ralph Hugh prior to that was a

general manager of First National
Pictures.

In addition to a father who pro-
duced films, there was another talent
in the family—musically and show-
wise. John's mother sang at Co-
vent Garden and an aunt, Margaret
Romaine, was with the Metropoli-

THE Hughs came to New York in 1933.
John began his radio and

producing career at CBS as a page
boy in 1939. Young Hugh regu-

larly sent a script (his own) to

Earl McGill, then a CBS producer,
and just as regularly got it back
marked with bright, "crummy," "clousy," "no good" and
some unprintable remarks.

Persistence won out however and when
one script wasn't returned John
followed it up. The idea had clicked
and he was given a studio, a few
musicians and cast and production
began on Half Hour Before Mid-
night, a horror series. They

went on wax and was distributed
nationally.

During this period John sent a
telegram to a very well known
Hollywood actor asking for some
assistance on a show he was pro-
ducing. The wire was misinter-

In addition to producing television
series, John also produces some
movies, such as the documen-
tary for television about the

of the making of

WOC-TV OPENs

IOWA received its first video sta-
tion with start in programming by
WOC-TV Davenport Monday, Oct. 31 [Broadcasting, Oct. 31.] Station
had been on the air with test pattern and multiscope
since Oct. 1 and telecast commercially Oct. 6.

During the first week of regular program-
ning, WOC-TV is offering a documentary film, prepared by
the WOC-TV staff and

show. The film takes place on

the making of a such a picture; its

characteristics; advertising prob-
lms; cameras and equipment;

sound recording; editing; storage;

processing; projection; color and

industrial applications.

JAMES W. WOOLLEY, Jr.

IAN ROBERTS, the new

television producer, who
didn't have a chance to

been born Feb. 24, 1923. The film,

John's father, was president of

British firm, was composed of J. Con-

of John's mother sang at Co-

vent Garden and his aunt, Margaret
Romaine, was with the Metropoli-
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was born Feb. 24, 1923. The film,

Hugh Productions Inc.,

Washington.
**Kathi's**
(Continued from Telecasting 6)

shown during that 30 minutes are chosen from the stock of that store by Kathi and her staff of shoppers. The second half continues as before, with a limit of six participa-
tions by non-competing advertisers.

Program currently advertised, in addition to Saks 5th, Abern-}
Boots—five participations a week, placed by Donahue & Co.; Good-
man's Noodles—three participations a week, placed by Al Paul
Leighton Co.; Gravy Master—three a week, through Samuel C. Croot
Co.; Jane Parker Bakery Div. of A & P—two a week, through Paris
& Peart; Habitant Soups—three a week, through Sheldon, Quick &
MacEly; Plasta Starch—three a week, through Al Paul Leighton Co.;
various McKesson & Robbins produc-
ts—three a week, through J. D. Tarcher & Co.; Reever Copper &
Brass kitchen utensils—five a week through St. Georges & Keyes.

Those participations add up to 30 a week, or six on each of the five telecasts, with a waiting list of would-be sponsors who when time becomes available. Participations are priced at $100 apiece with no frequency discounts, but subject to agency commissions.

A mail puller from the start, Your Television Shopper received an average of 462 letters a week during its first month on the air. The average for the first six months was 973 letters a week, for the second six months the average was 1,541 a week. Much of this mail naturally concerned non-
sponsored products, many letters containing checks or money to pur-
chase these items, a development which has led Kathi to become a personal shopper as well as a televi-
sion demonstrator of new things for her video followers.

* * *

**For** its sponsors the program has produced spectacular results. Coty Inc., as a test last May let Kathi offer a sample of "Muguet de Bois" and set aside 500 samples to meet the anticipated demand. The single mention pulled 12,282 requests (and a renewal from Coty's).

Boonton Plastic Dishes, adver-
tised on TV as the best way to prove their unbreakability, received 6,000 requests for a miniature sam-
pie offered on the program.

Fashion Frocks, seeking women agents to sell dresses to other
women, last spring participated in the program, ran completely out of sales kits, signed more women to the $100 a month salary in over 40 years of advertising in newspapers, maga-
rines and radio. This company returned to the program for its fall drive.

Jiffy-Stitcher, hand stitching ma-
chine selling for $2.95 got 156 phone orders from one participa-
tion on Your Television Shopper, sold more than 300 machines, worth over $500, in two days. Lud-
wig-Baumann in June offered on

this program only a complete dinner ensemble, china and silver, for $19.95, got six phone orders totaling $119.70 five minutes after the participation; other mail and phone orders made the campaign completely self-liquidating.

Since A&P began using this show for Jane Parker bread, sales of this line have increased between 5,000 and 6,000 loaves a week in the WABD area.

Kathi does her selling in her own way, not using set stylized com-
mercial copy but learning the sal-
ient points of each article participat-
ing on her show and delivering them in keeping with the tempo of that day's program, varying her sales talk from day to day.

This flexible, informal method of performance makes life tough for Kathi's dand,
Dick Sand-
wick, as he has to follow Kathi both on the monitor and through his earphones to keep the camera abreast of her action. But the pro-
gram's results on WABD have pro-
duced Charles R. Ably, DuMont TV network salesman with a lot of help in his new assignment of promoting the development and sale of the show as a network program, planned as the next step in its progress.

**KISSINGER FIRM**
Forms Radio-TV Production

RICHARD D. KISSINGER, formerly production manager of TV Films Inc., New York, has organized Kissinger Productions, with offices at 1650 Broadway, New York. The new firm will specialize in films and recordings of com-
mercial spots and package shows for radio and television.

From 1945 through 1948, Mr. Kissinger was personnel manager and musical supervisor for Perry Como's Chesterfield Supper Club on NBC.
**L. A. VIDEO**

**Berle Tops Pulse Survey**

NETWORK programs led the list in the first Los Angeles television survey issued last week by The Pulse Inc.—with the Texaco Star Theatre as kingpin for an October high of 40.8.

The Milton Berle show not only topped the once a week programs but also the multi-weekly shows, utilizing the survey days of Oct. 1, 2, 13, 14, 17, 18, 19 and employing a base of 150 TV homes, per survey day.

Among the once weekly presentations following the Texaco Star Theatre were USC-Washington football game (ABC) 28.8; Toast of the Town (CBS) 27.5; Ed Wynn Show (CBS) 23.7; 54th Street Revue (CBS) 21.2; TV Teen Club (ABC) 23.0; Casalade of Stars (DuMont) 19.2; Wrestling (KTLA), Think Fast (ABC), Blind Date (ABC) each drew 17.7.

It is significant to note that the only programs among the first 10 of this group, except for sports, are all network programs. Additionally, all the network programs are via kinescope except the Ed Wynn Show which airs live in Los Angeles and is presented via kinescope elsewhere in the country.

Among the multi-weekly shows, Kukla, Fran & Ollie (NBC) leads with 15.5, followed by Cowboy Thrills (KTLA) 10.3; Time for Beauty (KTLA) 10.3; Telescots Club (KTLA) 10.0; Handy Handyman (KTLA) 6.5; Mohawk Showrooms (NBC) 4.9; Canyon Slim (KTV) 7.4; Newreel and Weather (RBBN) 7.3; Barrett-Wheeler (KFI-TV) 6.7; Playtime (KTV) 6.3.

Among the multi-weekly programs where little network programming is currently available, both Kukla, Fran & Ollie and the Mohawk Showrooms appeal to children in this group, the exceptions being the newreel, Handy Handyman and Barrett-Wheeler. The latter program is the only daytime program which makes its way into the listings via KFI-TV, all-daytime stations.

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**Teleratings**

**Berle, Godfrey Top List**

MILTON BERLE and Arthur Godfrey once more lead the full TV audience listings. Texaco Theatre on NBC-TV and Arthur Godfrey and His Friends on CBS-TV took first and second place, respectively, in the September Top Ten Teleratings released Oct. 24 by C. E. Hooper Inc., New York.

The top ten figures, as contained in the full TV-Network report, for the period Oct. 14-20 were:

1. Texaco Star Theatre 74.7
2. Arthur Godfrey and His Friends 57.6
3. Philo Fisk (CBS) 33.6
4. Stop the Music (S-B) 13.6 (ABC TV-cities) 6-10 p.m.
5. Colgate Theatre (15 NBC TV-cities) 34.9
6. Suscense (13 CBS TV-cities) 34.3
7. Chevrolet Tele-Theatre 32.7
8. Firecrade Theatre (17 NBC TV-cities) 30.9
9. Mervy Amsterdam (KTLA), The Leathernecks (DuMont) TV-cities) 29.5
10. Crusade in Europe (30 ABC TV-cities) 29.1

---

**CBS TV-Changes**

**Wood, Fates Get New Posts**

BARRY WOOD and Gil Fates, CBS-TV producers, have been appointed to new supervisory positions in the network’s program department, it was announced last week by Charles M. Underhill, Program Director.

Mr. Wood, with CBS-TV since 1948, was named production supervisor for CBS musical shows, coordinating all musical programming. He will be responsible for budget and production administration and for the quality and character of shows. Mr. Fates, with CBS-TV since 1941, becomes supervising director of daytime shows, to be responsible for such strips as Homework’s Exchange, Vanity Fair and Lucky Pup.

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**TV Exchange**

**NBC, French Agreement Set**

EXCHANGE agreement covering newreel films for television was entered into fortnight ago by NBC and French Television.

The agreement under which all newreels produced by the French company’s cameraman in Paris and the provinces will be available to NBC and all NBC staff-produced films available to French video, was made between William F. Brooks, NBC Vice president in charge of news and international relations; Vladimir Porche, director general of Radio Diffusion Francaise, and Jean Luc, program director for French Television.

By way of a supplementary extension of the long-standing agreement between NBC and BBC for a similar newreel exchange were worked out in London, where Mr. Brooks met with Mr. Luc, acting head of BBC, and Philip Dorte, BBC television director.

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**Ballantine Buys**

P. BALLANTINE & SONS, Newark (beer and ale), effective Jan. 4 will sponsor Robert Ripley’s Believe It or Not on NBC-TV, Wednesday, 9-10 p.m. J. Walter Thompson Co., New York, is the agency.

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**TV Tariffs**

**FCC Orders Hearing**

ORAL ARGUMENT was ordered by FCC last week for Nov. 28 in the controversy TV transmission tariff case involving American Telephone and Telegraph Corp., Western Union Co. and leading TV interests. Oral arguments proceeding Oct. 24 by C. E. Hooper Inc., New York, had been underway for more than a year.

Further briefs in the case also were received by the Commission from AT&T, Philco Corp. and Philco Television Broadcasting Corp., and Television Broadcasters Association. At&T submitted its brief in even of record. TBA offered similar criticism.

AT&T, in its additional brief, disputed Western Union’s earlier contention regarding interconnection of TV facilities and explained interconnection can be allowed only through further proceedings before FCC, as the Commission has indicated.

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**NBC Spot Mailing**

ATTRACTIVE mailing by NBC Spot Sales is being sent to potential television advertisers. Large folded card is faced with drawing of home topped by familiar NBC tower roof and includes a card with statement by James P. McConnell, director of NBC Spot Sales, to the effect that the advertiser’s product can now be demonstrated in thousands of homes simultaneously while a few years ago the cost of product demonstration in homes was prohibitive. When the card is opened, the question is asked: “Would you spend 45 cents for a thousand home demonstrations?” One explains that a product, using TV spots, can be demonstrated for 1/20¢ while individual home demonstration costs $2 per individual showing.

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**Simulcast Extended**

AFTER three NBC testcasts of Band of America, Mon., 9:30-10 p.m., Cities Service Co., has authorized continuation of the TV service from the original four-week test period to a full 13 weeks. A simulcast of the veteran NBC AM program—video coverage was in AM now run through Jan. 9, Ellington & Co., New York, is the agency.
THE tavern owner may be hopping mad at the customer who sips a ten cent beer most of the night-viewing video, but the National Asso. of Visual Education Dealers, operators of Panoram in public places, is equally riled because its 16 mm. sound films are federally taxed 20% while TV is not.

