Real reasons
...and using

CHICAGO'S family
RADIO STATION

1. Enoch Squires, the Prairie Trav-
er, radio's most unusual pro-
gram—daily on WLS.

2. Larry McDonald, whose
Farm Bulletin Board is an
outstanding early morning
farm service.

3. Mrs. Josephine Wexler whose
School Time won SBC Citation
and the DuPont Award.

4. Bob Atcher, whose genial
personality and folk-ballad
singing sells for two morning
sponsors and highlights the
Barn Dance.

5. Dolph Hewitt, newest RCA Vic-
tone Recording artist, a morning
feature and a Barn Dance star.

6. Captain Stubbs and Buc-ccae-
ers—more music per man
per minute. Daily on WLS
plus Saturday nights WLS-
ABC.

A Clear Channel Station

890 Kilocycles • 50,000 Watts • ABC Affiliate • Represented by John Blair & Co.

IN THIS ISSUE: STANDARD OIL OF CALIFORNIA'S PUBLIC SERVICE
"Polio Dollar Day"
FOR KENTUCKIANA POLIO VICTIMS

Can polio be cured by radio? Yes! WHAS gave a good example of bare knuckle fighting when it picked up the pieces of the recent Kentuckiana emergency fund-raising campaign and sparked it to success with "Polio Dollar Day". For over 24 hours—starting at 5 a.m., WHAS focused its entire facilities on polio fund raising. Spots and transcriptions by child patients were used, also a documentary. At regular sign-off time an all-night, live-talent show took over. Day's result: total listener contributions of over $14,000.

"Tomorrow's Tobacco"
FOR KENTUCKIANA FARMERS

Can tobacco be raised by radio? Yes! A year ago WHAS inaugurated a series of weekly "lessons" on raising tobacco, Kentucky's largest single crop. (Value: $225,000,000.) Prepared in cooperation with the University of Kentucky College of Agriculture, each program is timed to the current phase of the year-round job of tobacco farming. Recordings in the field, talks by specialists, narration and question sessions are used. Result: greater coordination in producing the world's finest and largest burley crop.

"A Chance to Live"
FOR KENTUCKIANA CHILDREN

Can fire-prevention be "sold" by radio? Yes! Kentucky State Fire Marshal W. L. Martin asked WHAS for help in impressing Kentucky with the importance of fire safety in the schools. Result: a broadcast that was required listening in every one of Kentucky's 5,665 schools. During the program, "A Chance to Live", an alarm was broadcast signaling a state-wide fire drill of over 600,000 school children. It was one of the largest simultaneous fire drills ever conducted.
Last spring, Armour selected Omaha as one of the two first Test Markets for Dial Soap. Omaha was selected because of its strategic geographic location and as being reasonably representative as far as economic level was concerned. To carry the spot schedule Armour chose the BIG station KFAB. Within thirteen weeks Dial had become a leading seller in the market. Success stories are not new with KFAB advertisers. KFAB, the BIG station, is a "natural", not only for a "test" but also for year-around selling. The BIG station is the choice of salesmen who want to reach the most people with one vehicle in KFAB's Midwest Empire of which Omaha is the BIG vocal point.*

*Retail Sales—over 2 billion.
Population—over 4 million.

KFAB
OMAHA, NEBRASKA
50,000 WATTS
Represented by FREE & PETERS, INC.
General Manager, HARRY BURKE
Closed Circuit

Upcoming

Nov. 14-15: Kentucky Assn. of Broadcasters, Helm Hotel, Bowling Green, Ky.
Nov. 13-17: NAB Board Meeting, NAB Hqtrs., Washington.
Nov. 21-22: NAB Dist. 8, Book-Cadillac, Detroit.

(Continued on page 49)

Business Briefly

$250,000 DRIVE — R. C. W. Enterprises, Los Angeles (rubber toy animals), to spend $250,000 in current five-week nationwide campaign on 60 stations in 30 markets, using 10- and 15-minute programs. Agency, Cowan & Whitmore, Los Angeles.


NEWS DEPARTMENT IS DIVIDED BY NBC

NEWS department of NBC split Friday as latest step in reorganization of network (see early story page 25).

William F. Brooks, vice president in charge of news and special events, named vice president in charge of news and special events of NBC network unit. Francis C. McCall, former director of news and special events, appointed director of news and special events for television organization. Adolph J. Schneider, former director of television news and special events, named manager of operations of television news and special events department.

Sylvester L. (Pat) Weaver Jr., vice president in charge of television, said NBC's overseas news staff as well as news personnel at owned and operated stations would provide service for both radio and television organizations.

TBA ASKS IDEAS ON HOW FREEZE CAN BE LIFTED

TELEVISION BROADCASTERS Asm. preparing questionnaire for all TV licensees, CP holders and applicants asking for suggestions on getting FCC to lift freeze on new TV stations, Jack R. Poppele, of WOR New York, TBA president, said following board meeting Thursday.

Questionnaire, now being drafted by Mr. Poppele and Will Balthin, TBA secretary-treasurer, asks whether TV broadcasters would like to hold one-day meeting to discuss freeze lifting, which TBA board believes major problem confronting TV today.

TBA board took no stand on color, holding it to be matter of more concern at this time to proponents of various proposed color systems than to video broadcasters. Annual TBA members meeting will be held in New York Fob. 8, postponed two months from usual December meeting time to avoid conflict with FCC hearings in Washington. Robert Cee, manager of WBRE (TV) New York, elected to TBA board succeeding G. Emerson Markham who resigned when he left WRGB (TV) Schenectady to become NAB director of video.

BROADCASTING • Telecasting

TEXAS Co., New York, for tenth consecutive year to sponsor ABC's Saturday afternoon broadcast of Metropolitan Opera, starting Nov. 26 for 18 weeks. Kadner Agency placed contract covering more than 235 stations.

LEGAL FIGHT to obtain U. S. Supreme Court review of its action dismissing Arkansas tax appeal (see story page 23) should be first item on agenda of NAB board Tuesday, G. E. Zimmelman, KARK Little Rock, told Broadcasting late Friday. Association should not let industry down, he said. KARK and KGHI Little Rock to ask highest court for reconsideration.

THIRD NARBA conference went into seven-day-a-week operation in effort to reach successful conclusion. Drafting groups met all day Friday, working out differences. Date of next plenary session not set (story page 25).

RESEARCH, BAB, REVAMPPING OF NAB FACE BOARD

FUTURE status of Broadcast Advertising Bureau, plans for industrywide audience research project and status of NAB headquarters reorganization head line list of topics facing board of directors at three-day Washington meeting starting Tuesday, NAB announced Friday [Broadcasting, Nov. 7].

Audience measurement committee was to meet over weekend, starting Saturday. Board's finance committee scheduled Sunday and Monday meetings. Structure Committee meets today (Monday). NAB board holds joint dinner at Mayflower Tuesday evening with board of Motion Picture Assn. of America. Hosts are Justin Miller and Eric Johnston, presidents of two associations.

NARND AWARDS

ARTHUR STRINGER, NAB News Committee secretary, won Class I award for contribution to progress of radio news Saturday at NARND annual banquet in New York (see other stories on NARND, pages 29, 86). Class II award, to radio station with best record of community service in news went to WHAS Louisville, with honorable mentions to KNX Los Angeles and WMAQ Chicago. Class III award for outstanding presentation went to WBPB-TV Port Worth, with honorable mentions to WFLA-TV Philadelphia and WTMJ-TV Milwaukee.

ARINGER use of radio by department stores, which remains plaintiff wall of broadcasters despite Herculean efforts during past decade, may get its biggest boost in months ahead. Victor M. Ratner, erstwhile ace CBS advertising and promotion v.p., who holds similar status at R. H. Macy & Co., world's largest department store, will launch basic study of radio-department store relationship Jan. 1. He's now undergoing basic training at Macy's, which he joined three weeks ago.

THERE will be radio "knowhow" on House Lobbying Committee staff, expected to get under way at next session of Congress. Indi- calations are that Lucien Hilmer, former as- sistant general counsel of FCC in charge of broadcasting (1940-42), will be named chief of staff of Buchanan committee working under Floyd J. Mattice, Justice Dept. criminal divi- sion, attorney, already named general coun- sel for the investigation. Mr. Hilmer, 41, has had wide experience both in legislative and private law practice in Washington.

GENERAL ELECTRIC Co., Lamp Division, through BBDO, New York, preparing spot announce- ment campaign in 32 markets across country to start Nov. 28 for 26 weeks.

ANNOUNCEMENT of organization of sales department in new radio network unit at NBC expected from Harry O. Negley, new vice presi- dent in charge of sales of radio unity, this week (see story page 25). Gordon Mills, former business manager of Kudner Agency, New York, reportedly will join newly-created NBC Radio Div. sales department.

SIMMERING anguish of top movie interests over television's boxoffice inroads likely to come up at joint dinner of NAB and Motion Picture Assn. boards, slated Tuesday evening. Eric Johnston's group and NAB have enjoyed friendly relations. Other topics at dinner— state TV censorship and radio commentator's comments.

PRIVATE previewees of new All-Radio Presen- tation, due for release early next year, vouch it's probably best commercial film ever produced. Intensive campaign for comprehensive showings of film under station auspices will begin as soon as prints become available.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), ready to sign contracts for hour-long television show through BBDO, New York. This will mark first video network show for Luckies to be placed through BBDO. N. W. Ayer & Son handles other TV campaigns while BBDO handles radio.

FORD MOTOR Co., Dearborn, will try scien- tific commercials for Kay Kyser show, to start on NBC-TV Dec. 1. Dr. Roy K. Marshall, physicist and astronomer, understood signed to

BROADCASTING
This Is Why

KRLD

Is Your Best Buy

The May through September '49

HOOPER Says:

KRLD is FIRST

3 out of 5

in DALLAS

—here's the score:

KRLD is FIRST in

1: Week Day Morning: (Monday Through Friday)
   8:00 AM - 12 Noon
2: Evening: (Sunday Through Saturday)
   6:00 PM - 10:30 PM
3: Saturday Daytime: 8:00 AM - 6:00 PM

KRLD-TV is almost here!

Just two or three weeks to wait!
Check Branham for the final opening date!

50,000 WATTS
DAY & NIGHT

BMB DAY 692,670
NIGHT 842,560

The TIMES HERALD Station

The Branham Company Exclusive Representatives

BROADCASTING • Telecasting

November 14, 1949 • Page 5
Example # 19

For an advertiser selling books at $3.98 WIP produced last month... but good! Prepared to spend up to $1.40 per order, the sponsor sold plenty of books at less than $1.00 per order. So of course he quickly changed his four week contract to twenty-six! What do you have to sell?
At a time when many cities in the country, including representative ones in the Southwest, are experiencing a "leveling-off" reaction in business, TULSA remains in the PLUS COLUMN, according to latest figures released by the U. S. Department of Commerce on total retail trade. Advertising dollars placed in Tulsa with the Southwest's most potent advertising medium — KVOO — is not an "expenditure" or an "experiment." It is a SOUND INVESTMENT!

Year In, Year Out, Advertisers Know They Can Always Count on KVOO!

Total retail trade for the first eight months of 1949, as compared with the same period last year, shows TULSA to be the SUNNY SPOT IN THE SOUTHWEST! The following figures, percentage change in sales, were furnished by the United States Department of Commerce in its "Monthly Retail Trade Report," released September 27:

- AUSTIN: +1
- DALLAS: +5
- FORT WORTH: +1
- HOUSTON: +0
- OKLAHOMA CITY (not reported)
- SAN ANTONIO: +3
- TULSA: +2

TULSA — OIL CAPITAL OF THE WORLD

RADIO STATION KVOO
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
TULSA, OKLA.
What's the big idea that gets big listening. Take a spine-chilling Columbia Pacific mystery show. Give it the advantage of Columbia preparation and production. Then put it in a sequence of shows that defies competition.

That's what we've done with Jeff Regan... a new Columbia Pacific thriller with enough polish and punch to rate a place in Columbia's superlative Wednesday evening line-up.
Superlative? Yes! Dr. Christian, Groucho Marx, Bing Crosby, Burns & Allen and Jeff Regan are all on Columbia Pacific on Wednesday night.

A big show in big company is definitely a big idea.

What's in it for you? This... Jeff Regan is for sale. This means that you can tell your sales story to one of the biggest audiences in radio... the audience that listens to Columbia Pacific on Wednesday night.

There's a Big Idea for you. Call us, or Radio Sales.

Columbia Pacific — the idea network
Prudential's Radio Story

EDITOR, Broadcasting:
Everyone here—me especially—has been enormously pleased with the accuracy and thoroughness with which you covered the Prudential radio story in your Oct. 31 issue.

I understand that the folks at the Prudential are also pleased... Mike Carlock
Vice Pres. Benton & Bowles New York

Blue Book Boy

EDITOR, Broadcasting:
Thanks very much for the wonderful ad contained in your editorial of Nov. 7, 1949. BBDO could not have done a better job. And I get it free! The Law Bureau dominates the Commission and I dominate the Law Bureau! What more could a broadcaster expect of his lawyer.

But as a long-time opponent of extravagant advertising claims, I should be consistent even where I am the beneficiar, I am afraid that the true situation is more nearly as follows:

This Blue Book Boy has stopped blowing his horn, The sheep follow Justin, TV's full of corn.

But from the Blue Book Boy you hear nary a peep.

He's turned off his radio and gone sound to sleep.

But it's cheering to learn from your pages complete, Though the Commission's less eager to bait or browbeat,

That the horn is not broken and that Harry and Ben,

And the rest of the lawyers, to your great chagrin,

Can still sound a note when the occasion arises

That causes alarm and even surprises,

To those who had hoped the Blue Book was all white,

And that Wayne and his fellows would all say goodnight.

To public interest and conveniences, too,
And the things that once troubled this Little Boy Blue.
Assuring you that your affection for me is fully reciprocated, I remain, as ever,
Your Blue Book Boy, Clifford J. Dury
1625 K St.
Washington, D. C.

[EDITOR'S NOTE: The above communication was inspired by the editorial "What Makes FCC Run?" [BROADCASTING, Nov. 7]. It appears as far left in Open Mike and is possible under makeup limitations. To the untitled readers, is it known that Mr. Dury served on the FCC from 1941 until 1948, that he fostered many projects, which, to this editor, seemed geared toward government ownership and operation...]]

Thanks From NARS

EDITOR, Broadcasting:
Please accept my sincere thanks and genuine appreciation for the generous space you devoted to the picture and story about the NARS Spot Radio Estimator in the Monday, Oct. 31, issue of Broadcasting. Believe me, every member of NARS is aware of and equally appreciative of this support of the project.

Your support seems to me to be typical of the help and encouragement that you have given similar projects designed to improve the business of broadcasting and increase the use of broadcast advertising. All of the members of NARS are conscious of this important role that Broadcasting plays in the everyday business of radio. What's more, we have seen that role enlarged and increased as the years went by. And it makes us proud of you and Broadcasting.

Lewis H. Avery
Avery-Knodell Inc
New York

Questions FM to Cuba

EDITOR, Broadcasting:
Were it not for the seriousness of the NARBA situation, those of us who have pioneered the development of FM broadcasting in this country would regard with much amusement the proposition set forth in your last issue [Nov. 7] under Closed Circuit, that Cuba turn to FM (as a solution of the U. S. A.M.'s interference problems) and that something akin to lend lease be devised whereby our manufacturers would provide necessary transmitters and receivers for export.

For your information let me say that over six months ago a private "lend lease" offer of a 10 kw FM transmitter was made by me for use in Cuban broadcasting. To date the offer, although still open, has not been accepted.

With a relatively small part of the manufacturing industry in the United States engaged in filling the unlimited market for inexpensive (and genuine) FM receivers in this country, can anyone seriously believe that "lend lease" would pro-

... (Continued on page 48)
Radio ratings until now have measured only the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time all out-of-home listening in a community has been measured—PULSE has done it for New York!

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the TOTAL MEASURE OF THE RADIO AUDIENCE!

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, additional value in certain times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home.

Write for your copy of the detailed findings of the first comprehensive measurement of the radio audience—"Report No. 1 TOTAL RADIO LISTENING IN THE NEW YORK AREA."

WNEW 1130 ON YOUR DIAL

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.
NOW MIAMI'S
One of Dixie's Key Markets

With Dade County's (Miami's immediate trading area) population in excess of 500,000...you can't look at Miami as you did in 1940. You gotta' view it as a fast growing market, with normal year-round activity...plus a tremendous influx of tourists and new home seekers. Yes, Miami's grown up...and takes its place among the Key Markets in the South.

To be sure of your quota of sales in this expanding, solid Key Market...get in it and stay in it! And, the deeper you dig into the facts and figures, the more sure you are to choose WIOD to air your wares and services. For detailed information, check with our Rep...

George P. Hollingbery Co.

* Tourist inquiries September '49 up more than 15% over 1948!

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

BUSINESS is GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:
  5th in March
  8th in April
  6th in September

**Roanoke, same nine months, was a Virginia Preferred City-of-the-Month every month. Business is UP 41/2% over the same period in 1948!

WDBJ is a preferred medium in a year-round preferred market! Ask Free & Peters!

* Rand-McNally
  ** Sales Management

Page 12 • November 14, 1949

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New Business


MIDWEST STORES, Chicago cooperative of 500 independent food shops, sponsoring Shopping is Fun on WBKB (TV) Chicago Friday, 9:30 to 10 a.m. CST (started Nov. 11). Agency, Pressa, Pellers & Pressa, producer, Service Unlimited, both Chicago.

WASHINGTON STATE ADV. COMMISSION re-appoints Mac Wilkins, Cole & Weber, Seattle, to handle account until January 1951 (BROADCASTING, June 20, Aug. 22). Lee Jacobi is account executive. Radio used on regional spot basis.


W. T. GRANT Co., Syracuse, N. Y. (department store), Nov. 11 began What's New at Grant's Fri., 8:45 p.m. on WHEN (TV) Syracuse. New products, fashion trends, store employees featured on show.

MINNEAPOLIS BREWING CO., through BDDO New York, will sponsor telecasts of 16 basketball games of the World Champion Minneapolis Lakers on behalf of Grain Belt Beer. Games will be telecast on WTCN-TV Minneapolis.

LOUIS MILANI GOODS Inc., Los Angeles, to introduce new seasoning product, Charcol-It, starts eight-week test campaign on four Los Angeles television stations; two weekly film spots on KTT (TV), KECA-TV, KNBH (TV), and five participations weekly on KFI-TV. TV is in addition to 30 spots weekly on four AM stations: KNX KBFR KLAC KPMC. Agency: Jordon Co., Los Angeles.

UNITED FLOURITS TRADES Inc., representing 1,104 growers, 988 retailers and 52 wholesalers, conducting campaign on "take-home specials" of $3.50 to $5 bouquets and $1 to $5.00 cormages. Ruthrauff & Ryan, New York, group's agency in New York area, has scheduled announcements on half-dozen Manhattan stations.


JOSEPH SCHLITZ BREWING Co., Milwaukee, names International Division of Young & Rubicam, New York, to handle export advertising.

THROWSTERS GROUP of National Federation of Textiles names H. B. LeQuatte Inc., New York, to promote use of twisted nylon in women's hosiery. Mary Margaret McBride, used on WNBC New York and on WGN Chicago when she broadcasts from that station.

JUDD WATER HEATER Co., Oakland, launches campaign to plug its new Clothes Line Caddy, aid for housewives. Radio will be used on national scale. Agency: Garfield & Guild, San Francisco.

ROCHESTER GAS & ELECTRIC Co., Rochester, N. Y., signs for Sun. 6-7:00 p.m. Telenews-INS weekly news review on WHAM-TV Rochester effective Dec. 16.


MARS Inc., Chicago (candy), renews Monday segment of Howdy Doody (five a week, 4:30 p.m. CST) on NBC-Tv for 26 weeks from Dec. 6 through Grant Adv., same city.

Adpeople • • •

HARRY DEINES, former vice president of Fuller and Smith and Ross, Chicago, appointed advertising and sales promotion manager of Westinghouse Electric Corp.
20 BROADCASTING

Telecasting

Heavy-Duty Highway

Right here in America we have the world's greatest system of heavy-duty highways—steel highways that don't cost the taxpayer a dime.

These highways—the 383,000 miles of railroad track in the United States—are always at your service, in any season of the year, to carry you or your freight to any part of the continent.

To improve these highways—and to add new and better cars and locomotives to serve you still better—the railroads have spent, since the close of the war, more than $3 billion dollars.

And the more the ample capacity of these special steel highways is used to carry the commerce of the nation, the less the wear and damage on the public highways, the lower the cost of their repair and rebuilding—and the greater the safety and convenience with which you and your car can use them.

Listen to THE RAILROAD HOUR
Every Monday evening on NBC.
Yes, Spot Radio does cost less today! This new Free & Peters study tells how and why—gives analyses of radio values that you'll find deeply interesting. Write or phone for your copy, now!

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta    Detroit    Ft. Worth    Hollywood    San Francisco
### EAST, SOUTHEAST

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</table>

*CP
The cold facts are these: Colfax and 1058 other communities in WMTland (within our 2.5 mV line) add up to a potential market of 1,121,782 people in the heart of the richest farming area in the world. Iowa's 1948 per capita income increased more than that of any other state. WMT's 600 kc signal gets down to Colfax—and out to all of WMTland—with a wallop that makes listening easy.

The warm fact is that WMT's programming makes listening easy and desirable. Exclusive CBS outlet for the area, WMT offers a loyal audience and a rewarding audience to advertisers who want results from their radio dollars. The Katz man has full details.

Agencies

HOLLY MOYER, formerly with John Blair & Co., Hollywood (radio representative), and before that salesman with KNX Hollywood, joins Raymond Keane Adv., that city as director of radio and television.

LUTHER BRIDGMAN, formerly with Kudner Agency, New York, joins William Esty Co., New York, as assistant to STANLEY LOMAS, television production chief. He will head film division of television department.

HOWARD G. BARNES, radio-TV director of Dorland Inc., New York agency, elected vice president in charge of same departments. He has been with agency for 18 months.

DAVID OLEN, formerly operator of his own Los Angeles agency, joins Abbott Kimball of California, same city, as account executive. Other agency changes include naming of BLANCHE GRAHAM, formerly in outdoor traffic department, as media director, replacing BOB RICHARDS, resigned.

L. C. COLE Co., San Francisco, moves to new and larger quarters at 563 Market St., where agency will occupy entire floor.

RAY MOUNT ROGERS, account executive with Ruthrauff & Ryan, San Francisco, is the father of a boy.

JOHN WOLCOTT, in charge of market research for Neal D. Ivey Co., joins Gray & Rogers Adv., both of Philadelphia, as research director.

WILLIAM L. NEWTON, formerly with General Foods and Seagram Distillers Corp., joins Geyer, Newell & Ganger, New York, as group merchandising executive.

JOHN D. FITZGERALD, former account executive at CBS-TV and before that with Compton Adv., New York, joins Alley & Richards, also New York, in similar capacity.

MARION KUSHNER, formerly with the Reiss Adv. copy department, joins copy staff of Robert W. Orr, New York.

BETTINA L. GORFINKLE, divisional advertising manager at Abraham and Strauss, New York, for five years, joins W. B. Doner & Co., Chicago, as account executive and fashion coordinator.