In a petition filed with the Commissioner of Internal Revenue in Washington, NAVED asks, "Why tax a 16 mm. film showing 'in person,' and not tax a showing of the same film via television? Either television showings should be taxed, or 16 mm. showings should not be taxed."

The Panoram dealers admitted that TV of condition, "even if there were no tax differential," will inevitably result in a reduction of some of their business. However, they continued, although TV has its advantages, NAVED members would be in a better position to compete with video if "the present inequitable tax advantage which has been granted to television is removed."

ROACH APPOINTED
Is NTFC Coordinator

WILLIAM S. ROACH of the law firm of Weisman, Grant & Jaffe, New York, and vice president of National Television Film Council, has been elected chairman of NTFC committees by Melvin L. Gold, group's president.

Mr. Roach will integrate the activities of committees, headed by the following chairmen:

- Distribution Committee—chairman, John Mitchell, United Artists Television, vice chairman, W. W. Black, Official Television Inc.; Production Committee—chairman, Melvin Meyer Dynamic Film Inc.; vice chairman, Jules Breeskin, Official Television Inc.; Tele- vision Station Committee—chairman, Robert Paskow, WABC (TV) Newark; vice chairman, Helen Buck, WCBE-TV Philadelphia; Production Committee—chairman, Jerry Alber, United World Films; vice chairman, William Holland, Hybertron Films Inc.; Television Film Clearance Bureau—chairman, Paul White, International Trans-Video Inc.; Production Committee—chairman, J. A. Maurer, J. A. Maurer Inc.; Program Committee—chairman, Irwin Shaine, "Televisioner" magazine; vice chairman, Helen Buck.
- Sally Perle, NTFC secretary and formerly chairman of the press relations committee, was named press representative for the council. Miss Perle owns the Messal Organization, an advertising agency. All are New York firms.

TRAVIESAS NAMED
Heads TBA Commercial Group

HERMINIO TRAVIESAS, CBS-TV sales service manager, has been appointed chairman of the commercial operations committee, Television Broadcasters Assn., it was announced last week by J. J. Poppele, WOR New York vice president and TBA president.

Mr. Traviesas will supervise completion of the standard TV rate card for affiliated stations, under preparation by the group for more than a year.

RICHARD ROFFMAN, public relations counsel and radio commentator, and Richard D. Griffith, midwestern and radio television producer, have formed Roffman-Griffith Enterprises, New York, new firm to offer low cost package video shows. Specialization will be on audience participation, interviews, forums and contests. Offices of company are located at 140 W. 42nd St.; telephone is Lackawanna 4-4617.

Television Production Service, Los Angeles, has completed series of six one-minute live action films for television for Greenspot Inc. (orangeade). Agency: Philip J. Massy Co., both Los Angeles. . . . Beverly Hills Film Produc- tion, 1350 Old Country Road, Belmont, Calif., announces it is now producing 16mm motion pictures for television (also available for industrial and commercial use). Reels are in black-and-white or color—sound or silent. Jay Gould is president of firm.


Fifty-two Hollywood film thrillers are being telecast by WBKB (TV) Chicago three nights weekly for a year. Format devised by station has film separated into three sections, for telecasting Tuesday, Wednesday and Thursday, with money prizes going to viewers able to identify murderer after each segment. . . . Eversharp Schick Injector Razor is being plugged on TV with series of four-second film commercials produced by Sarra Inc. through Blow agency. Spots, used as station breaks, combine cartoon animation, stop-motion and live action demonstration with musical background.

Truman Unification

COMPETITION was forgotten for at least one day in the St. Paul Minneapolis market last week. On Thursday—"Truman Day" for the area—President Harry Tru- man spoke in the St. Paul Auditorium and local com- peting stations, WTCN (TV) and KSTP-TV, collaborated in telecasting the speech.

HAPPY group, after the premiere of Ford TV Theatre via CBS-TV, includes (1 to r) actor Frederic March, Ford Advertising Manager Ben Donaldson, Lilli Palmer, and Kenyon & Eckhardt Vice President Bill Chalmers. This season the Ford show is seen every other week.

Film Report

TV MONITORS

'Thanksgiving' On Sale

TELEVISION Utilities Corp. of New York has announced its latest TV monitors, trade-marked "Private Eye," are now ready for market. Company officials said the first campaign will be aimed at broadcasting stations where tests of the first 30 units have been underway for some weeks.

Equipment incorporated into the unit includes a synchronizing system and a video frequency response out to ½ mc plus or minus 1 db or better, and is equipped to operate on input voltage range.

Thanksgiving Longines Plans Simulcast

LONGINES-WITTNAUER Watch Co., New York, will sponsor a special hour-long simulcast on Thursday, Nov. 24 at 6 p.m. for Thanksgiving Day.

The company will merge its two regularly sponsored network shows, The Cherublets and The Symposium for the program on CBS and CBS-TV.

More than 100 musicians and singers will participate in the show. A corps de ballet is being trained and special light sequences are being produced to tell the visual story of Thanksgiving Day, 1949.

The program will be produced and directed by Alan Cartoun. Eugene Powell, director, and Michal Fiestro, conductor, will share musical honors. Victor A. Bennett Co. Inc., New York, is the agency.

Commonwealth Currently serving the Nation's Leading TV Stations

COMMONWEALTH

OFFERS
200 SILENT
AESOP
FABLE
CARToONS
3 OUTSTANDING
SERIALS

FRANKIE DARRO
ACTION PICTURES

CHARLIE CHAPLIN
COMEDIES

26 FEATURE PICTURES
ALL STAR CAST

W ESTERN S

For further informa-

ion and complete

list write to

Commonwealth

Film and Television, Inc.
753 Seventh Avenue, New York 19, N. Y.
Yes, BROADCASTING’s YEARBOOK is basic with buyers. Why? Because it’s the time-buying Baedecker, combining copyrighted material with indispensable data key buyers determinedly dog-ear. BROADCASTING YEARBOOK, often imitated, never equalled, has been THE reference source for buyers since 1935.

Only in the YEARBOOK will the buyer find a complete, integrated directory of all AM-FM & TV stations . . . total radio and TV billings . . . spot advertiser directory . . . economic analysis of radio advertising . . . audience and program trends (Hooper & Neilsen). . . directory of agencies and their radio accounts . . . and many, many more valuable departments.

Your single YEARBOOK ad is a veritable 12 months’ campaign. Regular rates. Please reserve space, collect, today.

Advertising deadline: Dec. 1, 1949
Guaranteed Circulation: 17,000
One time rates: 1/8th page, $70; ¼—$120; ½—$200; page—$350. Frequency discounts for all current advertisers.
UNESCO PROGRAMS
Shafto Reports on Plans

NEW TYPES of programs designed for greater educational and entertainment value are being planned by UNESCO for use in all countries, G. Richard Shafto, general manager, WIS Columbia, S. C., said in late October.

Programs were discussed by the UNESCO Radio Program Commission as it considered problems of broadcasting station encountered in furthering educational, cultural and scientific activities of UNESCO. Mr. Shafto, American delegate to the conference, said the programs would achieve greater value than previously has been possible. Series deals primarily with children.

Also being planned are facilities to enable broadcasters to produce their own shows based on UNESCO material and along the documentary vein. Expense is expected to be less with UNESCO disseminating the scripts than the cost incurred through use of current recorded programs, Mr. Shafto said.

Subcontract To Page

SUBCONTRACT for supervising installation, equipment and testing of all electronic equipment in the Voice of America shortwave broadcast relay station now under construction in Tangier, I. Z., Spanish Morocco, has been awarded to E. C. Page, consulting radio engineer, Washington, D. C. Station, one of the largest installations of its kind, will have 50,000 w and four 100,000 w transmitters and a receiving station to receive and rebroadcast programs from the U. S. Prime contractor is Steers-Grove, New York.

KY. MEET
Bowling Green Nov. 14-15

FALL MEETING of the Kentucky Broadcasters Assn. will be held at the Helm Hotel in Bowling Green Monday and Tuesday, Nov. 14 and 15. Plans were worked out in an executive committee session with Ken Given of WLIB and Paul Huddleston of WKCT, both Bowling Green stations.

Monday's events will begin with a morning session of KBA directors followed by a noon general session and another later in the afternoon devoted to sales problems and moderated by J. W. (Bill) Betts of WFTM Maysville. The Associated Press Radio members will meet at 4 p. m. Monday and an hour later KBA will be the host at a cocktail party. Dr. Earl Moore of Western State College will be the main speaker at dinner Monday evening.

Tuesday's sessions include a morning discussion on wages and hours and a program clinic with Mr. Huddleston as chairman. A luncheon scheduled for 12:30 that day is to be followed by a general business session and annual election of officers.

STUDENTS’ DAY
Pupils To Take Over KCRG

YOUTH is scheduled to break into radio activities at KCRG Cedar Rapids in a big way this spring. On a certain day, yet to be announced, teen-agers will perform the duties of every staff member from announcer to station manager.

While the “oldsters” supervise, the youngsters, students at Cedar Rapids High Mr. Wagenvoord School, will undertake tasks which daily confront the radio staff on and off the air. The idea is to mark 11 years of organized radio activity in the Cedar Rapids public schools under supervision of Opalee Barnard, director of radio.

KCRG, managed by Fred W. Wagenvoord, worked out the plan with the Radio Workshop Committee and leaders in the city public school system. Cedar Rapids’ schools have been doing radio work since 1938 but this is to be the first time that students will have an opportunity to take part in every phase of commercial radio activity.

NEIL CLINE Named WHAS Sales Manager

NEIL CLINE, former sales manager of KTBS Shreveport, La., assumed his new duties as sales manager of WHAS Louisville last Thursday. His appointment to the new post was announced Oct. 28 by WHAS Director Victor Sholis.

Prior to the war, Mr. Cline was in the Louisville Courier-Journal and Times promotion department and afterward with the WHAS sales staff. Mr. Cline replaces Rodney Will, acting sales manager since the resignation last August of J. Mac Wynn, who became advertising director of the Atlanta Journal. Mr. Will becomes WHAS regional sales manager.

WNOK New Studio

WNOK Columbia, S. c., has begun operations in its new studio location at the Hotel Jefferson, 1811 Main St., Columbia, according to Manager Moody McElveen. Station has been on the air since January 1947 and is affiliated with MBS.

We are now
5,000 WATTS
Middle of the Dial, 800 kc.

THE DETROIT AREA'S better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW
Guardian Bldg., Detroit 26
National Rep., Adam J. Young, Jr., Inc.

November 7, 1949 • Page 63
JOHNNY CARLSON, former an-
nouncer at KJR Seattle, appointed 
commercial manager of KELS 
Kelo, Wash.
BERNICE KRULA joins sales staff of 
WORZ Orlando, Fla.
WILLIAM STROTHMAN, former chief 
announcer for KGYO Missoula, Mont., 
rejoins station as account executive 
after year’s absence.
THOMAS O. HOPKINS, formerly with 
Kenneth Banghart Productions, New 
York television producer, and Curtis 
Publishing Co., joins radio department 
of Branham Co., New York, station 
representative.
WALTER S. RATES, formerly sales 
manager at Brooklyn office of R. H. 
Donnelly Corp., joins sales depart-
ment of WHLI-AM-FM Hempstead, 
L. I., as account executive.
DICK WALSH, formerly commercial 
manager of KAFY Bakersfield, Calif., 
and before that with KCIL Huma, 
La., is same capacity, joins KGER 
Long Beach, Calif., as account execu-
tive.
JOHN BROOKMAN named assistant to 
JOHN WEHRHEIM, NBC Chicago 
TV business manager. Mr. Brookman 
joined station’s staff year ago as ac-
countant, and was later transferred to 
AM production.

MALCOLM E. KENNEDY appointed 
to sales staff of WTTM Trenton, N. J. 
He formerly was with WIP Philadel-
phia, WEDN Camden and was former 
manager of Philadelphia office of 
Forjoe & Co., national radio repre-
sentative.
HENRY SCHEFFER, former manager 
of WERN Chicago’s spot sales service 
department, joins station’s sales staff.
LARRY SHEPHARD, disc jockey for 
KAYA Waterloo, Iowa, appointed to 
sales staff.
GENE GRUBB joins sales staff of 
KXOB Stockton, Calif.
NORMAN C. LAMB, winner of sum-
er work scholarship to KEX Port-
lund, Ore., appointed fulltime account 
executive for station.
WILL DOUGHERTY, account execu-
tive at WQRS Cleveland, and Len 
Gross have announced their marriage.
WALTER S. HOLDEN, account execu-
tive at MBS Chicago for four years, 
resigns to join sales staff of Seventeen 
magazine.

WLS CHICAGO recorded 22 five-
minute disc with commentary by for-
eign surgeons attending recent Ameri-
can College of Surgeons meeting in 
Chicago for release to State Dept. and 
its Voice of America.

BMB DATA
Timebuyers’ Need Cited
REQUESTS from advertising agency 
timebuyers to BMB-sub-
scriber stations for information 
about their network collaborat-
ors will provide the most convinc-
ing evidence that agencies really 
want and use BMB data and the 
most convincing argument for 
continuing BMB, Dr. Kenneth Baker, 
acting president of BMB, said 
Wednesday. Speaking to a lunch-
room meeting of the American Mar-
ting Assn. at New York’s She-
burne Hotel, Dr. Baker gave a 
progress report on BMB’s second 
nationwide study of station and net-
werk audiences.
Chief differences between this 
year’s study and the first one, made 
by BMB in 1946, Dr. Baker said, 
are this year’s inclusion of more 
information about frequency of 
listening and the decision to supply 
data on non-subscriber stations to 
and through subscriber stations with 
overlapping coverage. This 
decision means, he explained, that 
an advertiser or agency wanting 
full data on all stations in a mar-
ket can get it from any of the BMB 
subscriber stations serving that 
market.
“Agency request,” he declared, 
“will convince stations that BMB 
data are wanted and used. And 
until they are convinced, they won’t 
pull up another $1 million for an-
other BMB study.”

WCHV’S TOWER
Withstands Plane Crash
A LIGHT plane flying in fog hit 
the sturdy, 391-foot tower of 
WCHV Charlottesville, Va., Sat-
urday, Oct. 29, and crashed into a 
woods nearby killing all of its 
three passengers including a cir-
cuit court judge. WCHV Man-
ager Randolph Bean said the col-
losion caused no practical inter-
ference with the station’s broadcast 
at the time and lighting remained 
intact.

A structural engineer estimated 
damage could be repaired within 
a week to 10 days. The tower is a 
Blaw-Knox special type CFN In-
sulated and was erected in the fall 
of 1948 by Herbert C. Roespe of 
Frederick Tower Erection Co., 
Frederick, Md., who, Mr. Beach 
said, “must have done a good job.”

Eye-witness account was given 
newsmen by Mrs. E. G. Sketchley 
Jr., wife of WCHV’s program di-
rector, who had pulled into the 
driveway at the station. She said 
although the plane veered to avoid 
the structure, its right wing 
rammed the tower. Robert C. 
Walker, sales manager, and Walter 
W. C. Thomas, chief engineer, used 
two fire extinguishers on the burning 
plane. All three passengers were 
dead. A dense fog that day resulted 
in a low ceiling of about 100 ft.

AWARDS COMMITTEE
New Radio Awards Committee for 
the Washington State Press Club 
was announced Oct. 21 at the pres-
entation of the club’s first annual 
radio awards [Broadcasting, Oct. 
24]. The new committee will or-
ganize next year’s program.

MAITLAND JORDAN, KJR Seattle 
national sales manager, is the new 
chairman. Other committee mem-
bers are Millard Ireland, KOMO 
Seattle news editor; Lincoln Miller, 
executive vice president of KXO 
Seattle; Bob Kilpatrick, KXX; 
Dave Crockett, KING Seattle pro-
dgram director, and King Mitchell, 
commercial manager of KTBI 
Tacoma.

4-H Recordings
RADIO Farm Directors should 
contact their Extension editors or 
State 4-H leaders if they want 
recorded interviews from the Na-
tional 4-H Congress, slated to 
convene in Chicago Nov. 27. Radio 
committee, which will quarter-
headquarters at the Stevens Hotel, 
will furnish tape recordings to dir-
ectors who are unable to attend, 
according to the Agriculture Dept.’s 
Office of Information. Transcription 
serv-
vice will be similar to that offered 
last year, with recording room and 
tape recorders but no engineers. 
RPDs are asked to send tape and 
instructions to Joe Tonkin, Na-
tional Committee on Boys and 
Girls Work, 59 E. Van Buren St., 
Chicago 5.

WRTA
A prize radio combination in the 
rich industrial market of 
Central Pennsylvania.

Re presented by 
ROBERT MEEKER ASSOCIATES
CAR RADIOS

Chicago Poll Shows Four Out of Ten in Use Weekdays

FOUR out of every 10 Chicago-area motorists tune-in their car radios during the average week day, and car sets-in-use outnumber percentage-wise those in homes.

This has been reported by Dr. George Terry, instructor at Northwestern U’s Commerce School, who directed a comprehensive student study designed to unearth statistics about car listening habits. Students, posted at 42 “strategic intersections representing a cross-sectional area of Chicago traffic,” interviewed 1,071 drivers of radio-equipped automobiles as they waited for traffic lights. Questions were asked on what Dr. Terry terms “a typical week day,” Thursday, between 7 and 9:30 a.m., 11 a.m. and 1 p.m., 4 and 6:30 p.m. and 8 to 10 p.m.

The four in 10 ratio, or 41.5% of tune-ins, was found to be constant through these hours. Percentages for the various time periods were 42.5% from 7 to 9:30 a.m., 42% from 11 a.m. to 1 p.m., 40% from 4 p.m. to 6:30 p.m. and 41.5% from 8 to 10 p.m. Increased use of car radios as compared with those in the home is shown in a comparison of the above figures with those for home audiences in the same area, prepared by C. E. Hooper Inc. The latter show 13.5% listenership from 8 a.m. to 10 a.m.; 11.9%, 10 a.m. until noon; 15.4% from 3 to 6 p.m. and 23.9% from 8 to 10:30 p.m. Auto figures apply to cars in use on the streets only.

When three or more persons are riding, the number of sets in use is highest. With one rider, the tune-in percentage is 40.8; two, 39.2; three, 35; three, 48; four, 49; five, 51; six, 43. Program identification is almost double that of sponsor identification, but “don’t know” answers constitute a large portion of the answers, the survey shows. Programs were identified correctly in 41.7% of the cases, and sponsors

WHY TAKE SECONDARY COVERAGE of Virginia’s First Market?

Regardless of claims, if you’re trying to cover Greater Norfolk from the outside, nature’s terrain made it impossible. Only Greater Norfolk stations can cover it. And only WSNP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP... “solving advertising problems” in Virginia’s FIRST market.

B. Walter Huffington, General Manager Ask Ra-Tel!
NABET-IBEW
Joint Meet Opens Today

MERGER possibilities of NABET and IBEW will be discussed in Washington, D. C., starting today (Monday) when representatives of both groups meet.

Initial plans call for affiliation with ultimate amalgamation the practical result, it is thought. At present, however, both sides are careful to avoid term "merger" to prevent any misunderstandings among the rank and file membership.

Previously, NABET had considered affiliation with IATSE but it is understood that the NABET membership proved to be opposed to such move. It also is understood that the CIO Communication Workers of America also had approached NABET, causing fear of a jurisdictional battle between CWA and the AFL's IBEW and IATSE. But NABET's membership defeated affiliation with CWA.

Five man committees representing IBEW and NABET are to meet today. The agenda calls for cautious sessions of each union separately with joint talks starting Tuesday and believed likely to extend for at least three days.

From Los Angeles, Roy Tindall, business manager of IBEW Local 45 (Los Angeles), and James H. Brown, legal counsel for NABET in that city, will attend. Other representatives will come from New York, Chicago, Boston, New Orleans and Indianapolis.

The mogens, more ambitious, more responsive to specialized advertising than the Negro," the report concludes. "His response to brand, as well as to person, is not cemented overnight, however. Direct recognition of the Negro as an integrated part of the overall market by well-planned and consistent use of his own people in reaching him implies a particularly personal invitation to buy, and by far exceeds everything else that can be done to develop preferences for brands, products and services. Preferences thus created are not quickly or easily repudiated in the expanding Negro market."

You want the lowest cost per thousand in Cincinnati?
See Centerspread This Issue
On the Air Everywhere 24 Hours a Day

WCKY
CINCINNATI
50,000 Watts of Selling Power

Page 66 * November 7, 1949
EXCLUSIVE and dramatic story of Alcoholics Anonymous is told in The Twelve Steps, four-program series currently being aired on WOAS Philadelphia. Charles Shaw, WCAU news commentator, takes audience by tape recorder into actual meeting of A.A.'s where they hear story of how one alcoholic helps another recover from his illness. Recordings are believed to be first ever made in actual A.A. meetings. Show covers society's "twelve steps," method for restoring addicted members to health, personal and business success stories on You Amazing Americans, heard Monday through Friday. Show tells how business or personal problem was solved in individual case by right approach to public or sales relations.

Service Man's Program

SPECIAL show, Seattle Pest Serenade, directed to Cadets and Midshipmen in training at Whiting, Corry, Saufley and Naval Air Station, is aired Thursday through Friday by WBSR Pensacola, Fla. Show carries music, information on solo flights, check-ins and check-outs at fields, news on men making carrier qualifications and interviews with specialists. Program covers activities of all graduates. Program is sponsored by Bartle's Restaurant, Pensacola.

Job Round-up

AS public service, WXYZ Detroit undertakes new weekly series on employment, designed specifically for high school students. Show is supervised by station manager James G. Riddell said purpose of programs is to give practical ideas to young Detroiters seeking employment. Among topics for discussion will be "Job Conditions in Detroit"; "Where Are The Jobs?" and "What Youth Can Do To Prepare for Jobs." Cooperating with station are Detroit Teachers Assn. and local authorities. Specific job placements are given for industry, commerce, retail trade, Civil Service and small businesses.

WGHY Scoop

ALERT Newman Joe Farris, special events and news reporter for WKGY Charleston, W. Va. George, W. Va. George, Sta. Manager James G. Riddell said program is to give practical ideas to young Detroiters seeking employment. Among topics for discussion will be "Job Conditions in Detroit"; "Where Are The Jobs?" and "What Youth Can Do To Prepare for Jobs." Cooperating with station are Detroit Teachers Assn. and local authorities. Specific job placements are given for industry, commerce, retail trade, Civil Service and small businesses.

WKGY Charleston

WORKING from complete kitchen set, WKBW Buffalo in studios of WOPA-Bethlehem, Pa., station its second Cooking School of the Air last week, one hour daily. Equipment and materials used in demonstrations were donated by local equipment and food manufacturers. Prizes were awarded to studio and radio audiences for cooking hints incorporated into show.

Week Celebrated

OIL PROGRESS week was celebrated by WBBH Boston in cooperation with Esso Standard Oil Co., by special broadcast from company's new Everett, Mass., warehouse and employees' building. Speakers on special program were WBBH Special Events Director Chick Morris; J. Albert Doyle, Massachusetts district manager for Esso; Gordon D. Donald, regional manager; and; Jane Blanchard, northeast regional manager; Mayor James F. Reynolds of Everett, and Salvation Logan Jr., Everett plant superintendent.