MARILYN WILZACH, formerly with WLW Cincinnati in charge of traffic, joins Brisacher, Wheeler & Staff, Los Angeles, in similar capacity.

VIVIAN McGAUGHY GARDNER, formerly with CBS New York and head of radio department of Gila Junior College, Thatcher, Ariz., joins the Nelson-Cheesman Co., Chattanooga, Tenn., as script writer and program director.

HANNA E. SAYERS, formerly with Provident Life and Accident Insurance Co., joins agency's copywriting and production staff.

BYRON W. REED elected vice president of Borell & Jacobs Inc., Omaha, in charge of public relations and publicity. Prior to joining agency in 1938, he was on editorial staff of Omaha World-Herald and Bee-News. In 1947 he accompanied Magr. Edward J. Flanagan to Japan and Korea to study youth welfare problems on War Dept. mission.

E. P. (Ted) NEWLIN, formerly with WWSW and WPCH, Pittsburgh, joins Russell Pratt Adv., Pittsburgh, as account executive.

BRUCE BARTON, Bbcd board chairman, will head publicity committee for Salvation Army's "70th Anniversary Appeal." He was originator of group's world-famous slogan, "a man may be down but he's never out."

EDDIE GOULD, former radio director of McConnell, Eastman & Co., Toronto, joins Muter, Culiner, Gould & Frankfurter Ltd., Toronto, as radio director. He is replaced at McConnell, Eastman & Co., by BOB ARMSTRONG, formerly of sales department of H. N. Stovin & Co., Toronto, station representative firm. Changes are effective Nov. 15.

HOWARD L. CORDERY, formerly executive producer and head of TV at Nasht Productions, New York, appointed television producer and assistant to TV Director EDWARD WHITEHEAD at Marshak & Pratt, New York agency.

HAROLD HARTGENSIS, account executive of Olian Adv., elected vice president of McMahan-Horwitz Co., St. Louis.
Radio Sells...

Likewise, WGN has proven a result getter for its advertisers. Here's what one of them told us: "... We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well-qualified leads." Another wrote: "WGN has always been one of the most outstanding stations on our schedule." "... I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders."

These are just two among many testimonials to WGN's sales effectiveness. That's why we say...

Whether You Sell...

- Lanolin lotions n' lingerie for lovely ladies n' lasses...
- Lamb loins for lean lunches...
- Looms for loomng linen lace...
- Lariats for lassoing loping, lowing livestock...
- Leather luggage...
- Laminated lumber laths...
- Lilacs n' lilies for landscaping lawns...

- Light lager for leisurely lapping...
- Loans for luckless laborers liable for liabilities...
- Liorice lozenges...
- Lifting lullabies for lulling loud, lusty-lunged little-ones...
- Lemon for luscious lobster...
- Lithographed letterheads...
- Life lines for lake launches...

- Luxurious limousines for lecturing, lobbying legislators...
- Lollipops for little lads' licking...
- Levers for lifting large loads...
- Literary library leaflets for lawyers launching lawsuits...
- Lenses for lessees looking at landlords' leases...
- Better buy radio...

Better Buy WGN!

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

A Clear Channel Station...
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
OnYourDial

Eastern Sales Office: 330 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4, 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

BROADCASTING Telecasting
November 14, 1949 • Page 17
Regulated Power Supply (Heavy-Duty) WP-32B: Provides well-regulated d.c. sources of loads from 200 to 400 ma. Adjustable output, 260 to 295 volts. Voltage variation, less than 0.2 volt between minimum and maximum load.

Regulated Power Supply, YT-25A: Provides well-regulated d.c. sources of loads from 200 to 300 ma. Output is adjustable between 260 and 290 volts. Less than 0.2% variation between minimum and maximum load.

Regulated Power Supply, 580-C: Output adjustable between 260 and 295 volts—at 50 to 400 ma. Less than 0.25 volt variation between min. and max. load. Includes meter selector switch and meter jack.

Stabilizing Amplifier Control, MI-26250: Includes three potentiometers, controls: (1) picture gain, (2) picture clipper, (3) sync level in stabilizing amplifier.

Sync Generator Phasing Control, MI-26249: Provides for phasing one of two local synchronizing generators with one remote synchronizing generator.

Relay Receiver Control, MI-26247: Controls video gain and receiver tuning. Includes 2 potentiometers, AFC "on-off" switch, tally light, and telephone jacks.

Monoscope Camera Control, MI-26248: Provides remote control of video gain, and focus of monoscope camera. Includes 2 potentiometers wired to terminal board.

Elapsed Time Indicator, MI-26760: Provides constant record of "hours on" life of tubes, etc. Includes 5 individually operated counter indicators driven by synchronous motors.

Sync Generator Switch, MI-26285: Used to switch outputs of either of two sync generators over to studio equipment. One selector for all 5 signals (horizontal, vertical, blanking, sync, and CRO sync).

Panel Adapter MI-26234: Enables you to mount control panels (shown in left column and below) in any standard rack.

Power Remote Control, MI-26231: Operates up to 5 power supplies through 120 volt relays. Has 5 "on-off" toggle switches and 5 tally lights.

Switching Panel, TS-1A: A convenient way to switch any one of 6 different input video signals to TV transmitter, or to local and remote monitors.

Stabilizing Amplifier Control, MI-26761: Provides remote power switching in conjunction with Power Control Panel MI-26231. Includes 6 separate power relays.

Circuit Breaker, MI-26260: Designed as main switch breaker between power line and TV studio equipment. Accommodates up to 2 breakers (choice of breakers available, extra).

Video Jack Panel, MI-26245: For patching video and/or test signals. Includes 12 groups of coaxial jack assemblies (3 per group). Video jack plugs and cords, extra.
Rack-mounted Units for TV stations

... control panels, amplifiers, projector changeover, switch panels, relay and indicator panels, power supplies, circuit breakers, jack panels

Here is your answer for ready-to-operate units that can be installed wherever you need them.

All units are identical in design and construction to those used in RCA's regular station-proved TV Broadcast Equipment—and are built with the same high-quality components. Units are built on recessed, or "bathtub" type chassis. Tubes and components are within handy reach. Controls are centralized and clearly marked.

Representing the most comprehensive line of rack-mounted TV equipment in the industry, these carefully engineered units can readily be mounted in enclosed-type racks or in standard open-type racks. Many types can be mounted conveniently in RCA console-type housings.

RCA rack-mounted units are being used in practically every television station in the country. For information about any one of them... or the entire line... simply ask your RCA Broadcast Sales Engineer. Or write Department 19KB, RCA Engineering Products, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
**Feature of the Week**

**On All Accounts**

BEULAH ZACHARY, producer of *Kukla, Fran & Ollie* confesses having a split personality—a direct result of her continual swing-shift between two employers, J. Walter Thompson and N. W. Ayer agencies, Chicago.

Always a “disorganized character,” Beulah nevertheless displayed rationality in her hometown of Brevard, N. C. (pop. 2,200). Born and reared there (a summer resort snuggled between the Blue Ridge and Smoky Mountains), she grew up as a “typical Southerner.” Surrounded by mother, sister and brother, she romped through nearby wheat fields, public schools and childhood complications.

Other than wanting to play basketball and become high school valedictorian (she achieved both), her only goal was “not to be a schoolteacher.” This inclination clung through semesters at Salem College, Winston-Salem, N. C.

Four years later she received her A.B. degree in English and history. She returned home to ponder her future. It developed into five years of teaching seventh-grade. Her explanation: “I was drafted by the superintendent of schools, a friend of the family who lost that status!”

Rugged individualism glimmered through as she established a little theatre group. Designing and constructing props from orange crates, luring mill children to the footlights and beyond, and imbuing amateurs with a sense of drama encouraged her enrollment as a student at the Mohawk Drama Festival, conducted by Charles Coburn.

The festival was an annual summer feature at Union College, Schenectady, N. Y., and Beulah spent four summers there—two years as a student production assistant and two years as paid stage manager at the professional theatre, which brought stars like Cornelia Otis Skinner and Walter Hampden from Broadway.

Learning “old school theatre,” with its cardinal rule against persons coming late to rehearsal, Beulah transfers that preciseness and

(Continued on page 67)

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For... complete coverage

...look to WHTN

WHTN’s .5 mv/m contour wraps up the rich Huntington market better than any other station, regardless of power. Cost is lower, too. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you’ve got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market $300,000,000 in retail sales...then make up your mind to get your share by using WHTN and WHTN-FM.

**The Popular Station**

HUNTINGTON, W. VA.

For availabilities rates and other information, wire, write or phone

Face-Wiles, Inc., Advertising
Huntington, West Virginia
National Representatives
One STATION
73 U. P. NEWSCASTS SPONSORED

The U.P. service that has brought WSAT sponsors for 73 newscasts includes 26 basic news programs a day, from full 15-minute roundups to crackling 30-second summaries... plus more than 20 regular news features devoted to sports, women's interests, farming, national and international affairs, science, business, humor and human interest...plus outstanding other features of special seasonal and topical attraction.

Your nearest United Press bureau is ready to supply details.

Mr. William C. Wilson
United Press Associations
526 Western Union Building
Atlanta 3, Georgia

October 26, 1949

Dear Bill:

We are just completing eighteen months of independent daytime radio operation, but I have learned that in radio, as in other businesses, you often miss the compliments and get the complaints.

I am writing to tell you that we, our listeners and our sponsors are well pleased with United Press News Service. For your information, here is what is on our log at present.

<table>
<thead>
<tr>
<th>Number of Contracts</th>
<th>Length of Newscast</th>
<th>Times per Week</th>
<th>Total Sponsored U. P. Newscasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>15 minutes</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>10 minutes</td>
<td>7</td>
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<tr>
<td>2</td>
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<td>2</td>
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</tr>
<tr>
<td>2</td>
<td>5 minutes</td>
<td>5</td>
<td>73</td>
</tr>
</tbody>
</table>

These newscasts are sponsored by: two manufacturers, two grocery stores, a furniture store, a cafe-drug store, a clothing store, book store, lumber company, power company, tire store, auto dealer, garage, printing company, repair shop, sign company, salvage company and an upholstering shop.

Bill, we are proud to bring United Press News Service to Salisbury, and, as you can see, thanks to U. P. our sales are up.

Sincerely yours,

John F. Smith, Jr., Manager
WSAT, The Family Station
## COST PER THOUSAND HOMES
6:00 - 6:10 P.M. . . . MONDAY THRU FRIDAY
FOR ALL CLEVELAND REGIONAL NETWORK STATIONS

<table>
<thead>
<tr>
<th>6:00 - 6:10 P.M.</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOPERATING AVERAGE (1.)</td>
<td>5.3</td>
<td>6.2</td>
<td>5.1</td>
</tr>
<tr>
<td>HOMES Primary Area (2.)</td>
<td>952,244</td>
<td>874,385</td>
<td>705,393</td>
</tr>
<tr>
<td>HOMES Reached Daily (3.)</td>
<td>50,469</td>
<td>54,212</td>
<td>35,975</td>
</tr>
<tr>
<td>COST FOR 10-MINUTE PROGRAM (Max. Discount)</td>
<td>$60.75</td>
<td>$91.13</td>
<td>$72.04</td>
</tr>
<tr>
<td>COST PER THOUSAND HOMES</td>
<td>$1.18</td>
<td>$1.68</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT THE "6:00 P.M. NEWS"

---

(1) Hooper—Fall-Winter 48-49
       Winter-Spring 48-49
(2) Based on coverage patterns on file with the FCC;
       and Homes, Sales Management Survey of Buying Power, 1949
(3) Projected rating for primary area.
The legal gates were thrown wide open last week for a nationwide flood of city taxes on radio stations and their salesmen.

This action came in the form of a terse U. S. Supreme Court ruling which in effect upholds the Little Rock, Ark., $250 annual tax on generation of radio waves and its $50 tax on solicitors of local advertising. The court did not bother to issue an opinion.

Only a reversal of its own action by the court can halt cities everywhere from trying to levy business license and privilege taxes on broadcasters. Judicial guinea pigs in this critical battle are KGHI and KARK Little Rock.

S. C. Vinsonhaler, general manager of KGHI, told Broadcasting the law firm of Bailey & Warren, Little Rock, representing the two stations in the case, would mail a petition for reconsideration to the Supreme Court today (Monday). Bruce T. Bullion, of the firm, is handling the case.

NAB will definitely take part in the rehearing either as amicus curiae (friend of the court) or by joining in preparation of the stations' brief.

The case was described as perhaps the most important tax decision in the radio annals. Its implications may be felt by other industries. Of special importance to broadcasters is the possible effect on the Fisher's Blend (KOMO Seattle) decision of the U. S. Supreme Court, bulwark of legal protection against efforts to break down radio's interstate character.

See One Hope

One slant ray of hope appeared as attorneys studied the highest court's dismissal of an appeal (Vinsonhaler, et al, appellants v. Beard) from a decision of the Arkansas Supreme Court [Broadcasting, May 30], filed last summer. This hope centered in the lone supporting citation accompanying the one-sentence dismissal "want of a substantial Federal question."

The court's citation, curiously, was a 60-year-old decision, Crutchfield v. Kentucky, 141 U. S. 47, which the stations themselves had cited in a Supreme Court brief supporting their claim that the tax is unconstitutional. Attorneys who read this old decision, after the U. S. court cited it, noted that it held to be unconstitutional a tax on a company incorporated in another state and doing business in Kentucky because the company was an instrument of interstate commerce.

Suggestion was made that the highest court might have erred. Because of its crowded calendar, the court often dismisses appeals on the basis of briefs written by their clerks. The present action, it was presumed, was one of a long list of findings reached during a conference of the judges. With its pressure of business, and the court's physical inability to hold hearings on all the important cases submitted to it, the expedited procedure is required, increasing the chance of error.

Little Rock's tax officials were on the alert, submitting tax bills Thursday morning. The bills were drawn up the day after the court handed down its decision. In the case of KGHI the bill was for $416.67 under the electromagnetic phase of the tax, applying to the period starting May 1, 1948, at the rate of $250 a year. The city also asked the station to submit a list of its salesmen, each of whom is taxed $50 a year for the privilege of soliciting intrastate radio advertising in Little Rock.

EXPECTS NAB INTEREST

Mr. Vinsonhaler had said last summer he figured NAB would take more interest in the case, in view of its wide significance. He recalled that he had withdrawn from NAB some time ago "because it didn't do enough legislative work."

At the time the two Little Rock stations took their appeal to the Supreme Court, G. E. Zimmerman, KARK vice president and general manager, had called the case an industrywide problem and had suggested the NAB board should take over the case even if member stations had to be assessed a small sum to cover an appeal.

Mr. Vinsonhaler said a number of Arkansas cities have similar tax ordinances already drafted. The Arkansas Broadcasters Assn. was told at its last meeting in August that Hot Springs, El Dorado and Russellville were among the cities poised to slap taxes on broadcasters.

Attorneys who have been following the case say that cities may use the Supreme Court dismissal as a basis for tax more railroad stations and other property not now subject to occupational levies.

One interesting angle arises in the $50 tax on solicitation of intrastate radio advertising within the city of Little Rock. The $50 tax is imposed on "every person, firm or corporation engaged in such business."

Similar language is used in the paragraph covering the $250 electromagnetic tax, but Little Rock tax authorities submitted a bill Thursday morning applying only (Continued on page 24)

HOW'S BUSINESS?

By J. FRANK BEATTY

BUSINESS is good in the Atlantic states this year, judging by the comments of station executives. That goes for station time sales as well as general business and industry.

With the brightened picture in the steel and coal industries, broadcasters in the area ranging from Pennsylvania to South Carolina figured to meet the record 1948 time sales and in some cases to go even higher.

These observations are based on individual interviews with half-a-hundred broadcast executives contacted during and after the NAB District 5 and 4 meetings. The districts cover Pennsylvania, Delaware, Maryland, West Virginia, District of Columbia, Virginia, North and South Carolina.

No states have been hit harder by the steel and bituminous coal shutdowns than those in the two districts, yet they have been singularly free from panic. Business in general has suffered in the coal and steel centers, of course, especially retailing. Many broadcasters braced themselves for cancellation waves two months ago, but the cancellations have been surprisingly few considering the heavy unemployment in some areas.

Had the strikes continued many more weeks, collateral industries would have felt the shortages in materials. As it was, fabricators and light industries were unexpectedly active even after the strikes had been in progress over a month.

Even before the strikes started, coal miners were cutting their retail buying. They were accustomed to shutdowns and knew how to ride through them. Retail buying began to pick up last week as soon as word went around that soft coal mining would be resumed until Dec. 1. Similarly steel workers began to spend more money as important industry segments made peace with the unions.

Indirect effects of the strikes were felt in October and early November, but nowhere was there any sign of panic. Had steel and bituminous shutdowns been drawn out to the year end, the situation might have been different for many of the brethren.

The steel pension plan brought a feeling of security to many steel workers after two lean months. After all, they lacked the strike experience of their coal brethren.

With plants reopening they started taking money out of the sock. Even with the strikes, broadcasters and other businessmen showed little concern over possibility of a depression, contrasted to the somewhat panicified fears of the 1948 autumn months. Some individual stations are having trouble because of overcrowding in particular areas or special problems but in general, managers are counting on 1949 gross sales matching those of last year.

Operating expenses have been heading upward at many stations. They have been partially offset by increased staff efficiency in allocating duties and responsibilities. Entrance of television has brought new problems in many cases and (Continued on page 42)
Radio Tax Threat

(Continued from page 28)

to the stations themselves. They did not attempt to put a tax on each station employee.

In the case of salesmen, however, the tax officials asked the stations to submit lists of their sales staffs. This was construed as a $50 tax on each individual engaged in selling radio advertising. Presumably decision as to who pays the tax, the individual or station management, will be up to management.

Recalling past experience in levying of new taxes, attorneys suggested that the $50 electromagnetic tax might be increased from time to time, stopping just short of the point where it would become a "burden" on interstate commerce. Similarly the tax on the sale of advertising might be increased.

Dismissal Denotes Decision

Dismissal of an appeal for review of a state court ruling has the effect of a formal decision according to attorneys. States and cities have been deterred in the past from taxing broadcast stations by the Fisher's Blend decision on the Supreme Court, based on broadcasting's interstate nature.

Legal observers had been confident the Arkansas Supreme Court ruling would be reviewed by the U. S. Supreme Court because of what they felt were flaws in the state's reasoning and an unusually strong dissent by one of the state judges.

NAB is understood to have promised financial aid to the two Little Rock stations. A number of individual broadcasters who recognized the importance of the case did mail contributions. NAB had planned to participate in Supreme Court hearing had the original petition been granted.

There appeared little doubt that cities all over the nation would pounce on this new form of money. The 1949 electromagnetic tax might be increased from time to time, stopping just short of the point where it would become a "burden" on interstate commerce. Similarly the tax on the sale of advertising might be increased.

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NBC REORGANIZES

By EDWIN H. JAMES

NBC LAST WEEK began the intricate job of reorganization that will eventually create a corporation composed of three self-contained operating units and a small, high-level management staff.

Although the network officially announced only the first step of the reorganization—the establishment of the television operations unit— Broadcasting learned on highest authority that the execution of the over-all plan had proceeded far beyond that.

To date only one of the chief executives of the three operating units has been appointed. Sylvester L. (Pat) Weaver Jr. was announced as the vice president in charge of the television network organization.

The chiefs of the other two units, radio network operations and owned-and-operated stations, have not been selected. Until they are, Broadcasting learned, Charles R. Denny, executive vice president, will be in charge of both divisions [CLOSED CIRCUIT, Nov. 7].

Mr. Denny's assignment as operating chief of the two units was regarded as temporary. As soon as the units are organized and their permanent commanders picked, he will resume his duties as executive vice president, it was learned.

Corporate Outline

By the end of last week it was possible to forecast with certainty the outlines of the corporate structure that will emerge from NBC's reshaping.

At the top will be company management, a small group of executives concerned with company-wide administration and policy. Aside from Niles Trammell, chairman of the board; Joseph H. McConnell, president, and Mr. Denny, executive vice president, those executives destined for appointment to top staff level include John H. MacDonald, administrative vice president in charge of finance; Gustave R. Margraf, vice president and general attorney, and O. B. Hanson, vice president and chief engineer.

The precise distribution of other executives who now occupy staff level assignments has not been determined, it was learned. Among these are John F. Royal, veteran vice president, who has been acting as special consultants on management program and talent matters, and William S. Hedges, vice president in charge of planning and development.

Both Messrs. Royal and Hedges will retain positions of responsibility, it was learned, but their exact assignments have not been named.

Beneath top management, the three operating divisions of the company will function as separate entities, with a full complement of operational subdivisions.

Almost all the principal existing departments and divisions of the network will be split, with parts of their present strength being distributed among the three new operating units.

In the announcement of the establishment of the television organization, Mr. McConnell said that already the following groups within its structure had been assigned: Controller, stations relations, engineering, film syndication, production services, all types of programming activity, time sales and program sales.

TV Executives Announced

Principal executives serving under Mr. Weaver in the newly constituted television organization were also announced (see pictures TELECASTING, page 2).

Carlton D. Smith will continue as director of operations.

Frederic W. Will Jr., who has been assistant to Mr. Weaver since both joined NBC several months ago, becomes director of production.

George H. Frey, former manager of eastern sales for both radio and television, becomes director of sales for television [CLOSED CIRCUIT, Oct. 31, Nov. 7].

At the same time it was announced that Norman Blackburn, former national program director of NBC television, was assigned to Hollywood to be chief of television network operations there.

Reporting to Mr. Smith, the director of operations, will be controller, headed by J. Robert Myers, former television business manager; film syndication, headed by Russell Johnston, no change; production.

(Continued on page 15)

NARBA ACTION

THE THIRD NARBA Conference at Montreal, now in its third month, held a formal farewell dinner Thursday night but the date of adjournment is still an unknown factor.

Despite the delicate situation at the end of the week, each with the conference close to success or breakup, important progress was made during the week.

At the Thursday plenary meeting, Comdr. C. P. Edwards, of Canada, NARBA chairman who has been pushing for early adjournment, changed his stand and stated the conference will continue until an agreement is reached.

The plenary session adopted main engineering standards drawn up at a pre-NARBA engineering conference held at Havana in late 1947. These standards include 10 kc spacing of the 107 standard broadcast channels, including 540 kc, method of determining power, antenna efficiencies, and similar factors.

The United States has not yet adopted the Canadian proposal for sunset-sunrise operating hours, which is viewed by some observers as detrimental to obtaining daytime stations.

Cuban Disagreement

Cuba could not agree at the plenary session on titles of stations, such as IA, II, III etc., in line with her policy of desiring to call IA channels "national."

Canada has suggested the term "continental" for IA and "national" for IB. In addition Canada has suggested using ABCDEF designations instead of roman numerals.

The conference already has cost the participating nations $100,000 for international secretariat and related costs plus $5,000 for observers, advisors, per diem costs and similar items.

Cuban frequency assignments and border protection were main issues during the week. Cubans said that if the United States insists on the 650-mile rule, they have no alternative but to go home without a treaty much as they would regret such action.

Juridical and drafting groups are meeting delay because of a lag in work of the technical committees, still involved in classifying channels and the rights and privileges that go with them.

Cuba proposed that IA channels be protected at the border with a 25 to 2 1/2 mile limit, the exact

(Continued on page 48)


Standing—Edgar F. Vandelvire, FCC; Royal V. Howard, consultant; H. Underwood Graham, Bruce S. Longfellow, FCC; Raymond L. Harrell, U. S. Embassy in Havana; Donald R. MacQuivey, James Keb, State Dept.; Joseph M. Kittner, FCC; James D. Parker, CBS; James E. Barr, FCC; Andrew G. Hedges, ABC; Ralph J. Repton, FCC; Raymond F. Guy, NBC; Neal McNaughten, NAB; Oscar W. B. Reed Jr., Jansky & Bailey; Harrison T. Slaughter, Pierson & Ball; John H. DeWitt Jr., CCBS. Group is now in its third month of work at the Canadian conference.

ADJOURNMENT DATE UNKNOWN

Broadcasting • Telecasting

November 14, 1949 • Page 25
By GEORGE VOIGT

B ACK in 1926 the San Francisco Symphony Assn. found itself, in mid-season, with a sizeable deficit that threatened to cut its fall concert series embarrassingly short. The deficit was covered, however, and the season saved by a donation from Standard Oil Co. of California.

And that philanthropic gesture by Standard launched radio’s oldest hour of music and marked the beginning of one of the West’s brightest radio success stories. For Standard Oil has been an active radio user ever since. The company is the oldest continuous user of radio and one of the largest time buyers in the western United States.

On Oct. 24 the company observed its 23rd anniversary of radio activity with the largest schedule in its history:

The Standard Hour of classical music is carried by the 23 station Western Network of NBC plus one independent Oregon station which was added this season.

The Standard School Broadcast, public service educational series of music and history, is on the same NBC network plus 35 other stations added this season. The new stations include independents and affiliates of other networks throughout the seven western states.

Let George Do It, popular detective-mystery series, is aired over the 45 station Don Lee Network.

Farmer’s Digest and Standard Farm Highlights, early morning

N INETY hours per week on varied networks in the West is the pace currently set by Standard Oil of California, a 23-year radio veteran. All along the line, from Standard officials to BBD&O executives, the same enthusiasm prevails for the role radio has played in creating goodwill for the sponsor. J. G. Motheral supervises the account for BBD&O working along with four other account executives. Both Standard Hour and Standard School Broadcast are produced by the sponsor’s public relations department, headed by G. Stuart Brown assisted by Joy C. Smith. Let George Do It is produced by the agency with M. A. (Tony) Mattos, advertising manager of Standard, who also directs other company radio.

IN its 23 year radio history Standard Oil’s usage has followed a variety of forms. Programs of various sorts have been tried for advertising effect, spots and singing commercials have been used. But the two oldest programs which have always formed the company’s basic radio schedule have remained through the years.

The Standard Hour and Standard School Broadcast have, as a matter of fact, held a place of special privilege in the offices of Standard Oil in San Francisco’s financial district. The programs are handled by a special department outside of the advertising department, which handles all other radio programs. And the otherwise hard-headed business directors of the company maintain a hands-off policy.

They appropriate the money necessary for production and air time and never ask for proof of results. The program directors buy the best talent in the nation for each weekly performance and the company directors never carp about the expense. They realize that the programs long ago ceased to be Standard Oil programs. They belong to the radio listeners of the West and company officials treat them accordingly.

And that, of course, is the secret of the success of the programs. The commercial success as well as the success measured in terms of a large and loyal listening audience.

The Standard Hour was not meant to be a commercial advertising venture by Standard Oil when it first went on the air Oct. 24, 1926. In that year the San Francisco Symphony was the only top flight musical organization in the West and many people up and down the coast, just then beginning to realize the potential-
T he acclaim that followed that first radio presentation gave birth to The Standard Hour.

Not only did the listeners applaud. But organized groups of music lovers and music associations passed resolutions of gratitude to Standard Oil. The company was praised and thanked on front page newspaper stories and in editorial page essays.

Because the money paid the Symphony Assn. by Standard Oil was a donation and not a payment for radio rights the company used no commercials on the program. And in the 25 years since there has never been a commercial message broadcast in conjunction with the program.

The theme of the program today is always that it belongs to the listeners. The only sponsor identification is heard in the opening and closing announcements:

"This hour is yours. Presented by the Standard Oil Co. of California."

But no one doubts that through the years the program has built a store of goodwill among western radio listeners that could not have been purchased or developed through any other form of advertising. It's the kind of goodwill too that sells gasoline and oil.

As one longtime listener to the program said: "I feel proud for the company for the program—I've been a listener since I was a youngster in school—that I'd feel guilty buying any other kind of gas and oil."

The company has never made any attempt to test the sales effect of the program and, for that matter, has never attempted even to measure its listening audience through surveys. The only surveys conducted for the program are to find out if the program fits the listening desire of its audience.

The largest of these was conducted last year by the company's chain of service stations. Attendants merely passed out printed post cards to their customers asking for suggestions and criticisms of the program.

On the basis of this survey and unsolicited mail from listeners the program format has undergone some minor changes through the years. Today the program, presented 52 weeks a year, observes three distinct musical seasons—symphony, "pop" concert, and opera.

Today the program leaves San Francisco frequently for performance in Los Angeles, Seattle and Portland, where it uses the symphony orchestras of those cities, and other cities where it brings in the San Francisco Standard Oil Orchestra, composed of musicians from the above named organizations.

During the opera season, just ending, the program uses the San Francisco opera orchestra with stars of the Metropolitan San Francisco opera companies and European stars as guest soloists.

Wherever the program is performed, it plays to packed studio audiences, whether it be the Hollywood Bowl or the huge San Francisco War Memorial Opera House.

The Standard School Broadcast is an outgrowth of The Standard Hour. It began over the same standard-organized network of stations on Oct. 18, 1928, designed as a course in music appreciation for school youngsters. At first it consisted of recorded passages from Standard Hour broadcasts and lectures on the music and composers presented.

This program too has undergone changes during its 21 years on the air. For suggestions and criticism of this program the company depends on school teachers and principals and on continuous surveys conducted by two full time researchers in the field throughout the school year.

The lecture type presentation was abandoned soon after the program was started. Today the program illustrates historical events and legends through story and song that entertains while it educates. Also the type of music presented has changed. At first predominantly European music was played. Today American music predominates. This season the program is reviewing the history of America through story and music by the "Jack of All Trades" and other newly established characters of the program. Today the program has its own Standard School Broadcast Orchestra of 50 to 40 instruments and conducted by Carmen Dragon.

The network of stations organized by Standard Oil for these early broadcasts later formed the nucleus for NBC's Western Network. And as NBC increased its number of affiliated stations the company increased its schedule of stations. The two programs have been on the full NBC Western Network from its inception except for a brief period early in the war when they were switched temporarily to the Don Lee Network.

The Standard School Broadcast, which was picked up as a regular music appreciation course by 60 schools along the coast in its first year on the air, is now being used by hundreds of schools in every area of the West. It also commands a large adult audience as well in the areas of the 58 stations now carrying the program.

Standard Oil's next venture in radio came at the beginning of the 30's, when it briefly sponsored a series of mystery programs based on true detective experiences. This was the company's first use of radio for commercial advertising.

In 1935 it began a series of historical sketches on stations in the Salt Lake and Phoenix areas. These programs were dropped after a two year run.

In 1943 it put on its first Standard Newsetime broadcast with (Continued on page 50)

Adrian Michaelis, program manager of the Standard Hour and Standard School Broadcast, checks reference recordings of the programs.
By BRUCE ROBERTSON
ASSN. of National Advertisers and the American Assn. of Advertising Agencies, two of the three organizations governing Broadcast Measurement Bureau, last Thursday went on record as strongly endorsing the need for BMB and urging the continuation of the type of audience information which BMB supplies.

The NAB, third member of the tripartite research organization, representing the broadcasters who by subscribing to the BMB surveys have provided BMB with its full financial support, made no attempt to match the statements made by the organizations representing the major buyers of radio time on the national level.

NAB’s conclusions as to BMB’s value and its recommendations as to BMB’s future are expected to evolve from an extensive discussion at this week’s NAB board meeting (Nov. 15-17 in Washington) and to be made public at the conclusion of that meeting.

The AAAA and ANA statements were released Thursday, following a meeting of the BMB executive committee at BMB headquarters in New York. Dr. Kenneth Baker, research director of NAB and acting president of BMB, reported that the second nationwide study of station and network audiences is progressing satisfactorily. A substantial portion of the ballots mailed in March have been returned and processed and the study should be in the hands of subscribers early in December, he said.

Concludes Dec. 31

Except for servicing operations on this study, BMB will conclude its operations on Dec. 31, according to present plans. The three member associations have been working on plans for a successor organization which will form the major topic of consideration at BMB’s regular board meeting on Friday (Nov. 18).

Last spring, BMB asked that each of its three member organizations “carefully analyze and describe those of its research needs that can best be served by a tripartite, cooperative organization.” The statements released Thursday by the ANA and AAAA in answer to that request show both of these organizations to be firm in the belief that their members want and need the type of information which BMB provides.

The AAAA representatives on the BMB board, speaking for that organization “with the entire approval” of the AAAA board, issued a formal statement which said, in part:

“First, we believe firmly that in order to make adequate and/or effective use of radio and television facilities for our clients—the advertisers—and in so doing to make the medium profitable for the broadcasters, we need standardized, authenticated, comparable, continuing audience measurements of the broadcasting medium. This information becomes more useful and acceptable when it is validated by a body representing all three elements in the broadcasting-advertising industry.

“That is why we have favored, and continue to favor and participate in, the BMB. We have devoted many hours of conscientious work toward this enterprise. We strongly believe that radio interests would suffer if such an organization did not continue.

“We believe that Study 1 was a good start in BMB’s service to the industry. We believe that Study 2 and future studies will be even more comprehensive and useful, though we regret strongly that large number of broadcasting stations have not yet subscribed to the service.

“We believe further that this audience information is the minimum which is needed for the good of both advertisers and broadcasters. The BMB measurement gives a basic type of information for use in conjunction with other data on radio listening. No other study or combination of studies duplicates BMB or can be substituted for it. It approximates the information we now have available through ABC and TAB in the publication and outdoor fields.”

Other Sources Seen

The agency members of the BMB Board feel that it was a good start in BMB’s service and think it “highly possible and desirable that additional research information could be made available” through BMB, if they believe that a larger number of stations should be an evolutionary development, depending upon the requirements, the development of techniques and the necessary financing.

“We do not feel this additional information or service should be specified or spelled out at this time,” the statement concluded. “It must come, if and when it comes, as a natural growth and to fill a definite need.”

The 212 members of the ANA radio and television group who were

AROUND Michael R. Hanna, WHCU
Ithaca, N. Y., District 2 director, and Mrs. Hanna, were this group (l to r): Kendall Lee Beach, Asbury Park city director; Mr. Hanna; Don Miller and Don Ball, WCBS New York; George Zuckerman, Asbury Park publicity director; Mrs. Hanna; Dick Swift, WCBS.
NEWS TRAINING

SHARP criticism of broadcasters who entrust their news departments to staffs with no news training was voiced last week by Sig Mickelson, of WCCO Minneapolis, in his president’s report at the National Assn. of Radio News Directors annual convention at the Commodore Hotel, New York.

He declared a “vast majority” of stations use personnel in such departments with no news training and no understanding of community impact of news.

He lamented, too, that news personnel have too little prestige with competitive pressures today.

“Considering the far reaching importance of radio as an advertising and public relations medium,” he went on, “there is the greatest responsibility on broadcasters and the radio industry to provide the basic facts that are essential to the successful operation and use of the medium. This can only be done on the tripartite principal whereby all parties can have the fullest confidence in the reliability of the data provided. It is unthinkable that for lack of bold and constructive action now radio might be allowed to slip back into chaos.”

The whole future of industry audience measurement was to be taken up last Saturday at a meeting of the NAB Audience Measurement Committee in Washington.

in the station itself. Newmen seeking to progress in radio often have to transfer to other activities, he said.

“That’s not a pretty picture but it’s true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer,” he said.

He also charged that too many stations failed to recognize the impact of radio news on listeners. He urged them to carry on aggressive local news gathering activities instead of merely reading wire reports. He assured news directors in radio that their position was secure despite the growth of television.

“There is nothing now on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast,” he said.

He cited a report of NARND’s television news committee as revealing the “sad status of television news,” with only 16.7% of video stations on the air employing competent news personnel to report, write and produce their news broadcasts.

He also summarized the progress made by NARND in the past year.

PENNSYLVANIA contingent at NAB District 3 included (1 to r): Joseph E. Cavanaugh, WARD Johnstown; E. J. Fittsimmons, Weed & Co.; Robert R. Nelson, WARD; David M. Baltimore, WBRE Wilkes-Barre; Victor C. Diehm, WAZL Hazleton; Louis G. Baltimore, WBRE; Raymond A. Gaul, WRAD Reading.

ANTHRACITE GROUP delegates at NAB District 3 session included (1 to r): Stanley Binkoski, WISL Shamokin; Louis H. Murray, WPAM Pottsville; Milton Laughlin, WHWL Nanticoke, Pa.

FEMININE management quartet at NAB District 3 meeting at Skytop Lodge, Pa., (1 to r): Madge Megerge, vice president, and Mrs. M. E. Megerge, president of WGBI Scranton, Pa.; Alethea J. Matteer, manager, WMAJ State College, Pa.; Dolly Banks, general manager of what Philadelphia and assistant manager of WinX Washington.
THE product goes on display at contract is arranged for Green Spot Inc. (orangeade) sponsorship of Don Lee Network’s Ladies First program by Howard Wheeler, Don Lee account executive; Carl K. Tester, Philip J. Meany Co., Los Angeles, v.p. & general manager, and Ward D. Ingram, Don Lee, sales vice president.

ON behalf of the Radio Executives Club of Boston, Jan Gilbert (II), treasurer of the Radio Executives Club Cabot & Co. Agency, presents a check to Augustin Fenwick, Jr., financial division chairman of the Red Feather campaign in Metropolitan Boston.

GETTING together for a little close harmony at recent gathering of the Southern California Broadcasters’ Assn. ore (I to r): Miss Eula Tyler, KFI-TV Los Angeles; Dick Haynes, KLAC Hollywood disc m.c.; Miss Eddy Baker, organist; William Beaton, gen. mgr. KWKW Pasadena and SCBA pres.

IN this group at Ad-Tractions Ball of men’s and women’s ad clubs of Los Angeles are (I to r): Seated—Beatrice Kentz, pres., Los Angeles Advertising Women Inc.; Mary Buchanan, ball co-chairman; standing—Richard Russel, Los Angeles Ad Club pres.; David Fenwick, ball co-chairman.

PREMIER at A Date With Judy on ABC last Thursday is planned by Sam Briskin (I), president of Revere Camera Co., Chicago, sponsor, and Aileen Leslie, originator and writer of the program. Show is broadcast Thursday 7:30 to 8 p.m. CST. Agency is Roche, Williams & Cleary, Chicago.

**BARNES**

CREDITORS of Transcription Broadcasting System Inc. and Kermit-Raymond Corp., show packagers, were notified last week that a corporation headed by Howard G. Barnes, vice president in charge of radio and television at Dorland Inc., intends to buy the two companies, consummation of the sale to take place tomorrow (Nov. 16).

Creditors also were sent a copy of the agreement which the buyer, Howard G. Barnes Inc., a de facto corporation, will enter into with TBS and Kermit-Raymond.

That agreement recites that the sellers are in “financial difficulties” but that the buyer will, as a consideration of the sale, pay all tax claims; wages before Oct. 7; administration expenses, and creditors of the sellers a sum equal to 60% of their respective claims, or 40% if paid within nine months, in accordance with plans which are then detailed at length.

A schedule of liabilities accompanying the agreement shows TBS owing $32,685.13 and Kermit-Raymond $82,883.85—a total of $115,566.09.

The agreement also specifically protects interests of Ray Bloch, orchestra leader, who claims a priority interest in Hollywood’s Open House, one of the TBS programs, and who also claims a royalty of 10% of the proceeds from other programs. When he receives 60% of the payments due him he promises to release his priority and royalty interests. Failure of certain terms of the agreement to be carried out, however, permits him to press his full claims.

Mr. Barnes, with an excellent record in show production, has made it known he expects to put the business on a firm basis as quickly as possible. It is his belief that among the TBS and Kermit-Raymond shows are top products and that they need only good business administration to overcome the present unfavorable financial position.

Mr. Barnes obtained station experience at WJR Detroit, WIP Philadelphia, WHN New York and WOR New York; network experience as a producer, and has been an executive producer at Mutual, a trump of America as well as an agency radio and TV head. He also served in the Navy as a lieutenant.

**WIP’S GRAY**

Elected to Petry Board

GORDON GRAY, vice president and sales director of WIP Philadelphia, has been unanomously elected to the board of directors of Edward Petry & Co., station representative organization. He becomes the fourth member of the Petry board.

Mr. Gray, secretary and treasurer; Edward Veynon, manager of the firm's Chicago operation.

Election of Mr. Gray has no bearing on the court proceeding between Messrs. Petry and Christal over the right of Mr. Petry to enlarge the board beyond its traditional four members.

Attempt by Mr. Petry to enlarge the board led to a restraining action by Mr. Christal which was approved by the New York Supreme Court but appealed to the appellate division of that court to which Mr. Petry appealed.

An appeal by Mr. Christal is now pending before the New York State Court of Appeals which is expected to hear the case in December or January, with a decision due shortly after the hearing. Until that time, no action on the Petry board is anticipated, although the action of the appellate division removed the injunction prohibiting the appointment of additional directors.

**Norito Names Cohen**

NORITO CO., Chicago (Norito Powder), has appointed Harry B. Cohen Adv., New York, to handle its advertising for its new effervescent and regular powders. Plans for a television campaign are under way.

**PLANS TO BUY TBS, Kermit-Raymond**

**PEQUOT ADDS**

$25,000 for AM Drive

PEQUOT Mills, New York and Sales, have purchased (shades and pillows cases), have allotted an estimated $25,000 for a radio campaign beginning in December.

The firm has bought participa- tion in Housewives Protective League on WCBS New York, KNX Los Angeles, KCBS San Francisco, and WBEM Chicago, starting Dec. 26. In addition, Pequot will sponsor a quarter-under new program, Sundays on WHO Des Moines starting Dec. 18. The organization will continue with its participation sponsorship of Jean Colbert on WTIC Hartford.

Plans are tentatively underway for a further spot campaign to emphasize the January sheet sales and another for the June bridge promotions.

The radio plans of Pequot are a supplement to its $100,000 television campaign [Broadcasting Oct. 31] and another for the June television campaign. Jackson Co., New York, is agency.
TIMEBUYERS WANT BMB

By JAMES O. LUCE

I AM among the newcomers—having started timebuying in December 1946. It was amazing to me then to see how much had been done with so little.

It is impossible, of course—but I can’t help wishing every station sales manager could sit alongside my desk and work with me in making up recommended station lists for an intensive radio announcement campaign. It is for one of a national advertiser’s typical sales districts. I’m not ashamed to admit I need help badly.

And, surely, if these gentlemen were actually here they would finally realize how desperately our industry needs to support—and continue to support—a uniform method of measuring station audiences. Broadcasters, I know, have already been subjected to speeches, pamphlets, trade press articles, etc., urging them to get behind BMB but perhaps one more example might help them better understand our dilemma—it is a very specific and concrete example. In this particular instance we are fortunate the client doesn’t have an immediate problem for which he has called on spot radio to do a rush job. Having a fair amount of data at hand, he can make use of every bit of data on hand. However, there will be about two dozen more districts to be worked on. A check of the October 1949 Standard Rate & Data Service has disclosed there are 66 stations located within the district under consideration which is an actual one selected at random and covers per four states.

We’d have no problem if the budget was such that a full schedule could be placed on every station but, of course, that is never the case, and our job becomes one of determining how best to cover each county and city at a reasonable cost. Taking the 1946 BMB Area and Individual Station Audience Reprints we discover that of the 66 stations only 26 were subscribers.

The Interim Study for the spring of 1948 shows two new station subscribers and brings the total up to 28. It is now apparent that we are faced with a serious situation. Why is this so? To best answer that let us investigate and find out exactly what has happened since 1946 in only this particular sales district.

According to the SRDS issue of January 1946 there were at that time 34 stations—now there are 66. This is an increase of 91%. Of the 32 new stations, 16 new cities are represented. In one case a station which had a single station there now are four.

What of the original 34 stations? Of these there has been:
1. One change in affiliation.
2. Five changes from a dual to a single affiliation.
3. Five changes in power.
4. Two changes in frequency.
5. So only 23 of the original 34 stations remain unchanged—that is, if one considers them operating in a vacuum and not influenced by changes in programming, competition, audience for other stations, etc.

Other Sources Checked

Reluctantly—and very reluctantly—we must set aside BMB and step back into the years preceding BMB in 1946 and attempt to make order out of the chaos of individual (and more often than not, conflicting) station claims. City program rating reports are a help in checking relative station popularity within the city but these are very few in number and the majority are available for only the larger markets. Even then these tell us nothing of the station’s acceptance outside the city limits, and there is nothing available to tell us what these limits are.

A thorough check of the station data files we maintain (and which I presume are as complete as those of any other advertising agency) is of pitifully little help. Of the 38 non-BMB subscribers in this district only 10 have submitted anything in the way of audience surveys or coverage information. And none of these is the same—most are engineering studies or mail tabulations—all out of date. The majority of the remaining 28 stations have sent nothing worth while. Some of the file material is pitifully little (and these are actual examples): 1. A letter from a new station stating they are on the air and ready to receive orders.
2. A brochure showing the new studios, pictures of the announcing staff, of the receptionist on duty.
3. A blue map of the state with the home county simply colored yellow.
4. A map in the form of a star with the points reaching out to five neighboring cities—all of which investigation reveals have their own local stations.
5. A direct mail piece with a picture of the antennae sitting in the middle of the state with bolts of
(Continued on page 19)

THOMPSON MEMO
Seeks Audience Data

MEMO underlying the need of additional audience information by counties from individual stations is stapled to every contract the J. Walter Thompson Co., advertising agency, is sending out for actual broadcasting schedules.

The plea to the station reads: "We urgently need station audience information by counties in audience area. Need total figures, not percentage ratings. When will we have your new BMB data?"

First sent out Oct. 24, the memos will continue to be attached to contracts mailed out until the end of this year. In explaining this approach, the agency says, "Of course we would like BMB information because it is based on a uniform method. However, lacking that, we need some kind of audience information. Total radio homes in a county as a potential circulation is fine—but if 100% of the people do not listen regularly to a given station, it doesn’t help much."
A CHARGE that FCC is undertaking "a bold sally into the field of censorship and even thought control" in the G. A. Richards case was leveled in a petition and brief filed last week by counsel for Mr. Richards.

"It is clear," the brief asserted, "that the Commission is seeking in this proceeding to create previous restraints which will throttle free speech of all broadcasters and which will serve to intimidate and harass all broadcasters and thwart their right to hold and express their honest views upon economic, social and political subjects. . . ."

Mr. Richards has been accused by the Radio News Club of Hollywood of instructing members of the staff of his KMPC Hollywood to slant news against members of the late President Roosevelt's family, Communists, and other minority groups [BROADCASTING, March 8, 28, 1948].