Thorough Coverage

IN recent Gulf hurricane, KDOX Bay City, Mich., viewers showed itself fully capable of covering events distant from its point of operation. Special events bureau made up of Graham Ellis, chief engineer; Hal Ewing, station manager and announcer, and Bill Howe, special events engineer, covered disaster through remote setups on ground and in air. Station has two airplanes, remote equipped panel truck and new Oldsmobile station wagon at its disposal for use in similar instances.

Germ-Free Show

SUNDAY afternoon Dancing Party on WIL St. Louis is claimed by station to be first audience participated in program in country to broadcast from germ-free origin point. Giyoseese specialists are gathered throughout room in Melbourne Hotel where dance takes place, purifying and dispersing air while teen-agers dance during three-hour show.

Woman Ambassador

GUEST CELEBRITY on Nov. 1 telecast of Meet Mrs. Markel over WTTG (TV) Washington was Mrs. Eugene Anderson, U. S. Ambassador to Denmark and first woman to be appointed a U. S. ambassador. She was interviewed by Hazel Kennedy Markel, who conducts the WTTG telecast each Tuesday, 8-30-10 p.m. Other features of Nov. 1 show were Interview with Howard Mitchell, newly-appointed conductor of National Symphony Orchestra. Program is part of CKBI's public service operation to northern Saskatchewan population.

Another Welles?

RED BLANCHARD, Broadcasting Corp. of America Western operations, on Wednesday disc jokey, throw scare into listeners and also unknowing KPRO Riverside staff Oct. 18 when loud airplane noise was heard over microphone with Red making comments about a plane circling over station's 374 ft. tower. Following sound of a dropping bomb and loud explosion there was period of silence. An announcer gave the usual "due to circumstances beyond our control..." and a piano fill came on. Phones were jammmed imme- 1ately with listeners asking what happened, most of them thought the plane crashed the building. Cars swarmed into the KPRO parking lot with people looking for the wreckage. Confusion settled when Mr. Blanchard explained the hoax within 30 minutes later on his regular newscast.

Stars of Tomorrow

TOMORROW'S leading performers of show business are seen and heard today on Chuck Richards Presents Tomorrow's Stars on WAAM (TV) Baltimore Saturday from 7 to 7:30 p.m. Show features young Negro hopefuls in first all-Negro talent hunt in Baltimore. Three prominent community judges select weekly winner. Show is aired in informal atmosphere. Every nine weeks' selection will meet in four elimination contests to choose final grand prize winner. Merchandise awards will augment screen tests and personal appearances in Baltimore and Washington theatres offered to final winner.

Full Schedule

FIVE football games were carried in one day by WFOJ Florence, Ala., recently. First game was heard at 9 a.m. and last began at 4:45 p.m. Schedule included three college and two high school tiffs. Station believes this is a record.
FM PROVES SELLING POWER
Over 5,000 Zenith Sets Sold by WLOW-FM Drive

By ROBERT E. WASDON
Vice President,
WLOW, Norfolk, Va.

FM RADIO is coming into its own in Norfolk, Va.

Soon after securing the broadcast rights for Norfolk Tar Baseball games, Bill Carpenter, WLOW station manager, completed his sales brochure and called on Radio Supply Co., Zenith distributor for this section of North Carolina and Virginia.

The campaign as outlined called for 140 Tar games during the 1949 season, on WLOW-FM. It was the first time baseball games were to be carried on FM. There was some fear that since a new AM station was scheduling Piedmont League games at night, the effectiveness of the FM games might be lost. It was a needless anxiety as later developments proved.

The first conference looking toward purchase of the games by Zenith was held in March. H. G. Bennett and Thomas Jenkins, partners who operate Radio Supply Co.; Bill MacGarvie, their advertising manager, and George Hodges, their sales manager, met with Mr. Carpenter to discuss the final agreement, merchandising, promotion and sportscasters.

Mark Scott, one of the South's outstanding baseball play-by-play announcers, and Erik Paige, selected as one of the top ten sportscasters in the nation in 1948, were selected to broadcast the games.

Three of the promotions should be mentioned here. The first one, and by far the most successful for all who participated, is the Norfolk Tar Knottole Club, organized by Mr. Scott, with 5,500 members. Both white and Negro boys were accepted into the club. A clinic was held for the members, in cooperation with Co. Dawson, club president, and team manager, Frank Novoseil. Shirts were given to the boys. They were admitted free to the park on Knottole nights.

Midway the season a contest was staged to pull mail on the baseball broadcast. WLOW arranged for transportation, New York Yankee game tickets, hotel accommodations and tickets to the exclusive Stadiump Club at Yankee Stadium, to be given the winner of the contest. Over 4,000 pieces of mail were received from listeners who owned or had just bought FM sets.

The third promotion staged was the placement of Zenith scoreboards. Attractive boards showing teams playing and scores by innings, were placed in scores of taverns and other business places. These tuned in the Norfolk Tar games on WLOW-FM, and kept tab on the games. Many thousands of extra impressions were realized through the placement of these scoreboards. Fans loved it.

But the biggest promotion was the sale of Zenith radio sets. Everybody at WLOW, and most of the Zenith dealers participating on the Tar games, and the officers of Radio Supply Co., thought we'd sell quite a few FM sets because the Tar games were broadcast only on WLOW-FM. But the immediate response to the advertising messages on the baseball games caused a minor stampede to buy sets. The first Tar game sold several hundred FM radios. After the first week the sales figures had increased to over a thousand sets sold. Radio Supply has not released the final sales tabulation because of competitive reasons, but over 5,000 Zenith FM sets were sold; and you can bet there were hundreds of other models sold by other manufacturers!

That's a lot of FM sets. That's a big selling job. We do not recall a similar selling job by any media.

This selling job for Zenith has made FM radio become of age in Norfolk. It has also proved conclusively that FM radio can and will sell merchandise. It also corroborates what FM pioneer broadcasters have said all along: “If you have the program, whether it's on FM or AM, people will listen.”

They did listen and they did buy as a direct result of these Norfolk Tar baseball games on WLOW-FM.

Motorola Sales
MOTOROLA Inc., Chicago, announced Oct. 28 that sales for the first nine months of 1949 totalled $51,705,564, a record high for the company, as compared with $50,845,775 during the same period last year. President Paul V. Galvin also revealed that the company's net profits for the period totalled $2,672,613.

IF YOU HAVE A SPOT RADIO PROBLEM
CONTACT OUR NEAREST OFFICE
Joseph Hershey McGillvra, 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

Page 68 * November 7, 1949
Production

Mr. Brooks

Kirby Brooks, formerly of WHO Dayton, Ohio, joins WWAM Miami, Fla., as disc jockey on the Rhythms & Rhymes show, Mon.-Sat. from 6 to 9 a.m.

Steve Filippak, former disc jockey on Chicago Varieties show over ABC Chicago, joins WHRV Ann Arbor, Mich., as disc jockey. He was also associated with CBS Chicago, and acted on ABC's Sky King show.

Jim Patterson, formerly of WISE Asheville, N.C., joins WBT and WBTV (TV) Charlotte, N.C., as announcer.

Jerry Sperling, formerly with KBHI, Los Angeles, and KNYF, New York, joins the program staff of WHB Chicago, as producer-writer-m.c. of Hillybilly Jamboree, joins WSCR Cleveland.

Fred Lynde, formerly of Radio Production Studios, Phoenix, Ariz., joins KAVE Carlsbad, N.M., as announcer.

Jean Stepeniison, formerly with WDAY Fargo, N.D., and WCNT Centralia, Ill., under name of Anna Collins, joins KAGI Paasadena, Calif., as women's program director.

Don Christian, former manager of WOUM Athens, Ohio, joins announcing staff of WHK North Adams, Mass., succeeds William T. Walker, as program director for WHAY. He will continue his duties as copy editor.

Don Whitman, former producer for KOIN Portland, Ore., joins WJZK-TV Detroit as producer-director. He recently completed five month nationwide survey.

Claire Tremaine, formerly of Radio Production Studios, Phoenix, Ariz., joins KVSP Santa Fe, N.M., as continuity chief and women's director.

Arthur Standers and Robert Fisher named writers for new NBC Fanny Brice Baby Swoosh Show starting Nov. 2.

George Tunnell, Negro vocalist, is new disc jockey on Bon Bon Show over WQAS Philadelphia. He was with Jan Savitt on NBC and CBS networks and gave command performances before Royal House in England.

Indianapolis continuity editor, joins WHOI Chicago, as announcer, and news director of WHOI Oceana, Tex., and before that with NBC Central Division, Chicago, joins KOA Oceana, as program manager and disc jockey.

Ed Murphy, former disc m.c. in the East, joins announcing staff at WGN Chicago. He conducts Parade of Dance Bands nightly, 11:10 p.m.-1 a.m.

Joe Germain, formerly with KBUR Burlington, Iowa, and before that staff announcer with KYSF AM, joins KCBQ San Diego announcing and production staff.

Bill Babian promoted to director of remotes at WSBK (TV) Chicago after working as assistant remote director. He has worked with station for year, and was formerly publicity and promotion assistant.

Albert Dail, formerly of WFTM Davieville, Va., disc jockey and announcer, joins WGN Newport News, Va., in same capacity.

William A. Farren, program director for WTL Philadelphia, received public service award of American Veterans of World War II, for his efforts on behalf of veterans in Philadelphia area.

Art Leavitt resigns as program director of KDAC Fort Bragg, Calif. Future plans have not been announced.

D. Lee Chesnut, director of religious programs for WFPR Albany and WBIA-FM Schenectady, elected general chairman of inter-church evangelistic crusade, representing 23 denominations and ten other Christian organisations.

Tommy Bartlett, m.c. of NBC Chicago's Welcome Travelers, to write column, "Traveler of the Week." Column will begin within next two months and be offered on free-of-charge basis to newspapers.

Lucile Manley, of KHJ Los Angeles public relations department, named home economics editor of J-stalement News, publication for house to house installment sales organizations.

Joe Solitaire, disc-jockey with KRE Berkeley, is the father of a boy.

Tom Moore, WSB Philadelphia announcer, is in Valley Forge General Hospital recuperating from operation. He expects to return to his broadcasting duties in fortnight.

The last word...in spite of...

F i g u r e  t h e  o d d s...b y  k k o k

in spite of Teddy, Coolidge

and

TRUMAN

in our time...its

4 1/2 to 1

against a vice-president ever becoming president

But the odds are in your favor when you pick Charlie Strokey's "Town and Country" program on KOK to sell farm products. Persuasive salesman, Charlie Strokey, is widely known in KOK-land, with legions of listeners from 6:00 to 7:30 a.m., Monday through Saturday. He builds sales in the vital-of-value coverage of KOK...phone, wire, write for availabilities today... or call your John Blair man.

630 KC 5,000 watts full time basic ABC in big st. louis

Broadcasting • Telecasting

November 7, 1949 • Page 69
A G R I C U L T U R E
We’ve been programmed for the farmer for 24 years. That’s why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in OPEKA
BROADCASTING • Telecasting
WDOD-FM EXPANDS
Ups Power, Operating Hours
With a boost in power and 8 a.m. to 12 midnight daily service, WDOD-FM Chattanooga now must be considered "one of the most powerful in the South," according to Wall H. Starnger Jr., promotion manager. WDOD-FM's power has been increased from 12.6 kw to 43.6 kw. Station sent letters to all stations in its coverage area und erlining the importance of FM and WDOD-FM's added strength.

Earl W. Winger, WDOD Broadcasting Corp. president, said a series of events special in nature have been scheduled. First of these was an exclusive pickup of the Philadelphia Eagles-Washington Redskins professional football game played last month. Broadcast was fed to a standard broadcast in Decatur, Ga., from WDOD-FM. Other stations are expected to make similar arrange ments in the future, providing a new network service for the broadcasters in area communities, Mr. Winger said. For such a pickup, a nominal fee will be charged. WDOD-FM went on the air Aug. 15.