The petition asked FCC to delete all issues relating to these charges from its scheduled hearings on Mr. Richards' trusteeship proposal for his three stations—KMPC, WGar Cleveland, and WJR Detroit [BROADCASTING, Aug. 1]. The issues also should be deleted from the stations' renewal hearings or, alternatively, the renewal hearings should be separated from the trusteeship proceeding and postponed indefinitely, FCC was told.

Filed by the Washington law firms of Wheeler & Wheeler; Kirkland, Fleming, Green, Martin & Ellis; and Dow, Lohnes & Albertson, the petition and brief maintained:

The issues which we here challenge are predicated upon an assumption that the Commission has power over the program content of radio broadcast stations.

Specifically, the Commission is not empowered to consider or determine whether any news broadcast is either false or true, or whether any news broadcast is either biased or un-biased, or on the basis of any political cause, group, or candidate; nor is the Commission empowered to determine the private, political, social and economic views of any licensee or, if ascertained, to consider whether any such matters are or are not favored in any broadcast material transmitted.

And the Commission is not empowered to inquire into internal management affairs of the licensee, including such matters as instructions from management to officers or employees, their response to such instructions, or any disciplinary action.

As a result, said the petition, the assertion of such authority is contrary to Sec. 303 of the Communications Act and to the First Amendment of the Constitution.

In support of this contention the brief cited Supreme Court decisions, legal interpretations, Con (Continued on page 84).

**RICHARDS BRIEF**

**Charges FCC Censorship**

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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.
POSSIBILITY by next February of a radio and television schedule in the New York market to augment introductory campaign for the new Lords Cigarettes was foreseen last week by the agency, Kiesewetter, Wetterau & Baker Inc., New York.

The campaign, new conducted via newspapers in the New York area, has been supplemented in 16 other cities by radio schedules, and in Buffalo, by TV. According to the agency, station most likely to be scheduled first is WQXR New York, whose listeners, the agency feels, are more apt to afford the 30-cent cigarettes. The agency also feels that video set owners fall into the same category, and said that the Buffalo TV venture was highly successful. Cigarettes are manufactured by Lane Ltd., New York.

WHEN Taystee announced its sponsorship of Bill Ring Time at the Dallas meeting of plant and sales managers, these executives were present (1 to r): Harold Hough, director, WBAP-AM-TV Fort Worth-Dallas; Phil Bowman, radio director, Young & Rubicam, Chicago; D. W. Elliott, executive vice president, Taystee Bakeries; Bill Ring, star of the show; J. W. Evans, Free & Peters Fort Worth mgr.; Horace W. Burr, Texas district supervisor for Taystee in Dallas.

Feature of the Week

(Continued from page 20)
Beeman, Y&R account executive, decided to use sure-fire programming—the Bill Ring Time quarter-hour strip. Mr. Ring, former program director of KWTO Springfield, Mo., had been selling successfully fully Taystee's "hot-wrap" beer for two years while singing at, ad-libbing with a piano-organ-bass background at KWTO.

To get penetration, the agency asked cooperation of Free & Peters, Chicago, and its account executive, Art Bagges, in lining up time on three stations without revealing the client. Taystee's own "network"—on which full rates are paid—includes feeds from KXYZ Houston to WBAP Fort Worth-Dallas and KFDM Beaumont, F&P stations, and KFXD Wichita Falls, represented by Taylor-Boroff.

One week of intensive promotion preceded the debut Oct. 17. Mr. Ring, called "the friendliest man in Texas," appeared at sales meetings in all of Purity's five plants in that area, autographed hundreds of pictures and gave off-the-record performances. A barrage of printed promotion included 24-sheet posters which were placed in most markets, space in principal daily newspapers, and store tie-ins and displays. Taystee drivers distributed bread rack cards, counter and post cards, window streamers and hand-outs.

26 Weeks at Least

The show, running five-a-week from 11:45 to 12 p.m., will be aired 26 weeks and may go on indefinitely. Purity is supplementing its radio advertising with the Art Finger disc show on KXYZ Houston for Grennan Cakes. It also is a quarter-hour strip.

Purity executives working with Y&R and F&P were Don W. Elliott, executive vice president, and Larry H. Nieman, promotion director. Joseph W. Evans, Free & Peters Fort Worth manager, also helped in promotional planning.

CRIBB Elected

Heads Missouri Broadcasters

WAYNE W. CRIBB, KHMO Hannibal, was elected president of the Missouri Broadcasting Assn. at its annual business meeting, held at the Hotel President in Kansas City, Mo.

Other officer selections were Mahlon R. Aldridge Jr., KFRU Columbia, vice president, and Harry Renfro, KXOR St. Louis, secretary-treasurer. Six directors also were elected, including E. K. Hartenbower, KCMO Kansas City; G. Pearson Ward, KTTS Springfield, and Glenn R. Griswold, KPEQ St. Joseph. Messrs. Cribb, Aldridge and Renfro also were named directors at the meeting, held Oct. 31.
In Baltimore, the sports station is WITH

"All Baltimore trembled with excitement as the dramatic gridiron battle came over W-I-T-H," wrote Roger H. Pippen, Sports Editor of the Baltimore News-Post. He was writing about a recent professional football game between the Baltimore Colts and the Buffalo Bills.

W-I-T-H broadcasts the baseball games of the Baltimore Orioles.

W-I-T-H runs a show called "Sports Special" for two hours every afternoon. And this is followed up every night at 11 by "Sports Final," with all the latest results.

W-I-T-H is indeed the sports station in Baltimore. W-I-T-H gives advertisers this big PLUS audience of sport fans every day in the week. For low-cost results in Baltimore get the W-I-T-H story from your Headley-Reed man.

W I T H

BALTIMORE MARYLAND

TOM TINSLEY, President
HEADLEY-REED, Representatives
It is inevitable that Lang-Worth will continue to lead with a program service pledged to increased profits for broadcasters!

Lang-Worth was FIRST with a transcribed library of all Non-ASCAP music—which spearheaded the copyright victory and saved the industry millions of dollars. FIRST to separate, on individual discs, ASCAP from Non-ASCAP for "per program" operation. FIRST to stop waste and confusion in the program department by ditching the elusive index card for "Talentex". FIRST to furnish voice tracks of name artists..., authentic program themes, mood music and production aids in abundance.

...and Lang-Worth was FIRST to build "Network Calibre Programs at Local Station Cost!". FIRST to publicize these programs with Agencies and Advertisers. In the past ten months over 2000 individual advertisers sponsored 141,856 quarter-hours of these "Network Calibre Programs". Lang-Worth is the most widely sponsored library service in the world!

THE CAVALCADE OF MUSIC

Now on 465 stations! Features the glamorous Cavalcade Orchestra and Chorus (56 pieces) interpreted by O'Keeffe, with top name artists. Superior to RCA Victor, Decca, etc. First of its kind ever to hit the New York stations when cooperative on WNEW.

30 minutes, 1 weekly

THE CONCERT HOUR

An unapproachable Lang-Worth regular! Continuous use by more than 300 stations. Universal appeal of immortal classics enhanced by the distinguished interpretations of the celebrated Lang-Worth Symphony and Concert orchestra—conducted by such outstanding conductors as Howard Barlow, Ezio Pinza and O'Keeffe. Enormous scale, soloists—exciting and informative program notes.

30 minutes, 1 weekly
Always FIRST in the past, Lang-Worth is...
FIRST IN THE FUTURE... with
"The NEW Lang-Worth Transcription"
offering these 15 ADDITIONAL POINTS OF SUPERIORITY!

1. GREATER TONAL FIDELITY: A newly developed cutter, important refinements in processing, and a revolutionary patented process of manufacturing combine to produce a plastic reproduction with the highest degree of tonal fidelity ever achieved!

2. LATERAL CUT: Reproduces perfectly with the same sound system you are presently using for phonograph records and commercial transcriptions.

3. ANY STANDARD STYLUS: Not microgroove! Tapered like the letter "V", the groove accommodates standard coarse-line stylus of 2 1/4 or 2 mil radius, down to 1 mil.

4. UNIFORM LEVEL: Reproduction of every disc is uniform in overall level.

5. MINIMUM SURFACE: Superior processing and a special plastic result in surface noise that is nil!

6. SUPERIOR DURABILITY: Laboratory tests prove no wear or loss of high frequency response until after the 200th playing.

7. SIZE AND WEIGHT: 8 inches against 16...2 ounces against 12 1/4...3 1/2 the diameter, 3/4 the area, less than 1/4 the weight!

8. SHIPMENTS PREPAID: ALL shipments and releases (including basic library and cabinet) sent PREPAID to subscribers.

9. FREE REPLACEMENTS: Increased 50%. Additional quota furnished at 60¢ each, transportation PREPAID.


11. CABINETS AND FILING: One Globe-Wernicke steel cabinet (22x25x32) with roller-bearing suspension, houses the entire basic library (5000 tunes) and 3 years of subsequent releases.

12. ASCAP and Non-ASCAP: ASCAP music never on same disc with Non-ASCAP. Separate discs—distinctively colored labels—vital to "per program" operation.

13. SPECIAL THEMATIC MUSIC: All "special" and program themes, mood music, production aids on separate discs.

14. INSTRUMENTALS AND VOCALS: On separate discs, so labeled. Indispensable in building "all instrumental" or "all vocal" programs.

15. EASIER HANDLING: Minimum weight, size, tougher surface, guarantee easier handling. 1 hour of recorded music weighs 8 ounces!

Samples of the NEW Lang-Worth Transcription—covering every category of good radio programming—are available to you. Use coupon below or your letterhead.

It is INEVITABLE! Why delay?

LANG-WORTH FEATURE PROGRAMS, INC.
113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost
Editorial

Video Vicissitudes

TELEVISION is frozen stiff and will remain so for the foreseeable future. TV's upbringer is so confused that even the FCC, as the freezeor, probably couldn't recount all the reasons.

This much is evident: The issue no longer is technical, economic or competitive. It is mostly political. No one wants to be the fall guy.

The FCC cannot be blamed if it seeks to ferret out all available data. The pressures from the Hill have been on it, and the FCC's color that Congress wants to know about, then the FCC is determined to produce all of the information there is on all shades of color.

But the FCC, in our judgment, should not attempt to spoon-feed and plan the whole future economy of TV. It wasn't done in AM and the result was the best aural broadcast service extant—and the healthiest. It was attempted in FM, and while the FCC probably can't be held entirely culpable for what some view as FM's stunted growth, the Commission did attempt to interfere with normal economic processes.

Another analogy. The automobile industry didn't wait for Kettering to perfect the self-starter. Highways were built to accommodate vehicles of greater speed and displacement. Designers made vehicles to conform.

The same, it seems to us, should govern the orderly development of TV—whether it be monochrome or color or both. Let the FCC establish the standards—the width and minimum fidelity of the TV channels—based on present scientific knowledge. Then let science and industry conform. That has always been the American way.

Radiopolitics

THE ETHER waves did a little sagging last week (and the week before) under the weight of off-year political oratory—the first since President Truman transfigured the pollsters a year ago.

Some of it was paid political time; some on the cuff. Qualified candidates for public office, and the paid-panhandling, is now the practice in radio (and as is mandatory under Section 315 of the Communications Act).

There was one exception, and that involved the President himself. It happened Nov. 3 over the CBS network and from the Twin Cities. Mr. Truman had jocularly stated that his speech would be purely bi-partisan and non-political. It was about as non-political as a keynote speech at a party convention.

Even before the President spoke, the GOP had asked CBS for equal time. Elmer Davis, former New Deal wartime information director, commented that if ever a political party had the right to demand time for reply, it was the Republican party in this instance.

The President, of course, is entitled to time when he speaks as the head of state. When he speaks as a candidate, or in behalf of a candidate, however, it is quite a different horse.

This is our hope and belief that the Twin Cities event was inadvertent. For, to think otherwise would make a mockery of our established procedures whereby each political party is afforded equal time, either on a pay or no pay basis. In fact, the might be in this case that would have to be determined by the FCC in its role of enforcer of the Communications Act, and more particularly Section 315 thereof.

The Day-Bells Toll

STUDY this reproduction. It doesn't look much. It was plucked from the Census Bureau's 1950 decennial census questionnaire now coming off the presses. But its value to those who toil in radio will be incalculable.

The tabulated answers to these simple questions will show the hold of radio upon the American commonweal. They will depict the progress of television in the few short years since it came of age. They will provide the new statistical base of the mass radio media which have become an indispensable part of the American living standard.

This Census of Radio and TV (for that's what it is) didn't just happen. It is the result of 18 months of planning and campaigning. It was a constant obstacle that seemed insurmountable. The story:

A year-and-a-half ago, the editors of Broad- casting concluded it would be in the best interests of radio (and TV), as a part of the mass media, to make its effect on the American people known. This Census would show what the people did.

The Census Bureau, plagued by Government economy moves, at first brushed aside our overtures. Moreover, a top level industry advisory committee informed the bureau (1) that there was "saturation" in set ownership; (2) that there was lack of interest; (3) that the need for economy in this age of statistics was shared against any radio questions which, incidentally, would induce demands from other industries.

The campaign started. Endorsements came from state broadcasters' associations, from distribution and research groups, from Government agencies, from the NAB district meetings in formal resolutions, from Broadcast Measurement Bureau. The Census Bureau slowly was being convinced.

Thus, next spring an army of enumerators will begin ringing the door-bells of the nation. The radio and TV questions will be asked. The Census Bureau soon will invite stations and networks to help condition the people for the census-taker's call.

It's now a mutual enterprise. The better the census, the better its statistics.

Watch the UN Go By!

ACTION of the Ford Motor Co. in underwriting the regular CBS telecasts of United Nations proceedings is one that not even the most exacerbated critics of commercial broadcasting can greet with less than acclaim.

Since it was formed, the UN has been accorded official coverage by radio and press. But only television really shows the UN in action to large numbers of Americans. To see and hear the nations grappling with the trying problems of our times is to clarify the purposes of the organization.

Ford's willingness to sponsor the telecasts and to forego all product advertising in them is commendable. It enables CBS to transmit UN proceedings, something that would be financially impossible without a sponsor.

We hope that Ford's UN audiences are large and grateful.

Our Regards To —

THOMAS CHURCH DILLON

IT isn't exactly necessary to fall on your face before an agency convention to become a vice president. But it didn't seem to hurt the chances of Thomas Church Dillon who did just that following his first speech before a BBDO agency session, shortly after he had joined the firm.

The jovial Mr. Dillon has continued to prove himself effective in the agency, and today, three years later, he beams out from behind an executive desk at BBDO, Los Angeles, as vice president and account executive on the Rexall Drug Co. account.

This impressive agency career was preceded by three other careers—in radio, photography and advertising. Mr. Dillon started in radio in 1925 at the age of eight as sound effects man and general fill-in at WLAG Minneapolis (now WCCO) when the Dillon family lived in the hotel where the station had its studio. There he will be remembered as the man who once "brought broadcasting in Minneapolis to a standstill single-handed" by transmitting chicken cox to the station's two engineers. The station was closed for two days before temporary relief could be mustered.

Photography became his meat when he was still in high school. He and a fellow student filmed experiments done by the University of Minnesota's medical doctors and sold them to hospitals. Unfortunately, their thriving business never made any money, says Mr. Dillon, because they were always losing the profits back into new equipment.

His newspaper career occurred during summers between high school and college sessions when he worked as police reporter on the old Minneapolis Tribune where his father, Thomas J. Dillon was managing editor. According to young Dillon his father was anxious to have him work on the paper so that it would discourage his wanting to be a newspaper man. And it would appear to have been successful.

In 1937 the diplomatic corps lost a recruit when Tom Dillon, fresh from a three year education in government at Harvard, joined BBDO in Minneapolis as a copywriter. Waxing poetic over Spam and Cream of Wheat seems to have had a strange effect on him, for later that year he turned in his pencil and left to see the world. For the next year and a half he wandered over the face of the globe spending six months of that time at Tahiti.

BBDO took him back at the end of his spree and he once again settled down to extoll the merits of Minneapolis Brewing (Grain Belt Beers) in addition to Spam and Cream of Wheat. During this time his previous photography experience was put to good use when (Continued on page 49)
1. **Ormond Plantation**, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. **The World's Largest Strawberry and Shrimp Freezing Plant**, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

3. **WWL's Coverage of the Deep South** 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

**WWL**

*NEW ORLEANS*

*A DEPARTMENT OF LOYOLA UNIVERSITY*

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
of another great man, George Washington. One of his first accomplishments following this promotion was to take the wife of one of the Rexall executives to lunch, complete a hearty meal and then find his billfold missing, leaving the lady to pay the check.

Born March 27, 1915, in Seattle, Thomas C. Dillon spent most of his life in Minneapolis. In 1939 he cemented relations with the opposition when he married Georgiana Adams, daughter of the managing editor of the Minneapolis Journal. Theirs was no hasty affair; they had known each other since they were seven. The Dillons make their home in Brentwood with Thomas A., six, and Victoria, one.

His club affiliations include the Copy Club and the Harvard Club. Herobibly, Mr. Dillon is currently attempting to master a new card game rage Canasta which he feels was designed for him because of its lack of complexity. On the side he studies U.S. railroad systems.

WCAU CHANGES
Kelly, Pryor Are Named

JOHN J. (Chick) KELLY, WCAU and WCAU-TV Philadelphia publicity director for the past 27 years, has been appointed commercial representative for the TV station, it was announced by Donald W. Thornburn, president of the stations. Mr. Kelly will report directly to Alex Rosenman, WCAU vice president in charge of sales.

Mr. Thornburn also announced that Robert N. Pryor, WCAU promotion director, will take on the additional duties of directing publicity and will work under the title of director of promotion and publicity. Mr. Pryor will coordinate all sales and audience promotion and trade and newspaper publicity. Robert L. Klaus has joined the WCAU promotion and publicity department. He will specialize in publicity. Robert Ives will handle promotion work.

NAMES PHILLIPS
Head of New Booth Outlet

ROBERT W. PHILLIPS has been named general manager of WSGW Saginaw, Mich., new Booth station scheduled to begin regular operations next spring, John L. Booth, president of Booth Radio Stations Inc., announced.

Mr. Phillips has been affiliated with WSAM Saginaw since 1940. A well known Saginaw station executive, he also is a member of the Exchange Club, Saginaw Elks and various civic organizations. He has been associated with radio in northeastern Michigan since 1939.
AND YOU CAN LAY TO THIS, mates: sale-ing is mighty smooth when you keep a weather eye on BMB. It proves that ABC delivers the big city markets AS WELL AS the towns outside. Long Beach is one good example; 73% of its radio families are ABC listeners, says BMB.

Cruising up the coast to Vancouver, Washington, we find that 70% of the radio families in this busy port tune-in ABC regularly according to BMB. Proof again that ABC’s big-time programs build big audiences in smaller centers—and deliver the big cities, too.

Boating about the bay area you find practically every cove is an ABC anchorage. In Oakland, for instance, BMB shows that 87% of the radio families are regular ABC listeners—and it’s just one of 42 Coast cities where ABC has 50% or better BMB penetration.

On the coast you can’t get away from ABC

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

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

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

ABC PACIFIC NETWORK

New York: 30 Rockefeller Plaza * Circle 7-5700—Detroit: 1700 Book Building * Cherie 8221—Chicago: 20 N. Wacker Drive
Delaware 1900—Los Angeles: ABC Television Center—Normandy 3-3511—San Francisco: 155 Montgomery St. * EXbrook 2-6644

BROADCASTING * Telecasting
November 14, 1949 • Page 41
the FM picture hasn’t brightened in the past year in the Atlantic area aside from a few special cases.

The following comments were obtained from station executives selected purely on a geographical basis without regard to size or type of stations. Most of the interviews took place at the NAB District 3 and 4 meetings at Skytop, Pa., and Pinehurst, N. C.

Gordon Gray, WIP Philadelphia, said an exceptionally hot summer had hit retail business in Eastern Pennsylvania. Since the strikes started, he added, some unemployment has appeared in railroads and factories affected by material shortages. Mr. Gray said WIP is ahead of last year, especially in local and national classes.

Prior to the strike period, Philadelphia and other eastern areas were having a good year, according to Dolly Banks, WHAT Philadelphia. Retail business has been better than 1948. The station’s gross is up, especially in national and local classes. Labor, too, has risen. Miss Banks said business at the Banks’ WINX Washington, acquired June 16, has increased “enormously” and the station is now in the black.

The news from Northeastern Pennsylvania is mostly good news, with anthracite working hard after a brief shutdown. George D. Coleman, WGB Scranton, NAB District 2 director, said radio business is exceptionally good in that corner of the state. In Scranton the lace and textile plants are running at last year’s high levels. Overall retailing is off just a fraction, he said. WGBI has a good year.

Roy E. Morgan, WILK Wilkes-Barre, said a slight falling off in local business at the station had been offset by better national sales. The temporary anthracite shutdown in early autumn had affected general business in the area. Also in the anthracite belt, Shamokin is riding along with boom production in coal, textiles, clothing and other small industries, according to Charles R. Petril, of WISL.

The station is up 20% from 1948, mainly due to local business. Lancaster has a good year, with the well-balanced industrial and agricultural groups at peak levels, according to Clair R. McCollough, WGAU an NAB director-at-large for small stations. WGAL business has been at the 1948 level, with costs rising. The station’s TV gross is rising steadily, Mr. McCollough said. WGAL-TV took the air last June 1.

At Harrisburg, general business is better than a year ago, according to Herbert Kendrick, WHGB. The station’s gross is up, he said, but noted that merchants were getting worried about the strikes. The north central part of Pennsylvania has had a good business year, according to William K. Ulrich, WCPA Clearfield and WMAS State College. Clearfield was worried about the steel strike because of its big firebrick industry. Both stations are having record sales this year.

Heavy Industry Off

In the south central area of the state, farming and light industry are moving nicely but heavy industry is off slightly, according to John S. Booth, WCHA Chambersburg. Station business is ahead of last year, he said, though costs are rising. Western Pennsylvania, with an economy centered around steel and coal, has been doing surprisingly well the last two months despite the strikes. With payrolls hit brutally, retailers have been suffering. Cancellations, fortunately, have been few and already signs of a pickup have appeared.

Leonard Kapner, WCAE Pittsburgh, said 1949 has been a good radio year in the area. WCAE is a little ahead of last year despite the strike although automotive business has been down. In the southwestern corner of the state the strikes caused temporary dislocation, according to A. Boyd Siegel, WJPA Washington, Pa., but small steel mills have continued operating and the glass industry is active. Station business is about the same as last year.

Off the northwestern fringe of the Pittsburgh area, WBVP Beaver Falls is having a good year, according to Frank R. Smith. In its 1½ years on the air WBVP has been in the black, he said, with the steady upward climb having leveled off somewhat. The station has not been hurt much by strikes.

Northwestern Pennsylvania has had some plants down, according to David Potter, WTNW Warren, but fabricators have generally remained in operation. Retail business has not been badly hurt. WTNW has Enjoyed a Normal Increase, he said, though costs are higher.

With diversified industry and agriculture, Maryland didn’t feel the strikes so much, but retailers hit, said radio business along the Susquehanna. The station had no cancellations during the strikes, he said, and indicated department stores are showing more interest in radio.

Delaware Has Good Year

It’s a good year in Delaware, with all business and industry humming, according to J. Gorman Walsh, WDEL Wilmington. WDEL-TV has been on the air four months and sales are steadily increasing, he said, with AM holding 1948 levels. duPont, Hercules and Atlas are active and construction is at a peak.