Muted Trumpet
When announcer Ralph Phillips, WFBR Baltimore, decided to throw two of his teeth capped for the better look of his voice, he didn't turn out with the possible results. Happily he thanked his dentist and hurried to a local nightclub where he blew a trumpet. But he stood aghast when he put the instrument to his lips—the melodies refused to come forth. He rushed back to his dentist who went to work with a file. Mr. Phillips reported: "My dentist plays the trumpet and he didn't think he'd file a little, then he'd... play a few bars and I'd try to blow my trumpet; he said he'd quite possibly make it before I finally blew a note-brother, I was sweating."

THE TECHNIQUE OF BROADCASTING VIA FACSIMILE

What ever affront your association with broadcasting, this book will pay you well to know all there is to know about facsimile—the most economic method of mass communication. This book prints and distributes a newspaper—a copy that's faster than radio and more effective than television.

Here's a pioneering book that draws upon practical experience in publishing the facsimile newspaper to explain what it is—how it is used for sending airline, police school, railroad, bank, industrial and utility information—what you need to know about facsimile programming, make-up style, personnel requirements, etc.

Just Published!

FACSIMILE


$3.50

Every phase of facsimile is co vered in this book from its early experiment stage to its modern, practical use in newspaper pictures, and in transmitting 1,000,000 words per minute. It shows how facsimile is used to publish and distribute a newspaper.

This book provides an explanation of FM broadcasting, microwave relay, and radio adjuncts to facsimile. It provides you an insight into copy and photo graphic editing. It describes how facsimile may affect our lives and makes an interesting layman's terms.

It's a clear picture of how facsimile may be used in an easy-to-follow discussion of reproduction, the process which facsimile copy is actually printed on paper.

Gives you:

—A comparison of facsimile with television
—The rules and standards of facsimile broadcasting
—an outline of the radio facsimile operator's FCC license and how to enter in the facsimile field
—A description of the ways of working with facsimile

$3.50

SEE THESE BOOKS 10 DAYS FREE


Send me book(s) checked below for 10 days without cost approval. In 10 days I will remit for book(s) kept, plus few below delivery, and return unwanted book(s) post paid. I certify if I remit with this coupon; same return privilege.

Hills and Sullivan—Facsimile—$3.50
Royal—Television Production Problems—$2.50
Broadcasting—Television Newswriting—$2.75
Sports Television Primer of Production and Direction—$3.50

November 7, 1949 • Page 71
October 28 Decisions...

BY COMMISSION EN BANC

Hearing Designated
Bexar Berg, Co., San Antonio, Tex.—Designated for hearing application for extension of completion date of CP which authorized new station on 990 kc in Holden Nov. 17, 1947. Commission's action of Aug. 31 denying application was set aside.

Eastern Berg, Co., Inc., Easton, Md.—Set aside hearing taken Sept. 15 denying application for extension of completion date, and designated same for hearing Nov. 18 in Washington. Original CP authorized new station 1480 kc wun. DA.

Mod. CP Denied
Radio Station Des Moines Inc., Des Moines—Denied mod. CP. For extension of completion date of new station originally authorized Nov. 13, 1947. Request for hearing may be made within 30 days in which event denial will be subject to application designated for hearing.

Hearing Designated

Change in DA
KFGQ, Phoenix, Mo.—Granted CP change DA-D.

Hearing Designated
WGRD Grand Rapids, Mich.—Designated for hearing application to change hours from D only to unl. and install DA-N, and make WGRD La Crosse, Wis. party to proceeding.

Modification of CP
KHSJ Co., Greenville, S. C.—Cancelled mod. CP to increase height of east tower in proportion to SSW FM an.

Applications
Mada H. McGau, Calif.—Commission on own motion dismissed with prejudice application for CP.

Operation Suspended
KBET and KBET-AM Radio Station, Des Moines, Iowa—Operation suspended.

Extension Granted
WIBK Knoxville, Tenn.—Granted 30 days to complete program test extension to Oct. 31.

License Renewal
Following stations were granted renewal of licenses for period ending Nov. 1, 1950: KBUH Brigham City, Utah; KDDB Dumas, Tex.; KEPO El Paso; KGDF (and aux.) Coyfeyville, Kan.; KJSB Columbus, Neb.; KLKN Anchorage, Alaska; KYTV College Park, Md.; WSIQ rocking, Iowa; KYTV Des Moines, Iowa; KDWE Leavenworth, Kans.; KGDI Eads, Colo.; KGW Portland, Ore.; KGWX Portland, Ore.

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.

EXPRESSED CP REPLACED

KCOI Coalinga, Calif.—Granted application for CP to replace expired permit.

WGI Ames, Iowa—Granted extension of SSA permitting operation from 6 a.m. to local sunrise at Ames (Comm. Webster voting for denial).

Application Dismissed
Madera Radio Co., Madera, Calif.—Commission on own motion dismissed with prejudice application for CP.

Operation Suspended
KBZ Bryan, Tex.—Granted permission to remain silent for period of thirty days from Oct. 29 pending reevaluation and reestablishing of station.

Extension Granted
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AMENDED TO COVER

License for KEPO El Paso, Tex.—Granted change from 1.5 kw to 1 kw, change to 1 setting.

Hearing Designated

October 28 Applications...

ACCEPTED FOR FILING

License for CP
KNOE Monroe, La.—License to cover CP.

WBLM-FM Macon, Ga.—License to cover CP.

WHPB High Point, N. C.—License to cover CP.

SSA—1930 kc
KGA Spokane, Wash.—SSA to operate on 1000 kc with 50 kw unl.

AMENDED TO CHANGE NAME OF LICENSEE

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO? THEY want the BEST!

Ask
JOS. WOOD & CO.
350 Madison Ave., New York About the Maritimes Busiest Station!

Because we SELL—
We're 65% SOLD!

CHOW TASTER, Mark Evans (1), WTOP (CBS) Washington commentator of Sunrise Salute, lunches at the enlisted men's mess at South Post, Fort McPherson, N. C., with Major Gen. Herman Feldman, Army Quarter-master General. Following the announcer's frequent references on his program to Army food as "mess," the general invited Mr. Evans to taste actual Army fare. It was nothing new to Mr. Evans who was a sergeant in World War II. Paraphrasing the famous remark, WTOP's Mark Evans concluded: "He who came to scoff remained to ask for second helpings."

AMENDED TO CHANGE NAME OF APPLICANT FROM FRED H. WHITNEY TO FRED H. WHITELEY INC.

Modification of CP
WPYN Brevard, N. C.—Mod. CP new AM station for extension of completion date of CP, granting new FM station for extension of completion date.

WCAE-FM Pontiac, Mich.—Same.

WNJL-FM Norfolk, Va.—Same.

WOIC Washington, D. C.—Mod. CP new commercial TV station for extension of completion date to 1-30-50.

WNTY Omaha—Same to 2-1-50.

WNBV-Binghamton, N. Y.—Same to 12-11-49.

LICENSED FOR FILING

Modification of CP
WUID Essex, Md.—Mod. CP change from 1500 kc 1 kw to 1400 kc 250 w un.

October 31 Applications...

ACCEPTED FOR FILING

WALC-FM L'Orange, Calif.—License to cover CP.

WAKM Dearborn, Mich.—License to cover CP.

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<td>Telephones—Kingswood 7631, 9541</td>
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<td>Riverside, Ill. — Riverside 6652 (A Chicago suburb)</td>
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<td>Shop and laboratory—1728 Milton Rd.</td>
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| **PAUL GODLEY CO.** |
| Upper Montclair, N. J. |
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<th><strong>ROBERT W. GADDIS</strong></th>
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<td><strong>CONSULTING RADIO ENGINEERS</strong></td>
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<th><strong>H. V. ANDERSON</strong></th>
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<td><strong>AND ASSOCIATES</strong></td>
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<td>Consulting Radio Engineers</td>
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<tr>
<td>134 Clarence St., Phone 7-277</td>
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<td>Lake Charles, La.</td>
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<td><strong>SPECIALIZING IN ANTENNA PROBLEMS</strong></td>
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<td>&quot;Registered Professional Engineer&quot;</td>
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EMIL TROJAK appointed chief engineer for KMBY Monterey, Calif., replacing BILL CRABBE Jr., who has resigned to enter sales and service side of radio.

ED WITHERSTONE of CBL and CJBC Toronto transferred to St. John's, Newfoundland, to be supervising engineer for Newfoundland region of Canadian Broadcasting Corp.

FRED TIMM named chief engineer of KVER Albuquerque, N. M.

ERIC HERUD, veteran WOR New York studio engineer, appointed theatre manager for WOR-TV. He has been with AM station for 15 years, and in his new capacity, will coordinate operations between production and engineering personnel.

JIM ALLREAD, formerly with WMRN Marion, Ohio, joins engineering staff of WHOK Lancaster, Ohio.

ROBERT AFACIK, former director of Southern Television Productions, Louisville, and producer of TV shows for WATV (TV) New Orleans, La., appointed to technical staff of WTVJ (TV) Miami, Fla. He succeeds JAMES LOOMIS, resigned to enter advertising firm.

RUSH SAWSYER, chief engineer at WDVA Danville, Va., is the father of a girl.

FRANK MAKEPEACE, chief engineer of CFRN Edmonton, Alta., elected president of Jasper Place Community League at Edmonton. He has been with CFRN since 1934.

AUDIOPHON Co., San Carlos, Calif., announces new Audiphon console tape recorder which combines tape economy and 66 minute recording time with audio response of 40 to 10,000 cycles 2 db operating at 7/8 inches per second. Fifteen-inch speed is available by instantaneous switchover to 15,000 cycles and permit split-word editing.

BLACKSTONE BIDS

For More Dealer Co-op

IN an effort to reach a saturation point among its dealers in cooperative sponsorship of Blackstone Magic Detective, quarter-hour radio series transcribed by Charles Michelson Inc., New York, the makers of Blackstone Waxing Machines have launched a contest and a new cost plan.

The Blackstone factory has announced all dealers using the series will be charged 33 1/3 % of the costs and the factory will share the other 66 % with wholesale distributors. A contest is being held among the factory's 15 direct sales representatives with the man responsible for the greatest number of radio contracts awarded a 17-jewel Longines wrist watch. Runner up prizes are Wittnauer wrist watch and a Parker 51 pen and pencil set. Contest is scheduled to end Dec. 31.

THE CASE OF THE MAGIC MATTRESS

This local merchant had quite a number of mattresses to sell. He was wishing for a magic carpet to bring buyers to his store.

Well, KDYL knows how to weave "magic carpets" for that purpose. Our merchant devolved one of the spots on his series on "The Emerson Smith Show" to his mattresses — sold every last one of them.

That's the kind of action KDYL is getting for advertisers. And KDYL-TV, too, is noted for results.

"AROUND RADIO" PROVOKES COMMENT IN CHICAGO

Saturday night at 6:15 is coming to be a regular tune-in time for a lot of Midwestern folks who appreciate WLS Program Director Harold Safford's comments on radio, past and present, along with terse news items from day to day WLS programs. The new weekly feature is titled "Around Radio" and not only helps build audience but is a definite merchandising extra for WLS advertisers, too.

Other new features include Captain Stubby and the Buccaneers with Jack Stilwill every afternoon at four — a sure listener-builder backed by a potent WLS audience promotion. And a selling power in Chicago and its huge neighborhood, too.

On the special events front, coverage of "George Craig Daily" when Brazil, Indiana, saluted its new national commander of the American Legion, was a WLS high-light last Thursday. John Baker, who grew up in that same little Indiana town, made the unusual broadcast for WLS. And have you heard about Enoch Squires?

WLS Chicago 7

Represented by John Blair & Company

Page 74 • November 7, 1949

ERLING G. FOSSUM named general manager of radio and television division of Stewart-Warner Electric Co., Chicago, succeeding SAMUEL INSULL Jr., resigned to return to insurance business [Broadcasting, Oct. 14]. Mr. Fossom, Stewart-Warner employee since 1926, served as assistant to president during past year.