Washington, D. C., is riding along with government pay increases. Business is up at network stations after the first normal postwar summer. Late summer and autumn have shown better results, according to Howard Barron, WRVA and WTVR (TV) Richmond, said station business and costs are both rising, along with the general economic trend in the area.

Business in the Norfolk metropolitan area is about the same as 1948, according to John W. New, WNat Norfolk. Resort business was excellent last summer. National and network sales at WTAR are better.

In the southwestern end of the state (Continued on page 44)
In your advertising travels, Brother,
When "More Sales" is your goal...
Keep your eye upon the doughnut
As well as on... Fort Wayne!*

Yes, there's a whole lot more to WOWO-land than prosperous Fort Wayne! Here in the heart of the rich Midwest market, WOWO gives you dominant coverage in a 59-county BMB area. Net effective income is $1 1/2 billion... four times the income of Fort Wayne itself. And WOWO's consistent leadership in Hooper ratings means a tremendous audience at any hour, from the breakfast doughnut to the midnight snack! For availabilities, check WOWO or Free & Peters.

* Of course you're familiar with Mayflower Donuts, whose intriguing rhyme is paraphrased above. As you'll remember, it goes like this:
As you ramble on thru Life,
Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!
How's Business?

(Continued from page 42)

State business has been very good, according to James H. Moore, WSLS Roanoke, though coal and steel strikes are leaving their impact. Local and national spot are up at the station, with some Roanoke firms turning to the medium for the first time. Roanoke is a railroad town and therefore sensitive to the coal and steel situation.

Nearby in Martinsville, John W. Schultz, WMVA, reports nylon and furniture industries buzzing after temporary setback. Station business is better than last year, he said.

West Virginia is a coal-oil-gas and steel state. As such it was hit by the strikes, an effect that was felt even before the work stoppages. In the northern half, WHAR Clarksburg, a postwar station, is running 18% ahead of last year, according to Glacius Merrill. Up to the strikes, a boom year was underway and prosperity is expected as soon as the strikes are ended.

Wheeling Strikes Strike

The Wheeling radio picture is healthy, according to William E. Rine, WWVA. Though most business has been hurt, it is riding the strike storm quite well, he said. Retail sales were good prior to the strikes, with the exception of department stores where a slight drop was noted. WWVA, a Fort Industries outlet, is ahead of last year.

The coal strike left its imprint in the southwestern end of West Virginia but stations are ready for a post-strike boom. Railroad employment has suffered with the coal shutdown. In Huntington, Marshall Roseane of WSAZ, says AM sales were running along at the 1948 level prior to September. Flen J. Evans, of WPLH Huntington, has had a similar experience, with operating expenses higher. WPLH offers sponsors a three-way package deal —AM, FM and transit.

Alice Shein, WBTH Williamson, in the coal section of West Virginia, said station sales are about the same as a year ago. Costs are higher but leveling off, she said. Business locally is better and an upsurge in retail sales is expected. Raleigh N., businessmen are doing well and look forward confidently to 1950, according to Richard H. Mason, WPTF. The station's business was off early in the year but autumn is running ahead of 1948 and the annual totals will be about the same. George T. Case, WNHO Raleigh, noted a steady upward trend since March 1948.

Jack Younts, WEEB Southern Pines, secretary-treasurer of the state broadcasters association, visited all North Carolina stations and found business generally good, with many managers able to cut costs. Department store sales in Southern Pines are up and the station's revenue will be better than a year ago.

Business is looking up in Winston-Salem, according to Harold Essex, WSJS. E. J. Gluck and R. S. Morris, WSOC-AM-FM Charlotte, report the city is growing rapidly as a distribution center, with the area expecting a good winter. At Burlington, E. Z. Jones, WBWB, reports many new local accounts for AM and FM, though operating costs are rising. Businessmen look for an active winter. At Greensboro, Gaines Kelly, WFMY (FM) and WFMY-TV, said operating costs are rising. Businessmen look for an active winter. At Greensboro, Gaines Kelly, WFMY (FM) and WFMY-TV, said.

Talking over plans for MBS' drive are (1 to r) Mr. Schmid; "Mister Plus," campaign character, and James Tyler, MBS director of advertising.

MBS Campaign

Advertising Drive Set

NEW trade character, "Mister Plus," will dramatize the major MBS advertising campaign to be launched next week.

The drive, with full-scale plans announced by Robert A. Schmid, MBS, vice president, will open with a continuing series of two-page spreads throughout the territory, designed to promote the entire medium of network radio and certain "plus differences" of MBS.

One basis for the campaign stems from new home-per-hour findings by A. C. Nielsen Co., Chicago. These findings, Mr. Schmid says, represent "first, a big step toward the goal of complete precise cost data for the entire medium, second, a realistic reason-why for buying Mutual time."

"Mister Plus," representing an animated plus-mark with microphone head, will appear, in appropriate costume and action in each of the ads, with the campaign theme lettered across it: "The Difference Is Mutual!"

Among the differences to be highlighted in the campaign, according to the network, are: Lower time costs; more homes delivered per dollar; 500 stations, 300 of which are "the only network voice in town;" maximum hook-up flexibility; free "where-to-buy-it" cut-in announcements.

Ever need "sudden service" on spots?

Sometimes you've just got to get your spots recorded and pressed in a hurry. Yet you must have quality too. That's where RCA skill and RCA equipment make all the difference.

As they do in every recording and pressing requirement! At RCA Victor you get the benefit of:

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

First in the field!

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

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

114 East 33rd Street
New York 10, New York
Murray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 28, California
Hollywood 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!
NBC Reorganizes
(Continued from page 25)
duction services, headed by Fred Shaw, former manager of television operations; stations relations, headed by Sheldon R. Hinkov, Jr., former manager of the NBC stations relations department; and technical operations, headed by Robert E. Shelby, director of TV engineering operations.

Under Mr. Wile will be new program development, headed by Fred Cee, no change; talent, headed by Carl Stanton, former manager of talent and program procurement; program production with producers Richard Berger, William Garden, George Copeland, Victor McLeod, Roger Muir and Ernest Walling; and continuity acceptance, to which no one has been assigned.

Under Mr. Frey will be Edward Hits, former assistant director of network sales, as eastern sales manager; Eugene Hoge, formerly on the network's Chicago sales staff, as midwestern sales manager; and Robert W. Sarnoff, former national manager of program production, as head of program sales.

To Develop Shows
Mr. Blackburn's reassignment to the Holliday position was reportedly a move to develop some present shows now on NBC radio into television properties. Among them are said to be the Bob Hope, Phil Harris and Alice Faye, Flibber McGee & Molly and Eddie Cantor shows.

Messrs. Smith, Wile and Frey will be the operating executive echelon directly under the television chief, Mr. Weaver, the announcement said.

Still other subdivisions will be created within the television organization, it was learned. All will be assigned in relation to the total separation of the network into the three operating units.

At week's end, it was reported, the following NBC departments had been advised they would be split with part of their staffs going to television and part to radio: News, advertising and promotion, and sports.

No final reassignments of personnel in those departments had been made late last week, but it was authoritatively speculated that Willard F. Bronzel, vice president in charge of news and special events, would become chief of radio news and that Francis C. McCall, now director of news and special events, would become chief of television news and special events with Adolph J. Schneider, now director of television news and special events as his lieutenant; that Charles P. Hammond, now vice president and assistant to Mr. Trammell with principal responsibilities for advertising and promotion, would become chief of radio advertising and promotion. Other reassignments within the three departments whose distribution among the three new operating units was immediately scheduled could not be learned.

Another department, research, will also be affected, it was learned. It was understood that each of the three operating units would include its own research group. How the reassignments would be accomplished was also unknown.

Aside from the temporary assignment of Mr. Denny to head the new radio and owned and operated stations, the only high-level appointment to be positively made in that area was that of Harry C. Kopf, as vice president in charge of operations of the radio unit, it was learned [CLOSED CIRCUIT, Nov. 7]. Mr. Kopf is now the network's administrative vice president in charge of sales and stations.

Press Department Intact

One department will remain intact under present plans, with its television and radio activities integrated. That is the press department under Vice President Sydney H. Eiges.

As the reorganization began to take shape, it became known that Mr. McConnell was not following exactly the plan proposed by Booz, Allen & Hamilton, the management consultant firm hired to survey the present company structure and suggest its redesign.

Mr. McConnell's reconstruction of the network, however, sweeping, will be no means be as rigorous as that proposed by the consultants, it was ascertained.

For example, it was learned, the Booz, Allen & Hamilton report suggested a considerable reduction in the number of vice presidents. Mr. McConnell, however, has determined that no incumbent vice president will lose his officeship in the company, because of reassignment, it was reported.

One principal purpose of the reorganization as seen by Mr. McConnell, it was understood, is to remove as many people as possible from the top staff level and place them in operational jobs.

One staff level executive, Henry Ladner, who since March 1948 had been assistant to Administrative Vice President Donald MacDonald, resigned last week to enter the private practice of law.

Mr. Ladner will open his own offices in the Bar Bldg., 56 West 44 St., New York. He had served in NBC since 1936, first as assistant general counsel, and finally as assistant to Mr. MacDonald.

No large reduction in personnel is contemplated in the reorganization, it was said, although several staffers last week were reportedly advised their jobs would be eliminated.

The three executives who were appointed last week by Mr. Weaver as his chief operating lieutenants are radio and television salesmen.

Mr. Smith, who has been in radio more than 20 years, was general manager of NBC's Washington station, WRC, before he became the network's director of television operations in February 1948.

Mr. Frey entered radio in 1924 on the staff of WEAF New York, now NBC's key outlet, WNBC. He became sales service manager of the network in 1940 and manager of eastern sales in July 1946.

Mr. Wile was operations supervisor of the radio-television firm of Young & Rubicam, where he served with Mr. Weaver, who was vice president of radio and television, until joining NBC with Mr. Weaver last July. Mr. Wile had been with Y&R since 1934.

That Mr. McConnell had virtually made up his mind on the reorganization of his staff was evident in the fact that he had summoned managers of NBC owned and operated stations to New York for conferences today (Nov. 14).

It was understood he intended to outline to them the shape the new owned and operated stations unit of the company would take, and advise them of procedural changes involved in the reorganization.

BROtherhood Week
Radio Plans 1950 Program

Radio's plans for the 1950 observance of Brotherhood Week were discussed at the National Conference of Christians & Jews Armistice Day luncheon meeting held Friday at the Mayflower Hotel, Washington.

President Truman was present at the luncheon along with other dignitaries from government, industry and the church. Meeting followed the general session Thursday at the Willard Hotel. Preceding the luncheon, Brotherhood Week leaders heard radio, newspaper and advertising executives speak. Featured on this panel was John Hayes, general manager of WTOP-CBS Washington.

Frank Stanton, CBS president, chairmained the Committee for Radio, and participated in a discussion with leaders planning Brotherhood Week, including L. K. Myers of Bristol & Myers and the Advertising Council, chairman of the Committee for Advertising, and Irwin M. Canham, of the American Science Monitor and past president of the American Society of Newspaper Editors, head of the Committee for Newspapers.

"VIC" DIEHM says:
IT TAKES ALL KINDS OF IDEAS
To run a RADIO STATION!

For further Enlightenment write to Vic Diehm /% WAZL

HAZLETTON, PENNA.
REPRESENTATIVE:
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

November 14, 1949 • Page 45
N.Y. RETURNS

Radio-TV Blanket Elections

Some $40,000 worth of time and television stations to coverage of New York's elections last Tuesday. While some New York stations sold spot time throughout the evening, only three—WCBS, WCBS-TV, WNBT (TV)—were known to have sold the coverage as a package.

Although city and state results were fairly definite early in the evening, most of the stations continued coverage until at least midnight, with 24-hour stations adding bulletins throughout the night.

Concession of defeat at 10:22 p.m. was made by Republican-Liberal-Fusion candidate for New York City mayor, Newbold Morris, in a pooled broadcast from his headquarters, followed shortly after by victory statements from Herbert H. Lehman, Democratic candidate for N. Y. State Senator, and William O'Dwyer, New York's incumbent mayor. Vito Marcantonio, defeated American Labor Party candidate for mayor, waited until after 12:30 a.m. for his statement.

WCBS was the only dual New York operation which sold both its radio and video coverage of the election. Through BBDO, New York, F. & M. Schaefer Brewing Co., Brooklyn, for its ale and beer, sponsored returns on WCBS. Results were aired from the CBS network's main newsroom, and from headquarters of the four leading contestants in the city and state races.

United Fruit Co., through Wen- del P. Colton Agency, both New York, picked up the tab for the WCBS-TV operation.

While WNBC carried its coverage sustaining, using only the 11:30 p.m. to 12 midnight spot for steady returns and breaking into regular programs with bulletins, WNBT (TV) sold its tallying operation also to Schaefer through BBDO. Television program ran from 11 p.m. to 12:15 a.m.

WQB New York did not obtain a sponsor for its coverage, package-wise, but it did sell 15 one-minute spots to MGM for the movie, "Battleground." The spots were spread over a three-hour period.

The station had remotes from six major campaign headquarters, and in the Times Square area.

Botany Mills, Passaic, N. J., for its fabrics, bought 11 one-minute spots on WJZ during election night coverage which started at 7 p.m. or on and on video at 8 p.m.

While the WJZ AM operation was much like other stations, with remotes from campaign headquarters, WJZ-TV utilized a novel technique by superimposing election vote totals on the screen during its 9:30-10 p.m. telecast of On Trial.

Overall operation of radio and TV was supervised by Thomas Velotta, ABC vice president, and directed by John T. Madigan, ABC news director.

WFDR (FM) aired returns of all New York state elections from 7:15 p.m. until midnight, with the aid of the telephone. Newsmen were also telephoned to such upstate New York stations as WGR Buffalo, WSYR Syracuse, WHCU Ithaca and WPTF Albany for latest returns, and broadcast the voices of those stations' newsmen as they reported. In the same manner, WFDR handled its reports from local campaign headquarters.

Quentin Reynolds, reporter and author of an account of experts employed by WNEW in its coverage which started at 8:15 p.m., and continued through the night. It also carried portions of the election broadcasts of WNYC, the municipal station, when WNYC had to sign off at 10 p.m.

WOMEN'S SHOWS

Income Producers, AWB Is Told

Women's programs are the most important type of participation shows in radio, Lloyd George Vanard of Edward Petry & Co., New York, told members of District 2, Assn. of Women Broadcasters, at the group's annual conference, held Nov. 5 and 6 at New York's Hotel Astor.

It was recently revealed, Mr. Vanard said, that a leading network station in New York City got 40% of its non-network income from participation shows—and women's show money second in that classification.

Allievating the women's fears about video's effect on their importance as AM broadcasters, Mr. Vanard said them newspapers are being sold today at more money than ever before, and that more phonograph records are being sold at higher prices than ever before, in spite of pessimistic predictions 25 years ago that radio would spell their demise. He assured them that just as a newspaper is no better than its woman's page, so the best radio stations are those with the best women's shows.

Stressing the importance of women's show listeners, Mr. Vanard stated that as a buying group they spend 95% of food and department store money, and are responsible for four out of five of other dollars spent.

Earlier in the day, Linnea Nelson, timebuyer for Walter Thompson Co., New York, told the women that their shows pulled more than $20 a lower cost than anything else she had bought in radio. One reason for this, she explained, is that listeners to women's broadcasts do not necessarily seeking entertainment—primarily they listen to learn.

Maurice B. Mitchell, BAB director, speaking also at the morning session, urged women broadcasters to concentrate some of their efforts on learning about their sponsors' problems; that they peak is office depressions, and on helping move merchandise. He pointed out that the woman broadcaster is in reality a commercial announcer who can deliver personal recommendations to the product, to one person would deliver it to another.

Following luncheon, the AWB members attended a panel discussion on "Tomorrow's Pot of Gold—TV." Participating were Frances Buss and Dorothy Doan, both of CBS-TV, and both associated with the network's daytime show, Vanity Fair; J. R. Poppele, vice president in charge of engineering, WOR-AM-TV New York; Eliza-

Page 46 * November 14, 1949
For reproduction that gives true-to-life fidelity, for ease of operation, for simplicity and accuracy in editing, Graybar recommends Ampex magnetic tape recording equipment.

Broadcasters, recording studios, and advertising agencies know the name Ampex means the finest in tape recorders. Both the Ampex Series 200 and 300 are used extensively for big-name recorded broadcasts because of its quality, design, and performance. The new Series 300 models are compact, attractive and especially flexible in application—interchangeable for rack, console, or portable use. AND ... they are priced within the range of other types of recording equipment—at a level which represents a practical investment for even a small studio.

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y. 400R

**TECHNICAL HIGHLIGHTS OF THE AMPEX 300**

**FREQUENCY RESPONSE:**

At 15 inches + 2 db. 50—15,000 cycles.

At 7.5 inches + 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.

**FLUTTER AND WOW:**

At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .3%.

**STARTING TIME:**

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

**AMPEX 300R**
NARBA Action
(Continued from page 25)

value to be determined by bilateral agreement between the countries concerned. The present value is 25 uv/m with no station nearer than 650 miles, with minor exceptions.

The plenary session eliminated IIIA and IIIB stations, with all now are classified as III.

Delegates to the conference perused two collateral documents—a letter from Carlos Maristany, Cuban undersecretary of communications, to Eduardo Hector Alonso, president of the Cuban Federation of Broadcasters, and the translated version of a radio speech by Goar Mestre, CMQ Havana director, as reported in the Nov. 1 issue of Diario de la Marina, Havana.

Senor Maristany, upon returning to Havana from Montreal, viciously attacked Broadcasting for "attacks against my humble self" and charged the magazine forgets his "defense of a complete order in high frequency broadcasting throughout the world" during the Mexico City conference last winter.

"Whether the magazine Broadcasting likes it or not," he wrote, Cuba's delegates "are guided by the same spirit, the straightforward determination, of not returning to Cuba unless it be with the gallant posture with which they have always returned from all of their missions."

He said the Cuba of 1949 is a lot different from the Cuba of 1937, when the first NARBA was drawn up and when it had an infant broadcasting industry "with very limited investments and without any fighting spirit." He added that "as long as the American industry lords do not awake from their 1876 dream and consider Cuba to be should be considered according to her rank and as result of her indefatigable efforts, the solution to their problems will not appear on any horizon."

Senor Mestre directed pointed criticism at NAB District 4 (D.C., Va., W. Va., N. C., S. C.) broadcasters for their Oct. 15 resolution calling on the government to impose economic and financial sanctions against Cuba and Mexico to stop interference [Broadcasting, Oct. 24]. He suggested the district broadcasters "should have waited to present their demands reasonably before the Montreal conference" so they could be discussed "serenely, in the light of purely technical considerations and in a spirit of international cooperation and mutual respect."

He conceded Cuba could not deny that "certain irregularities have occurred" but blamed them on "an initial agreement which was abusive." Senor Mestre quoted out of context comments in the Oct. 24 Broadcasting in which a poll of the Montreal delegation were announced.

Open Mike
(Continued from page 10)

duce action by the rest of the industry on the scale necessary to solve the problem in the time available?

Edwin H. Armstrong
Professor, Dept. of Elec.
Engineering

Columbia U., New York
* * *

KSD-TV Corrects
EDITORS, BROADCASTING:

Referring to the Teletestus Report No. 82, on page 46 of the Oct. 24 issue of Broadcasting, there was a serious error in your tabulations referring to KSD-TV.

You gave KSD-TV a total of only 49 September advertisers, whereas the correct figure is 69, which is arrived at by adding the figures you quoted . . .

Correct figure shows that KSD-TV had a gain of 12 accounts over the 57 accounts the stations had for the month of August . . .

George M. Burbach
General Manager
KSD St. Louis

[EDITOR'S NOTE: Statistics used in the Teletestus report were furnished by N. C. Raymond. The geographical error referred to is regretted by that company and by Broadcasting.]
AGENCY MERGER

MITCHELL-FAUST Advertising Co., 45-year-old Chicago agency, has merged into Schwimmer & Scott, with the exception of two accounts. Most of the executive personnel also was shifted.

Paul E. Faust, who helped found the American Assn. of Advertising

Manufacturing Co. (livestock feeds) and Horton Manufacturing Co. (washing and ironing machines). These were handled by D. R. Collins and Russ Cunningham, who transferred from M-F. Mary Poloson, timebuyer at M-F for four years, is now at Henri, Hurst & McDonald.

FLORIDA MEET

HITS FCC DELAYS

SHARP criticism of FCC for “its policy of delay and procrastination” in considering applications for improved facilities, with “unreasonable and paralyzing hardship on Florida stations” was voiced by the Florida Assn. of Broadcasters, meeting Nov. 4-5 at Sarasota. Growing interference from Cuban and Mexican stations led to request for action on long-delayed clear channel case.

William G. McBride, WDBO Orlando, past FAB president, was given a plaque for his services. W. Wright Esch, WMFJ Daytona Beach, presided. U. S. Senators Claude Pepper and Spessard Holland addressed group. Other speakers included: Kenneth Ballinger, FAB legislative representative; Dorsey Owings, BMI; W. Walter Tison, WALT Tampa.

UPCOMING

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 6, Bock Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 2-3: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah Salt Lake City.
Dec. 16-17: Dist. 13, Mark Hopkins, San Francisco.
Dec. 9-10: Southern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.

PILLSBURY SHOW

‘HOUSE PARTY’ MOVING TO CBS

PILLSBURY MILLS Inc. Jan. 3 will move its House Party from ABC to CBS, William C. Gittinger, CBS vice president in charge of sales, announced last week.

The Gary Moore Show, now heard on CBS Mon.-Fri., 3:30-4:30 p.m., will be heard 4-5 p.m. across the board, to make room for the Pillsbury show, scheduled for 3:30-3:45 p.m., Mon.-Fri. Agency for Pillsbury is Leo Burnett Co., Chicago.

Timebuyers

(Continued from page 31)

lightening dashed off in all directions, etc.

If they are included, any radio home or population figures often do not specify the source. Hardly anything ever bears a prepaid date but, fortunately, our people always stamp the date on any promotion received.

What would you do?

Here is what we do—to the best of our ability we piece together what appears to be an adequate number of stations and markets to do an effective job. We cannot—and will not—recommend the addition of stations without evidence that such an addition is necessary. Often common sense and experience elsewhere indicate the inside, local station has the audience but too many times the station being considered has supplied us with no information to back up our thinking.

At times, the timebuyers have been forced to fall back upon such vital and significant factors as: Is the station affiliated with a network and, if so, with what network?; how far is the city from other cities?; at what level did it?; the 1946 BMB Area Report show outside stations getting into the home county of a local station?, and right down to whether the station has a representative and who is it; how good are the other stations he represents?

Selling Too Late

But after a recommendation has been approved, a final budget figure is determined and buying commences, then how alert and solicitous to our needs some stations can become. In come the telegrams, the long distance calls, the got-to-come-over-and-see-you-inmediately. But by then it is ordinarily too late to review any material they cannot hastily pull together. The buyer needs work while the station before buying commences. And, incidentally, most of the Johnny-come-latelys don’t have any data we can really use, it is too often just a strong, personal sell.

Granted BMB is not a perfect tool (but what medium has that?). It is at least uniform and we need it badly. If we buy wisely and effectively for a client it will mean more business for all of us. Timebuyers least of all think our 1946 BMB method should remain unchanged; more than anyone else we want to see it include more information. I am told agencies wanted more information in the first study. But only by sticking with BMB and working it out together can we arrive at such a goal.

ANNUAL Chicago Federated Advertising Club Christmas party benefitting Off-the-Street Club will take place Dec. 8 at Stevens Hotel. Irv Kupchik, Sun-Times columnist who has a weekly gossip show on WMQA Chicago, is chairman of entertainment committee.

For some interesting information on radio in Iowa, please see page 33 of this issue
Standard Oil
(Continued from page 27)
Lowell Thomas and continued it through the fall of 1945.
In that same year, 1943, it began its first radio schedule in Alaska with Standard Newsbrief broadcasts in Fairbanks and Juneau. The schedule was expanded to include Ketchikan in 1946 and Anchorage in 1948. These broadcasts are on the air today.

In 1935 the company put a series of Western dramas, All Star Western Theatre, on stations throughout Arizona for one season.

On Aug. 20, 1945, Farmer's Digest, a daily 45-minute program, went on the air over KNBC and the following year, on May 20, it's Southern California companion program, Standard Farm Highlights, went on over KFI. These programs still are on.

The current mystery series, Let George Do It, went on the Don Lee Network Sept. 20, 1946.

Behind the successful Standard programming are the efforts of both agency and company representatives, who cooperatively handle the accounts and produce the shows. BBDO has been Standard's agency since 1941. J. G. Metheral is account supervisor and has four account executives working with him.

Both Standard Hour and Standard School Broadcast are placed by BBDO but the shows' production is handled by Standard's public relations department headed by G. Stuart Brown, assisted by Jay C. Smith. Adrian Michaelis, Standard Oil employee, produces both shows.

Let George Do It, highest cooperative show on the Don Lee Network, is produced by BBDO in close cooperation with M. A. (Tony) Mattes, advertising manager of Standard, who also directs other company radio participation such as the Alaskan newscasts.

BBDO places these as well.

All of these shows are commercial using varied types of commercial messages to sell Standard's wide line of products. In addition to the program sponsorships, the company has utilized a heavy schedule of spot announcements to supplement and strengthen its advertising campaigns in various areas of the West as needed.

A close check on the commercial effect of these programs is maintained by the company's advertising department. But to assure factual and honest reports from listeners surveyed on the various programs the company does not identify itself in these surveys. It fears that the great goodwill it enjoys as a result of The Standard Hour and Standard School Broadcast would influence listeners to a more favorable evaluation of its other programs than they would otherwise receive.

So a special department, entitled merely "Radio Research Department" and with a San Francisco box number not connected with the company's other mailing addresses, is maintained to conduct the surveys.

Further, the surveys never ask specifically about Standard Oil programs. They ask, instead, about farm programs generally, news programs or comedy and mystery shows. And from the answers to these general categories they draw conclusions regarding their own shows.

Company directors and advertising heads are thoroughly satisfied with the job radio has done for the company during the 53 years, even though they can't and won't attempt to tell nor even estimate returns on dollars spent. As a met-tar of fact the company has never tried to make an accounting of all the money it has spent in radio since that first donation to the San Francisco Symphony Assn. The money comes from both the advertising and public relations budgets and the heads of these departments cannot say where the cost of their programs leave off and other expenses begin—for instance, The Standard Hour and The Standard School Broadcast are supported by the public relations department; but the advertising department foots the bill for newspaper advertising plugging these programs.

Officials of the company say they have no doubt the radio schedule will continue to increase as it has in recent years. Nor, they say, is there any doubt the company will soon place a schedule on television. Just when the move into TV will take place, however, they don't know. There's no pressing need to utilize the new medium now, they say, and the company is in no hurry about rushing into TV.

ABC OCT. STOCK
Kintner Reduces Holdings
ROBERT E. KINTNER, executive vice president of ABC, disposed of 2,100 shares of his directly-held ABC stock during October, records of the New York Stock Exchange disclosed last week.

The sales reduced Mr. Kintner's total ABC stock holdings to 10,600 shares. A month ago it was reported Mr. Kintner had sold 1,400 other shares in September. He held 16,000 shares at the beginning of this year.

General Mills Buys
GENERAL MILLS Inc., Minneapolis, on behalf of its Gold Medal Kitchen Tested Flour, will sponsor the first quarter-hour of ABC's five-times-weekly Modern Romances on 126 of the networks stations. Signed through Dancer-Fitzgerald-Sample Inc., New York, the 62 week contract covers the 11:11-15 a.m. portion of the program, which is aired 11-11:30 Mon.-Fri.

Mrs. Helen Kaplan
MRS. HELEN KAPLAN, 69, Philadelphia, died on Nov. 8. Mrs. Kaplan was the widow of Charles M. Kaplan, who was an executive of WIP Philadelphia. Mrs. Kaplan is survived by two daughters, Mrs. Rose Levy, wife of Isaac D. Levy, former chairman of the board of WCAU Philadelphia, and Mrs. Julia Reich, wife of Dan Reich, of New York.

Radio Tax Threat
(Continued from page 24)
is a privilege and every person, etc. engaged therein shall pay to the city collector an annual license fee of $20 beginning on or before April 30, 1948.

3—The city officially stated as not to levy the tax on interstate radio broadcasting and/or advertising collection.

4—A penalty of from $15 to $100 per day for each day's failure to pay the tax is provided.

KGIH and KARK immediately started an action against Roy Beard, city collector, seeking to enjoin him from collecting the fees on the ground that the ordinance was unconstitutional as a burden on interstate commerce in violation of the Commerce Clause; that it abridged free speech rights. The Pulaski Chancery Court issued a temporary injunction restraining collection of the tax and this injunction was made permanent after a hearing, the court holding the ordinance unconstitutional as a burden on interstate commerce.

Littler authorities took an appeal to the Supreme Court of Arkansas, which handed down an opinion May 23, reversing the chancery court. Associate Justice George Rose Smith wrote the decision. In a powerful dissent, Associate Justice J. S. Holt cited a line of Supreme Court and state decisions in holding "there could be no doubt but that the taxes imposed here are unconstitutional."

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GENERAL MILLS Inc., Minneapolis, on behalf of its Gold Medal Kitchen Tested Flour, will sponsor the first quarter-hour of ABC's five-times-weekly Modern Romances on 126 of the networks stations. Signed through Dancer-Fitzgerald-Sample Inc., New York, the 62 week contract covers the 11-11:15 a.m. portion of the program, which is aired 11-11:30 Mon.-Fri.

Mrs. Helen Kaplan
MRS. HELEN KAPLAN, 69, Philadelphia, died on Nov. 8. Mrs. Kaplan was the widow of Charles M. Kaplan, who was an executive of WIP Philadelphia. Mrs. Kaplan is survived by two daughters, Mrs. Rose Levy, wife of Isaac D. Levy, former chairman of the board of WCAU Philadelphia, and Mrs. Julia Reich, wife of Dan Reich, of New York.

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one of america's great television stations
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COLOR HEARINGS PROGRESS

DIRECT TESTIMONY in the first phase of FCC’s color television hearings was completed last Thursday after a week—the seventh in a proceeding originally expected to last three—which produced these developments, inside and outside the hearing rooms:

- Sen. Ed C. Johnson (D-Col.), who has persistently prodded the Commission on color, suggested in an interview that FCC set up color standards that will permit the public to decide which system it prefers (story on TELECASTING 15).

- Along similar lines Ulysses A. Sanabria, president of American Television Inc., Chicago, recommended “limited commercialization” of color to try out the various systems; additionally he suggested that higher fidelity be achieved by channel widths up to 24 mc and said he thought that, with channel sharing, four channels could serve the nation and improve programming.

- Dr. Lee De Forest, vacuum tube inventor who now is research director for American Television, said his own 6 mc color system is probably a year away from the demonstration stage. He said both the RCA and CBS systems need “wide development,” and that present-day TV is sacrificing quality of picture for quantity of channels.

- Field tests and thorough consideration of the use of FM instead of AM for picture transmission in the UHF, and of Polycasting (clusters of low-power transmitters) to achieve wide-area coverage were recommended by Raymond M. Wilmotte, Washington radio consulting engineer; meanwhile, a report on the FCC staff’s own work on FM video was put into the record.

- Dr. Allen B. Dumont of DuMont Labs, winding up his presentation from the week before, reiterated his view that color should not be standardized at this stage of the art, while Dr. T. T. Goldsmith, his research director, presented for an RMA committee a list of 30 field tests which the committee deemed essential.

- On the let the public decide theme, Arco Electronics of New York, electronics components distributors, asked FCC to require sponsors of the various systems to broadcast at least a year so that “fans,” with homemade built sets, could aid in “trial and error” testing of the various techniques.

- FCC meanwhile announced postponement of its first comparative demonstration of the rival color systems from this week to next Monday and Tuesday [Broadcasting, Nov. 7].

- Upon completion of these tests—in which RCA and CBS will show their color systems and Dumont will provide black-and-white transmissions—the hearing will be recessed until Feb. 6. At that time Color Televisions Inc. will officially demonstrate its system.

- A second comparative showing, with CTI participating, is slated for Feb. 8, with cross-examination due to start about Feb. 13.

- Dr. De Forest Appears

Final witness in last week’s sessions, Dr. De Forest, appeared voluntarily after FCC hinted it might use its subpoena powers. He had sent word through his attorney that he had not seen the CBS system and therefore would like to reserve comment. But Assistant General Counsel Harry M. Plotkin noted that Dr. De Forest had published material about a color system of his own, and insisted he therefore should appear for Commission questioning.

On the stand, Dr. De Forest said considerable progress had been made in his system, which employs a mosaic filter, but that it probably would not be ready for demonstration for at least 12 months. Its disadvantages, he said, are lack of compatibility with the present black-and-white system, and its use of what he termed a “subtractive” color process.

“System Compatible”

He reiterated his view that the color system ultimately chosen should be compatible. His own, he said, is mechanically better than Columbia’s because it could be applied to receivers of any size, but at present is inferior to RCA’s because of the “subtractive” process.

- Neither the CBS nor RCA system would be suitable for commercial use as they now stand, Dr. De Forest said, though he conceded they have “certain features of merit.” Under questioning by Comr. Robert F. Jones, he said he would not criticize the CBS system if it used “additive” color.

Dr. De Forest agreed with his president, Mr. Sanabria, that the various systems should be tested for “semi-commercial” operation for a year or more and that wider channels should be employed in the interests of higher fidelity. But he did not agree with Mr. Sanabria’s feeling that the channel should be 24 mc as compared with the present 6 mc—a bandwidth of 12 mc, he thought, would be sufficient.

Mr. Sanabria, explaining his “limited commercial” plan, said he would authorize the sponsor of each system to pay service. FCC has been commercially “in a good market” but would require each to have the basic patent rights and manufacturer color sets for use in that area. Thus, he said, a color audience could be built up and the developers of each system could retrieve some of the money they have spent on color.

- Contending that the number of black-and-white channels should be limited in any event, he suggested that the 24 mc channel for higher-fidelity color—approximately 1,100 lines as against the present standard of 525—he obtained by deleting Channel 12 through 13 from monochrome service.

Channel Recommendation

He raised a lot of eyebrows with his assertion that four channels—enough for two in each community—would be sufficient for a national color service. FCC has consistently contended the present 12 channels are far from enough.

Mr. Sanabria maintained that several could share time on the same channel and, since each would program only a portion of the broadcast day, improvement in programming and reduction in each “station’s” operating expenses would result.

When he belittled some of present-day TV’s programming, he was told by Chairman Wayne Coy that “you must look at the wrong time” because some “very fine” programs are being aired.

Mr. Wilmotte, in support of his appeal for consideration of possible use of FM for video picture transmissions in the UHF, con-

Top TV Echelon at NBC Named

Mr. Weaver Mr. Blackburn Mr. Smith Mr. Frey Mr. Wile

TOP assignments for television at NBC, under Sylvester L. (Pat) Weaver, was announced last week as the first step in the eventual reorganization of the network [see story, this issue Broadcasting, page 25]. Heading video are Mr. Weaver, vice president in charge of television; Carleton Smith, who continues as director of operations; Frederic W. Wille Jr., assistant to Mr. Weaver since joining the network several months ago and who now becomes director of production; George H. Frey, former manager of eastern sales for both radio and television who becomes director of sales for television; Norman Blackburn, former national program director of NBC television who is assigned to Hollywood as chief of television operations there.

(Continued on Telecasting 14)

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NOVEMBER 14, 1949
KSTP-TV's camera catches "standing. 1 to r": Nigey Olson, Land & Gift Co.; Charles Schramm, advertising manager of Weyand Furniture Co.; Bob Raymer, Raymer Hardware Store; Tony Annenberg, David Agency; Ray Steiner, Chicago & Northwestern Railroad; Quan David, David Agency; Dick Slade, David Agency; and Al Toepel, General Electric Supply Corp. KSTP-TV Engineer Sam Roth is behind camera.

**MEET THE AD MEN**

IT TAKES creative thinking and sound business sense to be a good industry cook. And when the ingredients of advertiser, agency and the public are mixed with the right recipe, the result is a video show—Advertising and Television over KSTP-TV St. Paul-Minneapolis.

The station has set out to explain to the public the magnetism of TV as a new advertising medium and to show the public how it can benefit. With these ideas in mind, KSTP-TV aired its first show Oct. 12 when more than 20 advertising agencies explained graphically how TV has affected their businesses—for example, the addition of personnel and/or changes in thinking.

Joe Cook, KSTP-TV promotion-publicity director, summarizes what the program does: "It proves to the advertiser that television is the closest thing to shopping in the store yet devised. They can do everything except sample the merchandise."

With the aid of their own commercials, the advertisers explain television production in advertising. They tell the consumer that television is the best medium because of its ability to disseminate information.

When the first show was telecast, a wire from Miller C. Robertson, KSTP-TV commercial manager, was sent to all advertising agencies in the area. It announced the program and asked for comments "and thought of your early participation in this feature."

The Oct. 12 program introduced to the public some of the biggest local advertisers, those already setting aside a budget for TV.

Some selected comments taken from the first night's script:

"We at the agency feel that TV is so important that we have added three new men to form a TV department under the direction of Melba Sanders, assistant manager of David Inc. Later—"Now we would like the TV audience to meet some of the David agency clients who have purchased TV to sell their merchandise."

In this manner, agency men and their advertiser accounts, were shown to the audience. Some of the comments from the advertisers were:

"I think television opens up a new era in selling merchandise...an opportunity to demonstrate our merchandise right in the homes."

"...Carl Schuneman, of Schunemann's, St. Paul, spot advertiser."

"...television is the greatest step forward in advertising and selling since the invention of printer's type... (it) has everything—right, sound and action."

"...Al Toepel, of General Electric Supply Corp, sponsor of a video program on the station.

"...television opens a new, fascinating door to new business."

Weekly on KSTP-TV

**ABC CUTBACK**

COMPLETING the TV cutbacks begun a fortnight ago [Broadcasting, Oct. 31, Nov. 7], ABC last week curtailed the broadcast week of WJZ-TV New York from seven to five days by eliminating all Monday and Tuesday programs from its schedule.

Major events and programs even on those nights are being shifted to other evenings. The only commercial programs cancelled are the Tuesday afternoon broadcasts of the network shows Market Melodies (3-4 p.m.) and TV Telephone Game (4-4:30 p.m.) Both of these programs are now telecast Wednesday, Thursday and Friday at those times and Saturday from 10 a.m. to 12:30 p.m.

ABC's TV network program service is not seriously affected, as the network's Chicago video staff will continue to originate two Monday evening shows: Mr. Black (9-9:50 p.m.) and ABC Barn Dance (9:50-10 p.m.) and the Tuesday evening fights (10 p.m. to conclusion). These will go out to the ABC-TV affiliates as before but will not, of course, be carried by WJZ-TV.

There is no plan to duplicate the WJZ-TV curtailment in other cities where ABC owns video stations, it is understood. Those stations—WXYZ-TV Detroit, WNEV-TV Chicago, KCET-TV Los Angeles, KGO-TV San Francisco—are considered to be securing a satisfactory number of spot and local video advertisers and will continue or expand their present operating hours.

New York Costs

In New York, where costs of labor and other operating expenses are appreciably higher than elsewhere, the savings to be derived from eliminating telecasts on Monday and Tuesday exceed the revenue produced by that operation, a situation which led to the decision to put through the curtailment. The relatively poor antenna location of WJZ-TV (on the Pierre Hotel) is blamed with much of the station's troubles and ABC is planning to move to the city's highest point at the top of the Empire State Bldg., where WJZ-TV would share this choice transmitting site with WNBC (TV), key station of NBC's TV network.

It is believed that the dropping of two days from the WJZ-TV schedule completes the network's video curtailment plan, which is designed to reduce ABC's TV operating costs by some 20% and restore the overall ABC operation to a black-ink balance. ABC reported a net loss of more than $40,000 for the first half of 1949.

**KMTV (TV) ACTIVITY**

Expands in Omaha Market

A SEVEN-DAY week schedule now is in force at KMTV (TV) Omaha, station reports. After two months on the air, operating on Channel 3, the outlet says set sales in the viewing area are increasing an estimated 1,100 or more a month. KMTV now averages three hours of programming per day.

Station's staff has grown with two additional engineers, one announcer and two persons for traffic and film editing. KMTV now carries Omaha hockey games direct from Ak-Sar-Ben Coliseum, has produced local studio shows and has received new programs from its three network affiliations, CBS, ABC and DuMont. Among other shows are Fred Waring, This Is Your Business, Lone Ranger and Paul Whiteman's Musical Revue.
Telefile:

WBKB (TV) — INDUSTRY’S TRAINING LAB —
BECOMES SUCCESSFUL VIDEO BUSINESS

WBKB (TV), CHICAGO, Balaban and Katz pioneer Midwest station, has progressed successfully from a laboratory to a business after years of TV experimentation. The long experiment—since the first audio signal was transmitted in October 1940—has been expensive. Four million dollars is the latest estimate.

Renowned as a training ground for TV personnel all over the country, WBKB operated alone in Chicago from 1940 until the spring of 1948, when WGN-TV (Chicago Tribune) took the air. When two other TV antennas dotted the horizon in the next year (WENR-TV, WNBQ-TV, WBCN), policies of the Balaban and Katz station altered radically.

During WBKB’s six-year incubation period, its destiny was patterned and predicted almost solely by Capt. William C. Eddy. His successor in the fall of 1948 was John H. Mitchell, experienced movie theatre manager who had worked for B&K or its affiliates since 1932. The experimental laboratory gave way to a practical business enterprise as Mr. Mitchell inaugurated a changeover policy involving a four-year program of objectives.

Working for development of a “sound, basic operating structure with better morale, more stability and intra-organization security,” Mr. Mitchell in one year has chalked up these successes: (1) Chicago debut of theatre television; (2) development and introduction of the Multiscope; (3) use of video transmissions; (4) installation of a $250,000 transmitter; (5) remodeling of studios and offices; (6) schedule and sale of "the most ambitious football series ever telecast" (Notre Dame, Big 9 football); (7) telecasting of the station’s eighth anniversary celebration last June, including a retransmission from the stage of the B&K Chicago Theatre.

A major move was affiliation with CBS last month, after WBKB’s continuous operation as an independent. Network affiliation began officially Oct. 12. CBS was previously associated with WGN-TV.

The primary coup, however, was undoubtedly that of nearing the break-even point financially. Only a year ago the station was losing between $10,000-$15,000 weekly, Mr. Mitchell reports.

John Balaban, president of B&K and its 100 theatres, conceived of TV and movies supplementing each other as entertainment media in 1939. His firm is a subsidiary of Paramount Pictures, of which his older brother, Barney, is president.

Mr. Balaban authorized the first video signal of WBKB in January 1941, four months after the audio signal. The first programming effort—three minutes of interviews— took place that March. As the experimental W9XBK, the station telecast its first remote in June 1941 from Grant Park at the lakefront. First major remote was telecast the same year when Shriners paraded in front of the Sherman Hotel.

CAPT. Bill Eddy, holder of 100 TV, radio and electronics patents and now president of Television Assn., was chosen by Paramount to direct WBKB in 1939. He and his chief engineer, A. H. Brophy, built a transmitter with parts from two dismantled police radio stations. Materials were short even then because of war production.

After the war started in 1941, Capt. Eddy offered his services and station facilities to the Navy, and headed its radar training school in station quarters at 190 N. State St. in the loop. (The building is owned by a B&K subsidiary, and additional space is rented in the adjacent Butler Bldg.) More than 80,000 radio and radar technicians were trained there before war’s end, although the station continued programming. In October 1942 it took the air with its present call letters.

Going commercial in 1945, WBKB was reorganized physically and facilities were increased. That year, and in 1944 also, staffs were all women, donned efficiently in a TV overall-uniform. Most of these have moved on, but two camera operators—Rae Stewart and Esther Rajewski—remain.

To bring Chicles and Nobel–Dame football games from South Bend, Ind., Capt. Eddy designed and built a relay system. This earned for him, in December 1947, the annual award of the Television Broadcasters Assn. The relay is still effective.

For several years WBKB accepted two television trainees weekly who were sponsored by TV stations with construction permits, schools or advertising agencies. This program was cancelled late in 1948 when the demand dwindled. As an “old-time” TV operation,

STAG SESSION in WBKB’s announcer room before show-time is filled with gags of Curbstone Cutup Ernie Simon, whose audience includes (1 to r): Announcer Joe Wilson, News Editor Ulmer Turner and Announcer Russ Davis

PROMOTION and format of new shows is the job of Sterling Quinan, promotion manager, and Jonny Groff, program director. They coordinate their efforts so that local advertisers can merchandise their products inexpensively.

JOHN BALABAN, director of WBKB and secretary-treasurer of Balaban & Katz, which operates more than 100 motion picture theatres and owns the video station, is the Midwest’s ranking television pioneer. Younger brother of Barney Balaban, president of Paramount Pictures, he conceived the idea of an independent commercial video operation in 1939.

JOHN MITCHELL has been general manager of WBKB since January of this year, and worked as business manager of the station for five months before then. He was transferred by Balaban & Katz from its affiliate, Publix Great States Theatres Inc., where he was manager of the Central Illinois district.

WBKB naturally boasts many “firsts.” Those claimed include first:

● Baseball telecast from Wrigley Field, home of the Chicago Cubs.
● Interstate telecast of boxing matches direct from Michigan City, Ind.
● Official remote of “any consequence” (Shriners’ parade).
● Inter-city relay golf tournament telecast from a roof top at Shamrock Country Club.
● Football game relayed from Northwestern U.’s Dyche Stadium, Evanston.
● Inter-city relay from South Bend, Ind. (Notre Dame game).
● Full-length drama ever telecast in "its entirety, with costume and setting."
● Television account of midnight Mass from Holy Name Cathedral.
● Easter Sunrise service telecast from Cook County Hospital.
● To bring Chicagoans Notre Dame football games from South Bend, Ind., Capt. Eddy designed and built a relay system. This earned for him, in December 1947, the annual award of the Television Broadcasters Assn. The relay is still effective.

For several years WBKB accepted two television trainees weekly who were sponsored by TV stations with construction permits, schools or advertising agencies. This program was cancelled late in 1948 when the demand dwindled. As an “old-time” TV operation,
Manager Mitchell and Promotion Manager Sterling Quinian. Manufactured by Sterling Television Productions, a B&K subsidiary, the device shows moving tickertape news, time, weather and a standing advertising message. It was devised mainly as a fill-in for test pattern time, and has been leased to 21 stations.