RICHARD GILBERT, recording director of Columbia Records' Masterworks Dept. for past year, appointed director of entire department. Before joining Columbia in 1949, he was recording director of RCA-Victor Red Seal records. OXFORD-LOWE PRODUCTION Inc., formed in Hollywood for production of radio and television packages. Principals are EDDIE OXFORD, KMPC Hollywood commentator and motion picture editor, and SHERMAN L. LOWE, television and movie writer.

KENNETH M. PARKER joins SESAC Inc., New York, as field representative. He was previously with WBBM and WEDC Chicago, Gene T. Dyer interests in that city. KYRX San Jose and KMNS San Luis Obispo, Calif.

ROBERT SEELY joins Coffin, Cooper & Clay Inc., Hollywood television research firm, as field director.

GENE DEITCH joins motion picture department of Jam Handy Organization, Detroit, as chief animator.

SYDNEY N. GOLDBERG, general sales manager of Decca Distributing Corp., New York, wholly owned subsidiary of Decca Records Inc., appointed vice president of distributing company. He will continue as general sales manager of firm, with which he has been associated for 15 years.

SAUL ABRAHAM, manager for 39 years of more than dozen New York legitimate theatres, appointed manager of DuMont TV Network's Adelphia Playhouse, New York.

Equipment
FRANK A. D. ANDRE, president of Andrea Radio Corp., Long Island City, N. Y., issues four-color illustrated booklet, "History and Manufacture of Television Receivers," available to public at all Andrea dealers.

Crosley Div. Ave Mcg. Corp., Cincinnati, opens regional sales office and distributing branch in St. Louis. Distributing branch is located at 3238 Locust, and headed by WILLIAM J. O'BRIEN, formerly regional representative in Providence, R. I. Regional office, headed by BRUCE MORE, general sales manager in San Francisco office, is located at 317 North 11th St.


GENERAL ELECTRIC Co., Syracuse, N. Y., announces it will produce new wide-angle, 16-inch metal TV picture tube five inches shorter than conventional tubes of this size. Production begins in December. Type 160P4, also will feature "filter-glass" face plate.


STEWART-WARNER Corp. has reported net earnings of $1,296,284, or $1.51 per share, for first nine months of 1949. Net earnings for same period last year were $2,609,725, or $2.02 per share. Sales for first nine months were down 27%, for third quarter, down 30.7%.

WKJG-NABET
Uphold Union, NLRB Told

COMPLAINT by the National Assn. of Broadcast Engineers and Technicians that WKJG-AM-FM Fort Wayne, Ind., indulged in unfair labor practices should be upheld, according to an NLRB intermediate report filed Friday.

Station is licensed to Northeastern Indiana Broadcasting Co. The report was interlarded with "casualist" orders and a strong recommendation for "affirmative action" in compliance with the Labor Relations Act. It was issued by W. Gerard Ryan, trial examiner. NLRB still must act.

The dispute arose from NABET's charge that WKJG, on and after June 14, 1948, refused to bargain collectively with employees; caused and prolonged a strike begun last Aug. 12; discharged and refused to reinstate employees; and attempted to regain its lost jurisdictionally from March through May 1948.

The licensee denied any unfair labor practices. It pointed out there was no evidence to support the complaint and that proof satisfactorily explained delay in bargaining sessions. When the union finally negotiated and the station was forced to hire permanent replacements, WKJG contended.

FIRE MAKERS
WTNS Adds Smoke to Drive

FIRE prevention was promoted to a blazing success by WTNS Co-shooton, Ohio, during National Fire Prevention Week. John R. Terry, manager of WTNS, reported to city folk talked about the station's stunt for days afterward.

Five smoke pots placed on the roof of the station were ignited precisely at 3:14 p.m. and in split-second timing an announcer shouted fire over the air and the program switched to the roof while a newsmen pulled a firetruck to the street in front of the station. While the wail of sirens was heard over the air, Mr. Terry explained fire prevention week to the listeners.

Trucks pulled up in front of WTNS, laid out lines and poured water on the "fire" in two minutes 58 seconds. The whole operation was described from the roof. No advance publicity had been given. Firemen on hand to suppress flames, the hosts and the newsman were forced to make a plea for prevention and complimented the station's efforts. Neither firemen nor police, except for the chiefs, were aware before the call was not for an actual fire. Direct result of promotion, Mr. Terry said, was 180 calls received at the fire station from residents requesting fire inspection of their homes.

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 Hooperatings 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

November 7, 1949 • Page 75
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word on minimum charge. No charge for replies by advertiser. One inch $12.00 per section. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Box Advance Advertisements (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Competent manager for 1 kilowatt daytime station. Position will offer attractive man aged man experience in programming, management and sales, and full time sales position. Excellent opportunity for advancement in an organization with a clear commercial future. Address: Attn. Manager, WXYZ, Detroit, Michigan.

Salesmen

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. Write Box 36D, BROADCASTING.

Local salesman for 5 kw Mutual affiliate in midwest. Major department store. Must have personal data sheet listing all phone, radio and television opportunities in all phases of radio, with current experience. All references expected. Write Box 96D, BROADCASTING.

Salesman for small independent in rural area. Good opportunity with salary and commission arrangement. Must have car. Mid Atlantic. Box 101D, BROADCASTING.

How tough can you get? Leading independent, in competitive midwest market. Sell yourself. Send us your best letter and we'll tell you how much we pay. Box 352D, BROADCASTING.

Salesman in independent, wealthiest Chicago suburb. Must have proven sales background. Unlimited opportunity. Box 186D, BROADCASTING.

A really good local station in a good market with a good Conlon will pay a substantial draw and commission to a mature, thoroughly experienced salesman. Box 119D, BROADCASTING.

Help Wanted

Managerial

Sports announcer with news background. Must be able handle play-by-play of sports. Excellent opportunity. Send complete information, references and photograph. Box 95D, BROADCASTING.

Experienced announcer for morning show. Send photo, letter of experience and reference to WFN, Burbank, California.

WANTED: Experienced announcer for afternoons. Reply Box 126, BROADCASTING.

Technical

Help wanted—Immediate vacancy for production manager. Must have experience in engineering and announcing. Send complete information, letter of reference and one recent photo to Box 123, BROADCASTING.

Production-Programming, others

Experienced copywriter wanted. Able to write all types of copy. Must be experienced. Send complete information, photograph and sample copy to Box 121, BROADCASTING.

Experienced commercial copywriter wanted to handle entire job on busy station. Salary double. Write with letter. Box 98, Charleston, South Carolina.

WANTED: Commercial copywriter. Some experience, forty hour work, good working conditions. WNIB, Saranac Lake, N. Y.

Situations Wanted

Managerial

Well qualified, will accept salary plus commission opportunities. Will make money. Box 5D, BROADCASTING.

Man with twenty years all-round experience, interested in management opportunity. Sound background. Box 36D, BROADCASTING.

Manager, alert, versatile for 250 watt, 7 yrs. ann.; eng.; program, copy, sales. box 29, New Orleans, La. Had station for 11 yrs. Top ten big city. Box 36D, BROADCASTING.

CUMULATION—Can stand alone on own; eng., program, and copy, some sales. 1 yrs. ann. Good anyone pay $1,000 a week? Presently employed, 29, family, sober, conscientious, curious. Box 44D, BROADCASTING.

Assistant manager, 27, married desires second opportunity. Experience in programming, appointment in hand. Reply to Box 123, BROADCASTING.

Hard-sell manager or commercial manager available November 1st. Sober, capable, family man. Unusual qualifications in management, sales, produc- tion, programming. Excellent educational, newspaper background. Particip- ized in bank house, theatre, amusement, radio, sales work, and personal services for respectable people. Please give complete details in reply. Box 43D, BROADCASTING.

Twelve solid years experience in commercial radio. Plenty of "savvy" in sales. Professionalism, and a wealth of metropolitan, big-time experience. Thorough grounding in sales and station operation. I think this all adds up to a strong sales man in a small or medium sized city. Personnel, and experience, $2000 retainer. Box 86D, BROADCASTING.

Attention station owners interested in south Florida. Black, 9 yrs. experience. Well fully qualified to operate your radio station. Experience in all phases of station, principals with imaginative promotion and programming, obtainable. Fifteen years background in all phases of sales and management, including general manager of 5,000 watt fulltime operation, radio, television and other large, national advertising agency; network production, sales, and management, also with one of nation's leading stations. Widely acquainted in radio and advertising circles. Have to base experience and ability to mold your staff and sales department and to develop a progressive and progressive organization. Married, sober. Extras for voltives reply requested. Base position easily explained. Your reply to: base-station, 10th floor, c/o the high, Box 97D, BROADCASTING.

Manager, station or program, 12 years experience major and regional network key cities. Box 145D, BROADCASTING.

WANTED: Experienced announcer for small station operation. Box 106D, BROADCASTING.

If your independent is in a potential good market, but suffers from high operating expense, low income and a shortage of ideas, you're looking for a manager, my proposition is worth your attention. Box 135D, BROADCASTING.

Salem, seven years experience in community station. If you have a real go-getter, drop me a line. I've already been in two, have good references. Box 122D, BROADCASTING.


Former announcer desires position as sales manager, 11 yrs. experience, one year AM sales, good personality, personality, knowledge of commission to be negotiated. Box 156D, BROADCASTING.

Situations Wanted

Announcer, sales, 15 yrs experience tangible, intangible selling. Graduate radio school, currently doing commercial and sports announcing. Now with midwestern 1000 w. independent. Age 39, sober, married. Available two weeks notice. Phone, references. Box 127D, BROADCASTING.

Experienced sales, sales-promotion and merchandising. College education, your agreement, results. Two yrs. radio sales experience. Desire to be with national sales organization. Write to staff or assistant to general manager while training. Box 141D, BROADCASTING.

Experienced in sales, announcing; College education, your agreement, results. Sales position in large, established market. All replies to Mr. F. V. Kardell, 2224 N. Lincoln, Chicago 11, Ill.

Announcers

Hey there. See my ad last week? I’m still looking. Are you progressive? Live in a large metropolitan area. Reply Box 362, BROADCASTING.

WANTED: Assist. manager with 6 yrs. experience. Willing to move. Willing to work. Box 332, BROADCASTING.

Announcer desires immediate change from large metropolitan area station to progressive station in any locale—merit and experience well above average. Reply Box 104D, BROADCASTING.

Announced experienced presently employed in New York City as staff man in radio and television. Desires immediate change to large radio outlet in the metropolitan area. Reply Box 86D, BROADCASTING.

Announcer-engineer, 1st class phone; QST, CB, and board experience. Grandfathered license. Has travel, south, west, northwest. Disc jockey, all sports. Box 85D, BROADCASTING.

Good announcer, news, copy, advertise- ing, operation my meat. Single. Will travel. Box 86D, BROADCASTING.

Disc jockey, ad-hibber with program background. Box 90D, BROADCASTING.

Announcer, 28, married, college gradu- ate. Desires position with large, established market. Excellent references. Box 84D, BROADCASTING.

Announcer, experienced, single, 4 yrs. college, and ten yrs. commercial and special programs, jockey. Operate part time while in college. Interested in western station. Disc. details. Box 87D, BROADCASTING.

Sports announcer, basketball and base- ball specialist, but completely experi- enced in all phases of broadcasting. Box 105D, BROADCASTING.

College, married, veteran looking for job in radio or television. Experience in baseball and basketball. Excellent references and disc. Box 86D, BROADCASTING.

Announcer-engineer, first phone. Familiar with all phases of broadcasting. Reliable, family man. Desires permanent position with progressive station. Disc, on request. Box 94D, BROADCASTING.

Sports, play-by-play, network and loc- al experience. Age thirty. Married. Want to settle in livewire southwestern baseball city. Personal interview. Box 88D, BROADCASTING.