WBKB pioneered also in programming, although live originations have been cut drastically in the last year. Always heavy on sports remote, it developed Russ Davis and Joe Wilson as popular personalities on sports commentaries. Although original and elaborate shows were telecast continuously during the first six years, few are aired now because of expense and the lack of sales-appeal to local advertisers. Station's policy now is to eliminate all sustainers and emphasize remotes.

**Programming** has been simplified since affiliation with CBS. After years of struggle as an independent, WBKB now has a network source for program material. It carries 30 CBS shows (191/2 hours) weekly.

Local daytime programming will be hiked only as “their commercial value increases,” according to Program Director Jonny Graff. Mr. Graff, former writer-producer at Donahue & Cee Agency, New York, worked in TV programming at CBS and has packaged film and live video shows. He and other WBKB executives are keenly interested in the “gimmick” program locally. Although most of the CBS schedule is piped in, the station reserves Tuesday and Thursday evenings for local programs. Mr. Graff's plan is to build personalities in inexpensive formats to be sold at a profit immediately.

Station talent under contract includes Russ Davis, Joe Wilson, Ernie Simon, John Dunham, 12-year-old Singer Tommy Sands and News Editor Ulmer Turner. Mr. Turner, former radio editor of the Chicago Sun and other papers, and radio commentator for many years, works closely with the Chicago Sun-Times in his news and feature-gathering. The paper has an exclusive cooperative working agreement with the station.

Undoubtedly the most famous show in WBKB's history is Kukla, Fran & Ollie, “fathered” by Capt. Eddy in 1947. Burr Tillstrom, young Chicago puppeteer, was asked to develop a commercial show in four days. He met the deadline, has worked a half-hour stint on TV almost daily since that time, and still has never used a script. With Singer-Accent Fran Allison as straightwoman to puppets Kukla and Ollie, Mr. Tillstrom starred on WBKB's Junior Jamboree for 40 weeks under sponsorship of RCA Victor. Kukla, Fran & Ollie started on the station with that name in the fall of '48. The show, an NBC-TV feature radio commentator for many years, switched to WNBQ (TV) Chicago in June.

Rates have gone up since Card No. 3 was issued in September 1948. With four stations operating in the area, WBKB charges $26 for a one-hour, live-studio show in Class A time; film-studio, $50; one-hour, live-studio, $110, and film-studio, $85, all less frequency discounts. Class A time is from 4:59 p.m. until midnight, Monday through Friday, and 12 noon to midnight, Saturday and Sunday. Class B time is from 3 to 4:58 p.m., Monday through Friday. The rest is Class C. Remote charges are figured on film studio rates.

**Close to the black-ink column, WBKB still has to make up a backlog of staggering expenses.**

(Continued on Telecasting 6)

$3.19 Air Express cost helped this wildcatter strike it rich!

When a pump valve goes while drilling for oil, it’s costly. Idle men and equipment makes profits evaporate. It happened to a wildcatter at 4 P.M. Phoned 800 miles away for parts—delivered 11 P.M. that night by Air Express. 12 lbs. cost only $3.19. (Regular use of Air Express keeps any business moving at a profitable clip.)

$3.19 was complete cost. Air Express charges include speedy pick-up and delivery service. Receipt for shipment, too. Makes the world’s fastest shipping service exceptionally convenient.

Air Express goes on all Scheduled Airline flights. Frequent schedules—coast-to-coast, and coast-to-coast overnight deliveries. Direct by air to 1300 cities, fastest airmail to 22,000 off-airline offices. Use it regularly!

**Facts on low Air Express rates**

Special dies (28 lbs.) go 500 miles for $4.30.
6-lb. carton of vacuum tubes goes 900 miles for $2.10. (Same day delivery if you ship early.)

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

**Specify AIR EXPRESS**

RATES INCLUDE PICK-UP AND DELIVERY FROM DOOR TO DOOR IN ALL PRINCIPAL TOWNS AND CITIES

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

PUPPET show created by Burr Tillstrom—Kukla, Fran and Ollie—originated at WBKB in October, 1947, as a portion of Junior Jamboree, and was sponsored for 40 weeks by RCA Victor. Last fall it was separated from the show, starring under its current name with (1 to r) Kukla, Fran Allison, Mr. Tillstrom and Ollie. It moved to NBC-TV in June.
fore it shows an overall profit. Included in the $4 million estimated investment is some $406,000 spent so far this year. This was spent thusly: $56,000, video transcription unit; $50,000, remodelling on offices and dressing rooms; $20,000, studio director's salary; and $50,000, master control unit.

Personnel costs have been trimmed by elimination of overtime. With local advertising scheduled only Tuesday and Thursday evenings, technicians are not needed for more than 40 hours weekly. Rehearsal time also has been shortened or eliminated. Distribution of the 94 employees shows: 17 in administration; 5, sales; 22, production; 2, publicity; 10, studio crew; 34, engineering and technical, and 5, camera crew.

Investment in equipment is expected to remain at the present level. The new transmitter went into operation June 16 atop the American National Bank Bldg., 700 feet above the city's loop. It includes a 58-foot, five-section antenna with a five-bay superturnstile mounted on a Blaw-Knox tower. With a power of 11 kw, the transmitter gets a 65-mile coverage radius. This area comprises 3,300 square miles and a population of about four and one-half million. WBKB has applied to the FCC for full power of 25.2 kw.

Other facilities include 6 RCA field cameras, 4 studio cameras, 2 DuMont field cameras and 2 film cameras, totalling 14; RCA remote equipment, RCA 35 and 16 mm. film projectors, Altec audio equipment, and a Western Electric and Raytheon audio consoles, Presto turntables and disc recorders, Magnecord tape recorders and Western Electric microphones and recorders. The studios also has a custom-built mobile unit.

All WBKB offices and studios are on the 19th floor of the 190 N. State Bldg. Unique among Chicago TV stations is its public viewing room, which seats 40 persons, open both day and evening. Station has two studios, one 50-by-35-feet and the other much smaller. Both have overhead incandescent lights, with 12 bulbs ranged in each of several banks.

The recent appointment of Weed & Co. as national representative is expected to help WBKB sales even more. However, station expects only "to hold steady" in the next three years, Mr. Mitchell said. In that time—"the industry's incubator stage"—technical standard, the new RCA transmitter, and VHF problems will be set. The general pattern of television will be determined, with construction underway in hundreds of cities, coast-to-coast. In a few years, Mr. Mitchell believes. "Competing media will know
BBC COLOR PLANS

Britain Tests Along CBS Lines—Goldmark

BBC PLANS immediate experimentation in color television, with equipment built by the English firm of Pye Ltd., based on the CBS system, according to an announcement Thursday by Dr. Peter C. Goldmark, CBS director of engineering research and development.

Dr. Goldmark recently returned from London, also disclosed that CBS research labs have begun work on designs for what it claims will be the first universal pickup equipment for use in commercial color television.

The CBS engineer said he was advised that BBC's color plant include building of a complete studio as well as receiving equipment, all based on the CBS system. H. L. Kirke, chief of BBC's research department, technical division, will head BBC color television activities, under general supervision of Sir Noel Ashbridge, director of technical services.

Dr. Goldmark said the British engineers have built color equipment in England in only four months, with no CBS experts on hand during construction. The equipment worked "right off the bat," he said.

Pye Board Chairman C. O. Stanley and its technical director, B. J. Edwards, decided to base their equipment on the CBS equipment and are currently in action in demonstrations last June at the American Medical Assn. convention in Atlantic City, Dr. Goldmark said.

The new universal pickup equipment CBS is designing, he explained, would be able to pick up entertainment programs, medical subjects and industrial subjects, each of which now require different types of equipment. It will be all-purpose, he simpler to build and operate and be very compact, he said.

THEATRE VIDEO

Football Casts in Boston

BOSTON'S Pilgrim Theatre patrons may see DuMont TV telecasts of the last three games of the Notre Dame football schedule, the network announced last week. Arrangements for the showings were completed last week by Nathan L. Halperin, television consultant for the Fabian Theatres, acting for Sam Pimanski, Pilgrim's owner, and Les Arries, DuMont's sports director.

Remote crews from WABD (TV) New York, picked up the Notre-Dame-North Carolina game in New York's Yankee Stadium last Saturday, while crews from WBKB (TV) and WGN-TV Chicago will cover the games with Iowa and Southern California at South Bend on Nov. 19 and 26, respectively.

\[Image\]

The Photicon camera.

TV EQUIPMENT

* * *

England's Pye Ltd. Enters Market

PYE Ltd., of Cambridge, England, which claims to have made one-third of all English television receivers of 1948, is entering the American TV transmitter market, it was announced last week.

An advance guard of four of the same type tubes. stations.

Mr. Edwards, technical director, arrived in this country by plane Monday. Four other company representatives were scheduled to arrive on the liner America last Saturday, with equipment for demonstrations.

First demonstration will be held in Washington, D. C., Nov. 21 to 26 at the Carlyle Hotel. There, equipment to outfit a small video studio will be installed. Included in the gear will be the firm's Photicon camera and film projection equipment.

Other demonstrations are to be held in Chicago on Nov. 29 and in New York on Dec. 6 at the Park Sheraton Hotel.

At the demonstrations, orders will be taken, with three months delivery on most equipment possible, Mr. Edwards said. Primarily, however, the company is shooting for business which will be available when the FCC channel freeze thaws. Eventually, the firm hopes to do $5 million annual business in this country.

Prices of Pye equipment range from $50,000 for a small station to $600,000 for large ones, according to Mr. Edwards. Those prices, he said, are from 10 to 15% below comparable American equipment. He said devaluation of the pound and lower labor costs permitted his firm to undersell American manufacturers.

Built in America

He emphasized that all the firm's equipment is built to American standards and uses standard American type tubes. He claimed, however, better gradation of tones and superior picture quality for his firm's cameras.

Depending on the character of the response at the demonstrations, Mr. Edwards said, the company expects to set up offices in New York.
Advertisers Increase 23% In October

TOTAL number of advertisers using television in October was 1,891, according to the Rorbaugh Report on Television Advertising. Figure represents an increase of 33% over the September total of 1,357 video clients and a gain of 282% above the 405 TV advertisers in October 1948.

The Rorbaugh Report shows the following comparison:

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Number of Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>445</td>
<td>244</td>
</tr>
<tr>
<td>Chicago</td>
<td>545</td>
<td>315</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>745</td>
<td>425</td>
</tr>
</tbody>
</table>

Drama Gaining in Viewers’ Preference

TELEVISION drama is coming into its own, with approximately three-fourths of set owners preferring the TV plays to movies, a survey conducted by Advertisers Research Inc. has revealed.

Picture of the drama in current television programming—a percentage of viewers, their likes and dislikes, and how it stacks up against radio, theatre and movie fare—is documented in detail by Advertiser as part of its monthly study of “The Television Audience of Today.”

Compared with similar fare in other media, television drama was favored by 76% of the set owners as against 18.5% for movies; 92.5% compared to 4.5% for radio.

Theatre drama surprised it, however, with 65.4% preferring the latter to TV drama.

The report is based on 534 interviews completed between Oct. 5 and Oct. 15. Respondents were asked to name their favorite dramatic show; total hours spent viewing television as compared to total hours spent viewing drama; preference of drama compared to other type programs; TV drama as compared to that of other media; opinions on use of film in TV dramas.

Advertiser took the 22 top dramatic programs and ascertainment percentages on how many television viewers viewed a particular program regularly, and on factors involved in their percent of likes and dislikes. Factors were: camera work, performers, story, time presented, length of program, scenario, advertising.

The Goldberg’s, viewed regularly by 57.5% of 534 people, topped the list, chiefly on the strength of a 96.1% like for its performers. On the other side of the ledger, however, dislike percentages were 20.2% for the advertising, 18.4% for length of show, and 12.7% for camera work.

Next nine shows in the top 22: Sustainable (53.9%); Kraft Theatre (44.6%); Black Robe (37.8%); Philco Playhouse (36.1%); Studio One (32.8%); The Clock (28.8%); Colgate Theatre (27.2%); Lights Out (26.8%); Fireside Theatre (21.3%).

Another category was set aside for favorite dramatic shows liked best by each of the 534 set owners contacted. The Goldbergs also topped that with a 22.1%. The report gives 10 programs with per-
centages and comments of tele-
viewers.

Advertise found that the average time period for comfortable televiewing was 3.4 hours per night, and for drama 1.6 hours, or 47.1%.

It also tabulated 34.4% for sports as the No. 1 favorite as rated by TV set owners, with variety second at 30.7% and drama third at 19.9%.

Weekly Television Summary

<table>
<thead>
<tr>
<th>Markets, Stations and Sets Per Market</th>
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<tbody>
<tr>
<td>Based on Nov. 14, 1949, BROADCASTING Survey</td>
</tr>
<tr>
<td>City</td>
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<tr>
<td>Albuquerque</td>
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<td>Atlantic</td>
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<td>Tulsa</td>
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<tr>
<td>Washington</td>
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<tr>
<td>Total Markets on Air</td>
</tr>
</tbody>
</table>

* Oud City includes Davenport, Moline, Rock Island, East Moline.
* Also claims coverage in Utica-Rome area.

Football Tops Local Choices in Miami Poll

FOOTBALL is the top local drawing card on Miami television with network programs topped by We, the People (NBC), according to a video program popularity poll by the U. of Miami’s radio department. Questionnaires were mailed to 3,000 WTVJ (Miami’s only TV station) owners, and the report based on a 30% return.
Baltimore Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE
AUGUST - SEPTEMBER, 1949
SUN. THRU SAT. EVE • 6:00 - 10:00 P.M. LOCAL TIME

<table>
<thead>
<tr>
<th>City</th>
<th>TV Share</th>
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<tbody>
<tr>
<td>Baltimore</td>
<td>33.4</td>
</tr>
<tr>
<td>New York</td>
<td>31.9</td>
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<tr>
<td>Philadelphia</td>
<td>31.1</td>
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<tr>
<td>Washington, D.C.</td>
<td>26.2</td>
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<tr>
<td>Los Angeles</td>
<td>25.2</td>
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<tr>
<td>Chicago</td>
<td>24.6</td>
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<tr>
<td>Toledo</td>
<td>23.1</td>
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<tr>
<td>Detroit</td>
<td>19.0</td>
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<tr>
<td>Boston</td>
<td>18.0</td>
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<tr>
<td>Milwaukee</td>
<td>16.2</td>
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<tr>
<td>Cleveland</td>
<td>13.3</td>
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<tr>
<td>St. Louis</td>
<td>11.8</td>
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<tr>
<td>Cincinnati</td>
<td>11.3</td>
</tr>
<tr>
<td>Dayton</td>
<td>10.9</td>
</tr>
</tbody>
</table>

WMAR-TV LEADS in BALTIMORE*

*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND
MOST PEOPLE WATCH

CHANNEL-2 WMAR-TV BALTIMORE

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

Television Affiliate of THE COLUMBIA BROADCASTING System

Page 59 • BROADCASTING
November 14, 1949
TELECASTING • Page 9
WFIL-TV RATES
Increase Slated Nov. 15

REvised rate schedule announced by WFIL-TV Philadelphia, effective Nov. 15, reflects the growth of TV as an advertising medium. Station's evening hour rate will be raised from $550 to $700 and the cost of a spot announcement increased from $70 to $100. Boost in the hourly rate shows an increase of nearly 200% over the initial rate of $250 set Sept. 13, 1947, when WFIL-TV put its first program on the air.

The forthcoming ABC network rate for an evening hour on the station, effective Dec. 1, will be $1,000, or twice the present rate of $500. When WFIL-TV joined the network two years ago, the established rate was $300 for an evening hour program. Roger W. Clipp, general manager of The Philadelphia Inquirer stations, noting the change in rates, predicts that in two or three years, the basic hour rate on WFIL-TV will reach $2,000. He looks to national advertisers, with their larger budgets, to provide most of the TV advertising revenue and local sponsors to spend more on radio advertising.

RCA Cuts 'KF&O'

RCA VICTOR, New York, which underwrites KF&O, Fran & Ollie three times weekly on NBC-TV, will reduce its sponsorship to twice weekly, making available Wednesday show [Broadcasting, Nov. 7]. Other two nights (Tues. and Thurs.) are sponsored by Sealtest (ice cream). The latter advertiser may pick up the available night after the winter hiatus that the show will take during January to March. RCA Victor is handled by J. Walter Thompson Co., New York; Sealtest is serviced by N. W. Ayer & Son, New York.

ONSTAGE personnel and unseen associates—with the latter outnum-
bering the cast three-to-one—all take a bow in telecast of Midwestern Hayride, aired each Saturday, 7:30-8:30 p.m., on a Crosley three-station Ohio TV network. Shown in studios of WLWT (TV) Cincinnati, originating outlet, are the m.c. and the 10 members of the cast (center and right foreground) and 32 others who perform tasks on behalf of the show. Program also is heard on WLDW (TV) Dayton and WLWC (TV) Columbus under sponsorship of Bavarian Brewing Co., through Ralph H. Jones Co., Cincinnati agency.

WFIL-TELEVISION

WFIL - TV RATES

Card 2 Covers 49 Outlets

NRC's Television Network now includes 49 video outlets, with a combined network base rate of $17,425 an evening hour, according to the network's rate card No. 2, effective Nov. 1.

This represents an increase of 15 stations since the network's first rate card, dated June 1, when NBC had 34 TV affiliates, with a total base evening hour rate of $10,900. Of those 34 stations, 26 have increased rates since that date. New card shows 16 interconnected stations, 22 available on NBC only as a group and four which can be added individually, and 23 stations served by film or kinescope operating.

KRON-TV OPENS

Third S. F. TV Outlet Starts Tomorrow

THIRD television station for the San Francisco Bay Area, KRON-TV, will begin operations tomorrow (Nov. 15).

Station will debut at 7 p.m. with an hour-long talent show telling through action and music the story program will follow at 8 p.m. on Texaco Star Theatre, on which Milton Berle will feature a special salute to KRON-TV.

Owned by the San Francisco Chronicle and affiliated with NBC- TV, the station will televise on an initial schedule of six days a week, Sunday through Friday, 7 to 10 p.m., on Channel 4.

Main studios are located on the ground floor of the Chronicle Bldg. Permanent and movable sets for local production have been built around the walls of the studio with section for studio audience at one. Cameras will be operated from the center of the studio where they can swing from set to set. Auxiliary studios, rehearsal studios and executive offices are located on the second floor of the building.

Transmission facilities are located on the highest point in the San Bruno Mountains, along the southern boundary of San Francisco. The area has been designated Television Peak and is the highest point in the hilly San Francisco district.

Transmitter Height

Transmitter rises 1,480 feet above sea level. The station will operate with a directional type antenna, latest RCA model especially constructed for KRON. Equipped with 12 radiating units assembled equally around the transmitter tower, the antenna will have an effective video radiating power of 15 kw, audio power of 7700 w. Studio productions will be carried to the transmitter site by microwave.

News room facilities, living quarters for a 24-hour a day staff, film and slide projection equipment room, film cutting room and transmission equipment are housed in a modern ranch style building constructed atop Television Peak in cooperation with KNBC-FM, which will maintain FM transmitter and facilities on the mountain top.

KRON's FM transmitter, now located on the Chronicle Bldg., also will be moved to Television Peak in the near future.

Heading the new television operation is Charles Thieriot, general manager of all Chronicle radio and television operations and assistant business manager of the newspaper.

Director of television for the station and in immediate charge of station operation is Harold See, former director of WBAL Baltimore.

Others on the staff include Patrick Crafton, program director, formerly with WEWS (TV) Cleveland in the same capacity; Norman Louvau, commercial representative, who held the same position with KRON-FM and formerly operated independent advertising agency, and Al Isberg, chief engineer.

VIEWFINDER

GE Has Electronic Unit

GENERAL ELECTRIC Co. has announced a new electronic viewfinder for the firm's television studio cameras. Paul L. Chamberlain, GE transmitter sales division manager in Syracuse, said the new finder gives the operator a brighter image, an exact reproduction of the scene being telecast, and improved performance in eliminating distortion.

Mr. Chamberlain also pointed out that the new viewfinder is capable of giving 500 lines definition, video response is uniform to 7.0 mc within ±0.5db, and, normally used with mixed blanking, there is no observable tilt in a 60 cycle square wave.

Telenews Adds Four

TELENEWS-INS newsrel service has added four new TV markets to its roster, International News Service has announced. Starting this month are WSAZ-TV Huntington, W. Va., with the daily reel, and KOTV (TV) Tulsa, with the daily and weekly service. WKTV (TV) Utica, N.Y., will now be added to the daily reel, and WOAI-TV San Antonio, with daily and weekly service, will start in December.
WARREN PRODUCTIONS, Albany, N. Y., new video film firm, has hit upon an idea to reduce production costs of animated films and thus make television advertising practical for smaller advertisers. Company is offering package service to networks and to local stations throughout the country. In package deal station can buy full twelve-second or one-minute animated ready-to-shoot commercial for $25 and there is no time limit on frequency of use. Packages are made of six timely units each. WP plans to handle special jobs for larger advertisers. In most cases price will be well below that for present animation processes, company claims. A. Vincent Warren, in advertising for nearly 40 years, developed new animation technique.


WOR-TV CEREMONY

Dedicate New Facilities

FORMAL dedication ceremonies for the WOR-TV New York transmitter tower and building in North Bergen, N. J., were scheduled for yesterday (Sunday) at 1 p.m.

Officials of WOR-AM-TV and of the Lehigh Structural Steel Co., gathered for ceremonies with representatives of the clergy, North Bergen civic leaders and residents. Guests were taken on a tour of the installation.

A bronze plaque, presented by Lehigh Steel, was unveiled and presented to J. R. Poppele, WOR-AM-TV vice president in charge of engineering, by T. R. Mullen, Lehigh president. The plaque is inscribed:

THEODORE C. STREIBERT
president
J. R. POPPELE
chief engineer
Tower designed and fabricated by LEHIGH STRUCTURAL STEEL CO.
Allentown, Pa.
T. R. MULLEN
President
Oct. 11, 1949

Howard Radio and Television Productions, Chicago, has completed series of one-minute spots for Community Motors, Pontiac dealers, same city. Spots will be telecast on WERN-TV Chicago for 13 weeks. Leo P. Bott agency.


Telefilm Inc., Hollywood, has invited representatives of 97 agencies in San Francisco area to one day "TV Spot Commercial Clinic," Nov. 17, to be held at Sir Francis Drake Hotel. Representing company will be Don McNamara, television director, and Jim Pinfot, public relations director. . . . Telamir Productions Inc., 400 Galle Principal, Monterey, Calif., has taken over former KDON Monterey offices and studios in KDON building for production of television films. Firm plans to produce musical comedy, dramatic and documentary films in color, for national distribution. Principals in new firm are Larry Moore, president; Bert F. Randolph, vice president-treasurer. Firm plans remodelling of offices to make "modern television center."

MOTOROLA Inc., Chicago, has introduced TV console and AM-TV-phone combination with "simplified TV tuning, requiring two controls, and built-in antennas." Models have 16 and 12½-inch tube, respectively.