Announcer-salesman, 1 yr. announcer-engineer northern station. Morning, afternoon positions. Box 207, BROADCASTING.

2 mo., salesman (student) both stations. Will do full day's work on audition, disc, on request. Box 94D, BROADCASTING.

Announcer, experienced, continuity writer, news editor, DJ, adlib ability, extra able, excellent references. Box 95D, BROADCASTING.

Announcer, 21, two years experience. Deep network quality voice, excellent appearance, experienced in news, commercial and DJ. Has reached peak present at employment. Desire position at New England or Pennsylvania station. Personal interview in person in reason. Available immediately, references. Wire. Box 102D, BROADCASTING.

Announcer, news, 2½ yrs. commercial experience. Permanent position in all phases of position. References available immediately. Box 101D, BROADCASTING.


Announcer-Radio training two years. Excellent deep voice, pleasing style and advertising. Desires box position. Will obtain needed experience. Excelling after one year, I can handle all sports. Run control board. Replies should be addressed directly. Disc and background on request will be offered. Box 112D, BROADCASTING.
Situation Wanted (Cont'd)

Announcer, program director, newscaster, TV engineer, Millard, NBC, CBS, Married, will go anywhere. Disc and photo on request. Box 113D, BROADCASTING.


Situation Wanted (Cont'd)

Engineer, 1st phone, 2nd phone technician, four years experience, desires permanent position. Will work. Travel anywhere. Box 9ID, BROADCASTING.

BROADCASTING

Chief engineer with 15 years experience. Will relocate in liberal community where there is opportunity to change to progressive station. Best offer, plus 5% of first $2000, $1000 per year. Box 25D, BROADCASTING.

First telephone technician, four years experience, desires permanent position. Will relocate. Box 318D, BROADCASTING.

First telephone technician, desires position. Single, will work anywhere. W. M. Dickinson, 515 West 8th, Mitchell, S. Dak.

First telephone technician, four years experience, desires permanent position. Will relocate. Box 867c, BROADCASTING.

Engineer, first phone, single, car, will consider large city. Box 3ID, BROADCASTING.

First telephone technician, desires permanent position. Box 8ID, BROADCASTING.

Desire position, will locate. Francis Crosby, Box 96D, BROADCASTING.

First phone technician, four years experience, desires permanent position. Will relocate. Box 58D, BROADCASTING.

First phone technician, desires permanent position. Box 2ID, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 116D, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 2ID, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 3ID, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 116D, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 25D, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 867c, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 3ID, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 867c, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 3ID, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 867c, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 3ID, BROADCASTING.

First phone technician, desires permanent position. Will relocate. Box 867c, BROADCASTING.
New England Opportunity

An outstanding New England situation—fulltime 250 watt operation—exclusive market. Excellent potential. Capable manager needed. Station operating profitably. An unusual opportunity for 100% ownership for $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

Page 78 • November 7, 1949
November 3 Decisions... By COMMISSION EN BANC

WASK LaFayette, Ind.—Granted authority to operate temporarily from Franklin, Ind., to comply with station's TRTA. Oct. 21.

WAKZ Richmond, Ind.—Granted license to change frequency from 1560 mc, to 1561 mc, to comply with TRTA. Oct. 21.

WAMP-AM Austin, Tex.—Confirmed in original grant of license to change frequency from 1520 mc to 1521 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WARL-AM Alexandria, Va.—Granted to resume operations with limitation of 250 watts to 100 watts to comply with TRTA. Oct. 21.

WAYW-AM Oak Hill, W. Va.—Granted to receive approval to change frequency from 1510 mc to 1511 mc to comply with TRTA. Oct. 21.

WBCP Atlanta, Ga.—Confirmed in original grant of license to change frequency from 1510 mc to 1509 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WCMR-AM Bridgeport, Conn.—Confirmed in original grant of license to change frequency from 1510 mc to 1509 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WCGW-AM Cable, W. Va.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WJOX, Jacksonville, Fla.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WRXO-AM Scituate, Mass.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WTAQ Indianapolis, Ind.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WAMX-AM Columbus, Ga.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WLDJ-AM Lyndhurst, N. J.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WMLP-AM Lompoc, Calif.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WZID-AM Nashville, Tenn.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WWMN-AM St. Paul, Minn.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

KBRO-AM Sanibel, Fla.—Withdrawal of application granted license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WTOO-AM Jackson, Miss.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WHTI-AM Rome, Wis.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WJGJ-AM Detroit, Mich.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WCHT-AM San Diego, Calif.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WBBX-AM Bakersfield, Calif.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WBCO-AM Columbus, Ohio—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WZMG-AM Miami, Fla.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WFBZ-AM El Paso, Tex.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WYOO-AM Louisville, Ky.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WBJJ-AM Memphis, Tenn.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WNNX-AM Charlotte, N. C.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WPTL-AM Waco, Tex.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WAND-AM Madison, Wis.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WABA-AM Burbank, Calif.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WRAM-AM Atlanta, Ga.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WTVV-AM Fort Lauderdale, Fla.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.

WABA-AM Burbank, Calif.—Confirmed in original grant of license to change frequency from 1500 mc to 1501 mc and granted in Other, to specify revised antenna and new transmitter. Oct. 21.
FCC Roundup

(Continued from page 79)

Transfer Grants Cont.: each; Edward and Walter Thompson, 19% each; John Foothill, 0.8%; Herbert Whitt, 0.5%; Estate of Earl Groth, 4%; and Earl Groth Jr., 0.5%. Granted Oct. 28.

WPRO-AM-FM Fremont, Ohio—Granted transfer of control of WPRO-AM/570 and WPRO-FM/1500 from Robert F. Wolfe and Margaret Wolfe, sole owners of each, to a four-person group in which they receive 33.35%. Remaining stock is purchased by members of Wyandot County Teachers Credit Union, Robert F. Wolfe Co., permittee firm which also is in office equipment and paper business. Granted Oct. 7.


New Applications...

TRANSFER REQUESTS

KELP El Paso, Tex.—Transfer of control of KELP-AM/1240 and KWAT-FM/96.7, from Ed V. Mead, Lewis O. Murphy and T. J. Carroll, equal owners, to Rickey Evangelistic Assn. for $40,000. Transfer is non-profit religious organization headed by Rickey, pastor, and president of Evangelistic Temple Church of God, a church associated with Mr. Rickey are Andrew J. Rickey, P. F. Rickey and Leonard F. Rickey. KELP is assigned 1 kHz on 1240. Granted Oct. 28.

WHCC Waynesville, N. C.—Assignment of license of Smoky Mountain Beast, Inc., to WHCC-AM/660 and WHCC-FM/107.7, an acquired station property and facilities in lieu of assignment of Smoky Mountain Beast, Inc., deed in trust to the First National Bank of Waynesville, is headed by Holt McPherson, 25% owner, WOHS Shelby, N. C., 72.7% owner. Other licensees include; Carolyn F. Phillips, office manager, and Frank Wilber, engineer.

FCC Network Review

(Continued from page 82)

...Makes Waste'

THE HASTE with which FCC dashed off its letters putting ABC, CBS, and NBC owned stations on temporary licenses (see story on page 25) was self-evident. Three times in the three letters FCC referred to the National Assn. of Radio Station Representa-
tives. Apparently on the last time did it get the name right. The first two times the organization was called the National Association of Radio Spot Repre-
sentatives.

RADIO AND AP

Kansas Group Cooperates

RADIO can make Associated Press a better service if stations, give good service, Kansas AP Broadcasters were told at a recent meeting in Lawrence, Kan. Broadcasters were urged to get new AP contacts in their territories to AP, thereby sharing an equal responsibility with newspapers in the exchange of news among members.

Featured speaker at the meeting of the year-old Kansas Assn. of AP Broadcasters was Dolph Simpson, publisher of the Lawrence Journal-World, and chairman of the Kansas AP’s continuing study committee.

A resolution pleading “ourselves collectively and individually to supply news of our territories” was adopted, as well as one expressing appreciation for AP bureau’s work on behalf of radio.

Fern Minor, chairman of KWHK Hutchinson, was elected chairman of the state radio group, and R. M. Seaton, KGGF Coffeyville, vice chairman.

In addition to Mr. Minor and Mr. Seaton, other members of the group were Bob Wells and Max Bicknell, KUW Garden City; Dan Bellus, Claire Hughes and Max Dana, KWEB, McPherson; Tex Webber, Sidney, and Steve Madden, KPRS Olathe; Earl Tankersley, Gardner; Olaf Soward, WIBW Topeka; Bob Sharp, Kaw City; Clay Harris, and Jad M. Sandores, KEEK Pittsburg; George Goe, KANS Wichita; Frank G. Gorrie, Al Stine and Joe DeGeorge, Kansas City AP Bureau.

WHBC is Canton is now the station that promotes concerts in NORTHEAST OHIO because WHBC has gained listeners, while listeners of all other stations have split seven ways.

Check These Items:

...Brand New Hooplaings...

...Listeners of less cost...

...Retail of that hold firm...

...Local promotion that sells...

Ask WHBC CANTON about the NEW BOLD LOOK in NORTHEAST OHIO

When It's True

Another BMI “Pin Up” Hit—Published by Mellin

BLUEBIRD ON YOUR WINDOWSILL
On Records: Phil Reed—Dance-Tone 416; 101 Ranch Boys—Col. 20600; George Towne—Regent 153; Johnny Bond—MGM 10510; Kenny T. Cooral 40221; Tex Williams Trio—Cap. 57-40225; Ralph Flanagan-Bluebird 31-0001; Freddy Martin—Vic. 20-3554; Doris Day—Col. 30611; John Murphy—Kangaroo 3047; Dan Bellus—Carroll—Dec. 24772; WJF Carter—Bluebird 58-0111.

On Transcriptions: Lawrence Welk—Standard.

Page 80 • November 7, 1949
JOLSON SIGNS
Exclusive CBS-AM-TV Pact

AL JOLSON, famed singer, and veteran of stage, screen and radio, has entered into an exclusive agreement with CBS for both radio and television appearances, the network announced last week. Mr. Jolson's representative is the William Morris Agency.

The network said it had no plans as yet for a program starring Mr. Jolson. He will follow the time being confine his CBS appearances to guest spots on radio and television shows, with his first engagement scheduled for the Northwest, November Bing Crosby program.

Salary terms of his contract with the network could not be learned.

The singer has not recently had his own program. He was starred on the Kraft show on NBC last year.

N. Y. Election
(Continued from page 21)

sens Committee For Lehman, $1,078; Women's Div., City-Wide Independent Citizens Committee For Lehman, $425; Republican State Committee For Duques, $400; Committee For O'Dwyer, $800; Liberal Party, $465; Harlem Committee For Davis, $290.

Radio stations not releasing figures were WHOM New York, which claimed it had sold time for practically every candidate's viewpoint, and WCBS New York.

Television stations reported the following advertising rates:

WJZ-TV—City-Wide Independent Citizens Committee for Lehman, $600 for a ten-minute program. Total, $4,000.

WNBT—Republican Fusion Party, 6 quarter hours, $3,050. Total, $5,000.

WFXT (TV) New York—Two one-minute announcements for Independent Citizens Committee for Lehman, a one-minute announcement for Republican State Committee for Duques and a ten-minute program on behalf of Lehman totaled some $800.

WABD (TV) New York—One one-minute film and two one-minute announcements for Lehman totaled around $1,000.

ABC State Committee For Independent Citizens Committee For Duques, $10,340; N. Y. State Republican Committee, $4,892; Sen. Sheridan Downey, (no further data available) $688; Independent Citizen's Committee For Lehman, $1,112; N. Y. State Democratic Committee, $1,064; AFL-CIO Joint Labor Committee, $1,368; National Committee For Effective Congress For Lehman, $7,140. Total: $21,144.

CBS State Network — Lehman, $9,560; Duques, $6,670; State Democratic ticket, $850. Total, $17,470.

NBC State Network—Three programs, all purchased by Democratic Party on nine-station network. Total, $5,000.

MBS State Network—Month of October only. N. Y. State Republican Party, $3,394; Liberal Party, $1,669; N. Y. State committee For Lehman, $4,232; Independent Citizens Committee For Republicans, $2,116.

N. B. Chicago and Central Div. Athletic Assn. have arranged series of six weekly classes in various phases of broadcasting to employ free of charge. Classes are taught by top personnel in different divisions.

BROADCASTING • Telecasting

National Nielsen Ratings Top Programs
(Total U. S., incl. SMALL-TOWN, FARM AND URBAN HOMES and including TELEPHONE and NON-TELEPHONE HOMES)

Extra-week September 23—November 1, 1949

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Previous Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>9,244</td>
<td>24.0</td>
</tr>
<tr>
<td>2.</td>
<td>9,178</td>
<td>25.0</td>
</tr>
<tr>
<td>3.</td>
<td>7,542</td>
<td>19.2</td>
</tr>
<tr>
<td>4.</td>
<td>7,432</td>
<td>18.7</td>
</tr>
<tr>
<td>5.</td>
<td>7,149</td>
<td>18.3</td>
</tr>
<tr>
<td>6.</td>
<td>7,110</td>
<td>18.23</td>
</tr>
<tr>
<td>7.</td>
<td>6,678</td>
<td>17.0</td>
</tr>
<tr>
<td>8.</td>
<td>6,442</td>
<td>15.5</td>
</tr>
<tr>
<td>9.</td>
<td>6,164</td>
<td>14.5</td>
</tr>
<tr>
<td>10.</td>
<td>5,897</td>
<td>15.0</td>
</tr>
<tr>
<td>11.</td>
<td>5,805</td>
<td>14.3</td>
</tr>
<tr>
<td>12.</td>
<td>5,556</td>
<td>15.0</td>
</tr>
<tr>
<td>13.</td>
<td>5,499</td>
<td>14.0</td>
</tr>
<tr>
<td>14.</td>
<td>5,460</td>
<td>13.9</td>
</tr>
<tr>
<td>15.</td>
<td>5,420</td>
<td>13.6</td>
</tr>
<tr>
<td>16.</td>
<td>5,300</td>
<td>13.5</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is based on the "NIELSEN-RATING" (%); 39,281,000—
the 1949 estimate of Total United States Radio Homes.

(1) Program rerun during all or any part of the program, except for homes Listening only 1 to 5 minutes.

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LORAIN 'JOURNAL' Government Suit Nears Hearing

The PRECEDENT anti-trust suit by the Lorain, Ohio, Journal for alleging WEOL Elvira-Loran moved one step closer as the Government filed its detailed answer. Mr. Horvitz, Journal publisher, tendered an opposing affidavit.

No further steps ensue until hearing is held Nov. 15 in U. S. District Court at Cleveland on the Justice Dept.'s request for an injunction in the suit, the first such case to be heard by a newspaper [BROADCASTING, Sept. 29, Oct. 3].

Based upon the belief that a strong, healthy business and shopping district is important to the well-being and continued growth and development of the community and that anything that tends to impair the community's business is detrimental to that community, it is the policy of the Lorain Journal to protect the Lorain market in the interest of local business houses.

To accomplish this, the Lorain Journal strives to build up the Lorain market by encouraging patronage of local stores, by attempting to attract business custom to the Lorain market and to the newspaper, through the advertisements of out-of-town newspapers that would tend to withdraw business from the Lorain market.

Indicating the Journal believes "it has an obligation not to use its enter to its homes of its readers to introduce advertise- ments that it considers offensive, in poor taste, false, misleading, or opposed to public policy or the best interest of the community," Mr. Horvitz added he believed all employees had upheld the policy. He said they have resolved "to legitimate and ethical practices customarily engaged in by many newspapers in this vicinity and elsewhere to forward the local interest of the community and, consistently with newspaper policy.

The government's brief, answer- ing the Journal's opposition and supporting its initial suit and request for preliminary injunction to suspend the paper's alleged influence on radio advertisers, asserted the case fell within Sherman Act juris- diction since both newspaper pub- lishing and radio broadcasting are interstate commerce.

other court decisions were cited as authority.

The brief further contended that Mr. Horvitz' statements in them selves supported the government's contentions of anti-trust law viola- tion and that the publisher failed to answer many of the complaints offered by local merchants.

To Journal contentions that free speech was being tampered with, the brief stated, "To talk that the First Amendment be applied to strike down a non-discriminatory regulation of commerce whose objective is the removal of restraints on the distribution of news, advertising and other information is...to belittle the great historic experience on which the framers based the safeguards of the First Amendment."

It continued, "So far as the concept of the freedom of the press is all at relevant here, it may fairly be said that the relief sought is in the interest of greater, and not less, freedom.

A trader engaged in private business "should have the right freely to exercise his own independent discretion as to parties with whom he will deal," the government brief said, "but in any event, this right exists only when there is no purpose to create or maintain a monop- oly." The brief alleged the Journal "did go beyond the exer- cise of this right and combined to restrain and to monopolize inter- state commerce."

KING Appoints Blair

KING Seattle has appointed John Blair & Co. as its national repre- sentative, effective Nov. 1, it was announced last week by Station Manager Hugh Peltis. Mr. Blair, an independent, went to 50 kw on 1090 kc April 1. Mrs. Dorothy Bullitt of Seattle is principal stockholder, and Henry B. Owen is president.

November 7, 1949 • Page 81
FULLTIME GRANTED 'TIMES-PICAYUNE' STATION

FOUR NEW AM stations and one noncommercial FM outlet were granted by FCC Friday. WTPS New Orleans awarded power boost on 940 kc from 1 kw day only to 1 kw day, 500 w night directional. New station grants: Jefferson City, Mo.—Missouri Central Best, granted 2000 kc, 250 w day, estimated cost $14,000. KPSM, North St. Paul, Minn., a co-partnership, Brown, O'Shaughnessy, transmitter engineer, and Robert B. Fox, executive engineer, granted 1450 kc. WSBH, Plattsburg, Miss., granted 1450 kc, 500 w full time; estimated cost $18,500. WSHB, Plattsburg, Miss., granted 1450 kc, 500 w full time, fordifferent uses. WLSA, Dubuque, Ia., granted 1500 kc, 500 w, to serve Dubuque, Davenport and Iowa City.

PILGRIM GROUP FAVORED AS WORL SUCCESSOR

WITH side blast at foreign-language programs as means of teaching English and fostering national unity, FCC Examiner Hugh B. Hutchison last Friday nominated Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, as successor to WORL, Boston. WORL's license renewal application was denied in 1947 for alleged concealment of ownership and station ceased operations last May 30 (BROADCASTING, May 30) after appeals failed.

Examiner Hutchison's initial decision, subject to review by FCC upon request, chose Pilgrim Broadcasting over four other applicants for WORL's frequency—960 kc—within 5 kw, day only. Choice was based on finding that Pilgrim possessed greater familiarity with local interests and broadcast needs.

In a renewal of one applicant's proposal to carry three hours of foreign language programs daily to encourage these groups to learn English, Mr. Hutchison said:

"Color television, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they came, thus baffling them with a sexual separation which is not conducive to assimilation into our national life or indeed in any way to progress."

"There are traditions, both of national and of local nature. All groups and classes of citizens on an equal basis."


Return of the emergency license to WORL, which was held as security for WORL's frequency—960 kc—within 5 kw, day only, led to the granting of the license to Pilgrim, which filed a formal appeal. The granting of the license to Pilgrim is under appeal to the FCC.

GETS KXXX CONTROL

KXXX Colby, Kan., granted acquisition of control Friday by FCC by John B. Hughes, owner of 300 of 650 total shares, through purchase of 50 shares ($100 par) held by Robert H. Nugent. Mr. Hughes becomes 55% owner.

KWY SCREENS 900

AFTER auditioning 900 candidates for feminine disc jockey post, KWY Philadelphia signed Marjorie Wieting, 26, who had been raised in Haverford, Pa., mother of two children, for 13-week midweek night slot. Of 1300 girls who applied to station, 900 actually faced auditions with 60 semi-finalists competing for final elimination in which 12 competed.

CLOSED CIRCUIT... (Continued from page 4)

since low-power transmitters could do static-free job. Suggestion made that something akin to wire-leasing be arranged whereby our manufacturers would provide necessary transmitters and receivers for export.

WHILE principal emphasis has been against Cuba's unwillingness to renegotiate NARBA treaty on equitable basis, it's open secret that troubles have been encountered also with certain Canadians, particularly young CBC engineers who are not near delegation evidentaly because of opposition to our commercial operation. U. S. Delegation Chairman Hyde has appealed to higher Canadian authority to overcome such tactics. CBC situation is described variously as autocratic, dictatorial, wasteful, with Canadian public far from satisfied with its radio.

TROUBLE-BESET NARBA conference to lose its Montreal home Nov. 16. Hotel Windsor has notified treaty-makers it doesn't see fit to renew lease when it expires in mid-month.

LOU COWAN's former NBC-TV package, R. F. D. America, scheduled for return to network's television hookup in near future. It left air in September after six month operation half-hour Thursday night sustainer. Return follows reports of favorable viewer reaction, in New York especially.

BRISTOL-MYERS Co., New York, about to bring out anti-histamine tablet. Firm currently pondering trade name. Kenyon & Eckhardt, N. Y., will be appointed for new product.

GDP AWAITS CBS REPLY ON TRUMAN BROADCAST

REPLY from CBS awaited Friday by GOP on its request for time to answer President Truman's Thursday night speech at St. Paul. Guy George Gabrieli, chairman of Republican National Committee, had wired CBS President Frank Stanton in advance of speech asking right to reply should it be of political nature.

GOP headquarters said Friday it construed President's talk as political in nature. CBS only network to carry speech. Joseph H. Ream, CBS executive vice president, had replied to GOP request Thursday as follows: "In our opinion the broadcast is essentially political in character and we cannot as broadcasters in maintaining overall fairness in presenting opposing political viewpoints indicates that Republican reply in order, we shall consider, scheduling such a broadcast."

CBS said Friday that network had received no request from GOP for time other than original advance television schedule. "Our position remains unchanged," said CBS."

EARLE LEWIS McGILL

EARLE LEWIS McGill, Sr., former producer, director and casting director at CBS, died Thursday in New York. He had directed numerous CBS shows including, Columbia Workshop and Town Crier. During war he had directed Stage Door Canteen for American Theater Guild. During his career he was former manager of CBS, New York, and former television creative and artistic director for NBC. He was one of former presidents of RTDG New York local, former international president and at his death, treasurer of international RTDG.

BROADCASTING • Telecasting
KMBC KFRM
HEART BEATS
from the Heart of America
Early Fall, 1949

KMBC KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing
"The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their programs.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:30 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p.m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molin's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal $970,100 people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivolt area can also hear KMBC or KFRM clearly!

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740* radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.


In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!
It's impossible.

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

Don't be on the sidelines in the Beeline. Be sure you use on-the-spot radio. Because Beeliners - living in inland California and western Nevada - naturally prefer their own local stations to outside stations.

So to cover the Beeline - where buying power tops $1 Billion - and total retail sales are twice as high as Baltimore's - use strong local stations. Use the five BEELINE stations.

Each one is in a major Beeline shopping center. With all five, you blanket the whole Beeline. Individually, each does a top job in its own area. For example, KFBK - the 50,000 watt station in Sacramento - gives you solid coverage of the whole 19-county Sacramento market.

Sacramento, California  - Paul H. Raymer Co., National Representative.

KFBK  Sacramento, ABC  50,000 watts  1530 kc.

KOH  Reno, NBC  1,000 watts  1170 kc.

KERN  Bakersfield, CBS  250 watts  1230 kc.

KWG  Stockton, CBS  250 watts  1250 kc.

KMJ  Fresno, ABC  50,000 watts  1580 kc.