Floating Action! "BALANCED" TV TRIPOD (Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars.
THEATRE GROUP

Asks Channel Allocation

FORMAL PROCEEDINGS looking toward the allocation of frequencies for theatre television were requested last week in a petition filed with FCC by the Motion Picture Theatre Owners of West Virginia.

The petition was in support of a similar request filed last summer by the Theatre Owners of America, of which the West Virginia group, representing 17 independent theatres, is a member [BROADCASTING, Sept. 6].

The West Virginia organization told FCC that most of the communities represented by its membership "will not receive a local or even a regional television broadcast service in the foreseeable future" and that theatre TV therefore may be the "only satisfactory" video service they have.

Further, the petition noted, many types of programming—concerts, for example—may be too costly for television broadcast stations but "particularly adaptable" for theatre television.

"Theatre television," the petition also asserted, "offers a unique and unparalleled opportunity for local community service"—for child and adult education, in particular, and for other community purposes.

The petition was filed by the Washington law firm of Cohn & Marks. The theatres represented in the West Virginia group are located at Huntington, Charleston, Ronceverte, Clendenin, Summersville, Parkersburg, and Union.

On another front, meanwhile, theatre TV was hailed as a "shot-in-the-arm for the motion picture industry" by Nathan L. Halpern, television consultant to the Theatre Owners of America and the Fabian Theatres.

Addressing a St. Louis meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois on Wednesday, Mr. Halpern asserted: "To the motion picture producers and distributors, theatre television represents an added attraction which may prove a life-saver in stimulating larger audiences to come to the theatres where their pictures are played."

Mr. Halpern noted that a theatre can install TV equipment for about $25,000 as against an average investment of around $500,000 for a TV broadcasting station.

"With the equipment and interconnection of about 50 good-sized theatres," he said, "it will become possible to program exclusive television entertainment regularly in the theatres."

He told his listeners that "it is of profound significance for the future of the theatre television industry that it may take only about 25 theatres out of the 17,000 theatres in the U. S. to buy exclusive nation-wide television rights to major events."

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY provides adequate protection. Surplus lines carriers CARRIED NATIONWIDE
For details & quotations write Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

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ANIMATION

Hooper Notes Sales Value

TELEVISION's ability to present not mere advertising, but actual sales demonstrations is going to pay its own bill in the future, according to C. E. Hooper, president of C. E. Hooper Inc., New York.

Mr. Hooper last Wednesday evening addressed the remaining selling alumni of the Advertising Club of New York. He declared that these are times of dynamic change in broadcasting. In terms of facilities, of audience behavior, of visual media and of advertising budgets.

He particularly stressed the sales value of animated pictorial TV advertising. "Note if you will," he said, "what Schaefer beer is doing. Every time a team trots in to bat at Ebbets Field they actually pour a foaming glass of Schaefer beer down the throat of every man, woman and child in the TV audience without the disastrous effects which the lookers would experience were they to keep up the pace recommended by the advertisers. But actual, not false, advertising done with unquestioned stimulation to the consumption of brewed beverages, including Schaefer's."

He advised advertising graduates to avail themselves of the opportunity video affords of actually moving merchandise into the homes, telling them "the bodes are available in this frame of other selling costs currently incurred, for which TV expenditures can substitute."

KECA-TV TESTS

Kinescope Ready for Use

FIRST tests on its two kinescope units were conducted last week by KECA-TV Hollywood. At least one of the units was expected to be in operation within the next few weeks, according to Cameron Pierce, station engineering operations supervisor. Costing total of $50,000, each piece of equipment consists of the complete 16mm variable density sound and consists of RCA kinescope, John Maurer sound recorder, and John Wall film camera.

Television station also has announced completion of construction of a 10 kw portable power plant, to be used to supply power to mobile units when other power is unavailable.

WCAU-TV GIFT

WCAU-TV Philadelphia, Bulletin station, turned over to the U. of Pennsylvania School of Journalism on Nov. 4 a facsimile press equipment to be used for training students. Material installed by WCAU engineers at 3343 Woodland ave., consists of two scanners, a transmitting control panel, a master unit and amplifying units. Dr. Reese D. James, director of journalism courses at the university, said the equipment will give students a chance to study techniques of facsimile.

TV AWARD of Art Directors Club of Philadelphia went to WFTL-TV that city for superior production of Paul Whiteman TV-Teen Club and WFTL-TV "Newsreel."

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DEFENSE VIDEO

WHAT unification of the armed forces means in practice is being presented by the Dept. of Defense which began its first television series Oct. 30 on NBC-TV. Comparable to the Army AM network during the war, the series reflects these developments which are so important to our national security.

Speaking for NBC, Niles Trammell, network’s board chairman, said: “The Armed Forces Hour is a proud addition to NBC’s public service in the field of television... Every citizen wishes to know as much as possible about the services which defend his country if it is ever again attacked. NBC’s part in this information undertaking is to provide its facilities for the Armed Forces message. It cheerfully does so.”


Background music for the Armed Forces Hour, one of the highlights of the series, is original scores by Master Sgt. Fred Keper, chief arranger of the Air Force Band.

CANADIAN BROADCASTING Corp. engineers have completed surveys at Montreal for TV transmitter site. Tests have shown, with mobile receiver unit, that Mont Royal will be best location for transmitter, with reception up to 50 miles distant. One of first two Canadian TV transmitters will be installed there by CBC. Tests at Toronto for second transmitter site have not been completed yet.

VIDEO-REFLECTOR DEBUT

CBS TV To Use New Camera Magnifier Unit

VIDEO - REFLECTOR, 40 - inch "lensless" lens designed by Dr. Frank G. Back, creator of the zoomar, will make its TV debut Saturday, Nov. 19, in the CBS-TV coverage of the Chicago Bears football game. Designed to achieve sharp close-ups of sports and news events, the video-reflector uses reflectors in place of the usual lenses to achieve the desired magnification. Extra-long focus telephoto lenses have been unsatisfactory for video use because they were too heavy, too long and too shaky.

The new video-reflector is only 16 inches long, despite its 40-inch focal length, and weighs only six pounds, no more than many other TV lenses. It can be mounted directly on a camera turret without disturbing the operation of other lenses.

The new long focus lens, CBS explained, "consists of a correction plate which in position corresponds to the front element on a conventional lens, and an aspherical mirror shaped like a segment of a large sphere," and three aluminized flat mirrors. The sight enters the lens, which is a correction plate, is picked up by the aspherical reflector, and then is zig-zagged back and forth by the three flat reflectors to the target of the camera’s image orthicon.

“Lens control (F stop opening) is obtained, not through the use of a conventional iris, but by adjustment of the position of a rotatable "damper" (similar to the simple damper used in a chimney flue) which is placed directly in front of the aspherical reflector. Depending on the damper’s position, it cuts off more or less light to provide F stops ranging from F 8 to F 22.”

BAY AREA RELAY

Terminus Nearly Complete

THE SAN FRANCISCO terminus of the microwave relay system under construction, that city and Los Angeles is nearly complete, R. N. Buell, division manager of Pacific Telephone & Telegraph Co., said last week. The system is made up of two lens type antennas atop PT&G’s 26-story building at 140 New Montgomery St.

Other relay stations now under construction include one on Mt. Diablo, southeast of San Francisco and down the west side of California’s central San Joaquin Valley and into Los Angeles. System will be used for rapid television and two-way TV transmission between the two large cities. Present schedule calls for relay transmission to begin sometime next summer.

ASSCAP TV MUSIC

Hope for Agreement Soon

HOPE that an agreement on terms of a per program license for the use of ASCAP music on television may be reached by the end of the month was expressed last week by Stuart Sprague, counsel for the NAB negotiating committee. This group has met several times with a similar committee representing ASCAP and is making reasonable progress, Mr. Sprague reported. He said the groups will meet again before Thanksgiving. Meanwhile, ASCAP is expected to make another extension of its interim video licenses, to Nov. 30.

Main problem confronting the committees is believed to be the determination of the “reasonable relationship” between the rates of payment called for by the blanket licenses and the per program licenses. ASCAP spokesmen have frequently stated that the 8% figure in the national per program license is far too low in proportion to the 2.25% in the blanket station commercial licenses, when the difficulties of accounting and the other details of collecting for the use of music under a per program license is taken into consideration.

Many broadcasters have felt, however, that a ratio on the order of four-to-one puts an excessive burden on the station operator who wants to pay only for the music he uses when he uses it. The station with a per-program license has extra record-keeping costs just the same as ASCAP does, they point out.

Another troublesome task for the committees is determining the base to which the per program rate will be applied. If a sustaining musical program is followed by a non-musical announcement, should the sustaining or commercial rates be typical of the kind of questions the committee must answer.

What’s The Television Story?

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with figures and graphs and a list of selected companies. Ask Dept. BT-21.

BACHE & CO. Members New York Stock Exchange and other Leading Stock and Commodity Exchanges

TELECASTING • Page 13
Color Hearing

(Continued from Telecasting)

tended that the "potential advantages of FM are alone such that it would seem undesirable to legislate FM out of television without providing an adequate opportunity to study it."

He conceded that "more proof" would be needed before either FM video or his conception of Polycast could be finally authorized, and this posed the question of who would provide the necessary field tests.

Mr. Wilmotte said he had indications that at least one "substantial company" would be interested in undertaking tests if they were assured these systems had a serious chance of FCC approval.

Cites Advantages

He cited work done under the direction of FCC Laboratories Chief E. W. Chapin—an FCC report on which was entered into the record—as showing advantages of FM video over AM video.

Mr. Wilmotte said:

In nearly all respects, that is in co-channel interference ratio, adjacent-channel interference ratio, short-time ghosts, FM appears superior to AM (for picture transmission). On long-time ghosts does there appear to be a question. FM is much more efficient than AM in a monocompartmental interference, seems superior even here.

These results are achieved with a bandwidth which is not appreciably wider than the band required for FM AM, it should be possible to transmit a wider bandwidth, but that I understand is still a subject of discussion, and may be affected by the method of incorporating the sync pulse.

FM is inherently capable of using the bandwidth allocated to it more usefully than AM.

In addition to the advantage of FM in improving the ratio of desired-to-unwanted signal, FM should be able to overcome noise better than AM. In other words, for a given interference area less power is required on FM than AM. Also it does not require specially high power to transmit the sync pulse...

Finally, UHF transmitters are more easily and much more economically efficient than AM. These three factors add to the conclusion that for TV service FM will require less power, preferably a fraction, for the transmitter required for AM.

Mr. Wilmotte estimated that the use of FM video would add about $15 to the retail price of an adapter to permit UHF reception on present VHF sets.

He said early tests of FM video were based on use of "ordinary" AM receivers "without limiters, which are a well-known key requirement for good FM reception."

Thus he felt "many have been led astray" and the "Mr. Chapin's tests probably represent closely the true facts."

Under questioning by Comr. George E. Sterling he said his former associate, Paul A. DeMars, had not been "enthused" over the prospects of FM video when they jointly filed their Polycasting petition almost a year ago. (BROADCASTING, Dec. 6, 1948.) But he felt that Mr. DeMars had not at the time been fully familiar with the work done on FM video.

The Polycasting plan—details of which are to be presented in the "general" phase of the TV proceeding after the color portions have been completed—includes the use of several low-power stations, radiating about 2 kw at 300 feet and employing two channels, to achieve coverage over wide areas.

Wilmotte Heard

Chairman Coy said he had asked Mr. Wilmotte to summarize this system even though it more properly belonged, and would be detailed, in the "general" TV phase.

Mr. Wilmotte said "Polycasting seems to be the only alternative" since "it is generally recognized that good service cannot be rendered at UHF over large areas or in areas having large structures or hills, except with unreasonable amounts of power."

He continued:

Estimates that I have made show that in a heavily built-up area, a Polycasting system consisting of four 2-kw stations would require 30 kw of power to provide Grade A service over the same area as a single 1,000 kw station. For a small suburban type of area, similar Polycasting service would provide the same area of Grade B service as a single station of 110 kw. For rural service of 5,000 square miles a Polycasting station (total power of 8 kw) would provide better service than a single 1,200 kw station; and over 10,000 square miles, if Polycasting stations (a total power of 24 kw) would provide better service than a single station of 400,000 kw.

A Polycasting system for a given area, he said, would require a "master" station and "slave" stations. The slave stations would be automatic and unattended, he said, and might cost as low as $25,000 for equipment including tower and antenna.

Low Power Required

Noting the unavailability of high-power UHF transmitters, he said that "FM and Polycasting, the power required would be so small that transmitters should be available in a matter of months."

Mr. Wilmotte said that "as yet no one has raised with me a technical objection" to Polycasting.

Among its advantages he cited wide coverage, elimination of shadowing, reduction of blanketing, and the ability to pattern service to the needs of the particular community.

At the outset of the week, completing the presentation which he started the week before, Dr. DuMont warned against adoption of a color system which may have to be changed. He cited the construction of the railroad system.

"If you had half the lines built and a government agency like the FCC came along and said you had to change the gauge, the entire system would be wrecked," he declared. "If the Commission standardized on a compatible system now, the damage would be less, because there are still exist because of the lack of testing by both the public and engineers."

Dr. DuMont felt the U. S. "would be a laughing-stock before the whole world" if it adopted the CBS proposal. He said the CBS system's 405-line standard would be the world's lowest, and that he thought 441 lines should be the minimum. Existing monochrome standards is 525 lines.

Nor did he think the RCA or Color Television disc systems would develop into a "satisfactory" system in the immediate future.

Referring to the current "freeze" on monochrome TV applications, Dr. DuMont noted that "industry has been held up for 13 months and it looks like it will be held up for another 13 months. I would like to see us leave color and go into allocations."

Asked by Comr. Sterling whether there was hope for a system which would employ the CBS, or RCA, or AM, he said that he had considered such a possibility—except for the CBS system—"they have not given me any encouragement that it can be done."

To other questions, he said that "true" color in television would contribute "more to advertising than to programming" because "if the colors are off, the process would not hurt" programs "very much."

Dr. Goldsmith, appearing as chairman for the television committee, submitted a new report on field-testing requirements since the original report, submitted early this month, had been criticized by FCC for clarification. Comr. Jones said the report was still "not satisfactory to me" because it did not contain committee evaluations with respect to the various systems.

The committee maintained, however, that "in this regard it could do no more than transmit to the Commission the information which it would obtain from parties" to the hearing and that such information "should preferably be supplied directly to the Commission for evaluation."

Report Adopted

Dr. Goldsmith noted that the report was adopted unanimously by the committee except for a dissent by Dr. Peter C. Goldmark, development consultant, on the failure to go into greater detail on some points. CBS Vice President Adrian Murphy said Dr. Goldmark's criticism was "highly inaccurate and unfair," and that he was available to permit, on some points, an evaluation of the three competing systems.

Aereo Electronics' proposal for public operation of the rival systems, according to its letter to FCC, would clear the way for at least 250,000 "fan experimenters" to help decide which system is preferable.

Proponents of the various systems would be required, under this plan, to present colorcasts "for a maximum of hours each evening for a period of at least a year."

"Only by this means can the trial-and-error results of experimentation by 250,000 or more unbiased and impartial minds emanating from every section of our
country and under all conditions, lead your Commission to establish the strongest proof and demonstration of what system of color TV would be the best,” Arco told FCC.

Meanwhile, it was reported that the program for the Nov. 21-22 comparative tests of the RCA and CBS color systems and DuMont monochrome transmission will include a women’s show, a showing of men’s suits, juggling and dancing, probably puppets, wrestling, and a film presentation.

Originations, with cameras side-by-side, will be from studios of RCA-NBC’s WNBW Washington. There will be no outdoor pickups. Receivers will be in Temporary E Bldg. in Washington and the tests will start at 9 a.m. Monday with admittance by ticket only, as in the case of the separate color demonstrations last month. The week’s delay in the comparisons was made to permit installation of equipment for the various systems in the WNBW studios.

COLOR

NEED for adopting a “broad general standard” for color television for ultimately lifting the freeze on all television applications was emphasized last week by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

The Interstate Committee head told Broadcasting that once a standard has been set by FCC upon completion of its color hearings “the public will then decide by its purchases what color system is the best.” Until then, he pointed out, the public would have to sit it out.

Sen. Johnson made plain that the Commission should not decide “arbitrarily” as to the feasibility of any one system but should agree on a broad flexible standard “which would permit the art and science of color TV to develop in the usual American manner.” He stressed the importance of lifting this “bar” so that if color is ready, the industry may move ahead as did the automobile industry years ago.

Cites Cadillac Example

“If specifications of the Cadillac had been adopted for the whole industry,” he noted, “there would be no automotive industry today and there would be no Cadillac.”

In pressing for a broad standard, Sen. Johnson asserted that color television systems were substantially ready three years ago, but FCC had declined to act until this year. “Of course, these color systems are not perfect now—we would not expect them to be—but we don’t know until they have been tried and until the standard has been set up,” he emphasized.

Sen. Johnson described as inaccurate published reports that color is still “years off,” that color hearings are restraining the progress of the television industry in general by delaying the lifting of the “freeze;” that no color TV system is ready; and that color “exists as

SQUEEZE PLAY

WJZ-TV Grid Film 32-min.

TELECAST of an entire football game in 32 minutes was achieved by WJZ-TV New York Nov. 1 when the station aired a film of the game between the New York Giants and the Chicago Bears.

On a program scheduled from 8:30-9:30 p.m., the film, from which all time-outs and other wasted motions were eliminated, was run without sound, with Joe Hasel, ABC sportscaster, providing a description of the action.

Mr. Hasel described the assignment as the toughest he’s ever had, as there was no time to review formations, and he had never seen the film before the telecast. Station allotted just 10 seconds between periods.

WCAU-TV Philadelphia and U. of Pennsylvania have started TV course under university’s College Colossal Courses Div.

Sen. Johnson Reaffirms Public Should Make Final Choice

Key figures of Teevee Film Co.’s Hollywood Reel (Wed., night on KCAL-TV Los Angeles) get together at cocktail party for the trade. Group includes (l to r) Luclow Foster, exec. dir.; Erskine Johnson, radio personality and photographer.

RELAY PLAY

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Yes, BROADCASTING's YEARBOOK is basic with buyers. Why? Because it's the
time-buying Baedeker, combining copyrighted material with indispensable data
key buyers determinedly dog-ear. BROADCASTING YEARBOOK, often imitated,
ever 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; 1/4—$120; 1/2—
$200; page—$350. Frequency discounts for all
current advertisers.
perfectionism to the five-a-week, half-hour TV show now. Her apprenticeship with Mr. Coburn was the reason for school-room giving way to New York, where she worked with a top-rung theatrical costumer. "off and on" for six years. Beulah stage-managed successful productions at the Maplewood, N. J., summer theatre two seasons before the war, commuting from a Manhattan apartment. After a winter of working "A Kiss for Cinderella" with Luise Rainer in New York in 1942, she stage-managed "Cry Havoc" on the road 12 weeks in 1943.

First Chicago Impression
It was then she saw Chicago for the first—and she hoped the last—time. "It was bleak, dreary and I vowed I'd never be back!"

The potential of her costuming job collapsed when her employer went into the manufacture of aprons en masse. Dipping into TV, Beulah worked on an NBC show and met a lighting expert by the name of Bill Eddy. Six months later, learning he was manager of WBKB (TV) Chicago, she remembered his knowledge of the medium, applied for a job and was hired.

Five weeks of dolly-pushing and boom-boisting led to work as a director, specializing in dramatic productions. Originator of many show ideas considered new today, Beulah was the first to use a zoom-lens in a studio. It highlighted a point in Angel Street, produced full-length along with Papa Is All, Lucky Night, Skylark and Ladies in Retirement. She developed formats for all commercial shows, and wrote the first few scripts.

Many dramatic shows were produced in three acts, lasting an hour and a half, with music-filled intermissions. "Although this is now only a theory, because network

On All Accounts
(Continued from page 20)


Charles Kocher, chief engineer of WXYZ-TV Detroit, addressed student branch of American Institute of Electrical Engineers at U. of Michigan, Ann Arbor, on Nov. 2. His topic was: "One Year of Television at WXYZ-TV," and included discussion of typical television installation as well as actual operation problems.

RCA TUBE Dept.'s 1950 edition of "Tube Reference and Calendar: Notebook" is now available from department's distributors. This 20th edition is prepared especially for radio and TV service dealers, engineers, technicians, radio amateurs and purchasing agents. JOHN MEAGHER prepared section on TV service data.

When the move to NBC Chicago and the TV network, she was hired by J. Walter Thompson, RCA's agency. In September, when Sealltest signed as co-sponsor, she began working also for its agency, N. W. Ayer.

After all fan mail (and it runs 7,000 a week) with mentions of whether product is answered, Beulah lounges in the show's suite-studio office at NBC. There, with an RCA television set before her and a Sealltest-stocked kitchen at the side, she finds that TV is not only "exciting and challenging" but also comfortable.

Free Meal
ROGER HARRISON, WBZ Boston radio farm director, wound up in the right church but the wrong pew—much to his chagrin. The RDF was slated to address the Dairymen's Banquet, according to the Agriculture Dept.'s radio-TV section, and after finishing his dinner got up to speak. But he found he had dined with the Housewares Club instead. Explanation: Mr. Harrison had arrived late and was misguided by a not-too-well-informed usher.

Technical

NEWARK ELECTRIC Co., New York and Chicago, announces release of new 1950 catalog of radio, TV, electronic and sound equipment. Catalog contains special section on high fidelity FM and AM radio and phonograph instruments for custom installation in the home. It is available free upon request to Newark Electric Co., 242 W. 56th St., New York.

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General Electric Company
Electronics Park-Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME: ..................................................
ADDRESS: ...........................................
STATION ...........................................
CITY .................................................
STATE ..............................................

November 14, 1949  Page 67
a COMPLETE LINE of CAA APPROVED TOWER LIGHTING EQUIPMENT

Designed for Dependability... Immediate Delivery...

300 MM CODE BEACON, Type 660. Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

ISOFORMERS, Types 2015 and 2030. Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

Write for descriptive bulletins or further information—today.

*CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.
NEW Sunday afternoon music show, serving dual selling purpose, began on WTAC-AM-FM in Worcester, Mass. Besides promoting sales for Harry I. Cutler (Ford, Lincoln, Mercury dealer), "Rhythm Room" boosts trade for Southbridge, Mass., the largest town in Worcester County. Show's writer, Joy Putman Young, is supplied by Southbridge Chamber of Commerce with material for weekly "Salute to Southbridge" feature. Narrator John Whitley tells of the town's history, industries, people, etc. Program also features guest orchestras via transcriptions.

**Jitney-Jungle Success**

EXAMPLE of effectiveness of a well-planned and consistent radio advertising program was highlighted recently in Monroe, La., area. Quiz program aired on KMLB Monroe under sponsorship of Jitney-Jungle market stores had entire area "up in the air." Question on who rang liberty bell when Declaration of Independence was signed had listeners stumped for so long that "pot" built up to $35 and "interest steamed up to the exploding point," station and sponsor report. Finally award was made to lady who had daughter in Louisiana State U. library run down answer—after six hours of research. Success of program was cited by sponsor in its house organ, Jitney-Jungle Smiles, with final note to member firms: "A good radio program is just the thing to make your advertising more effective off the air."* 

**Auction Sale**

HALF-HOUR auction each Sunday afternoon, with proceeds going toward support of club's 4-H and Child Welfare program, is sponsored on KAAA Red Wing, Minn., by Red Wing chapter of Kiwanis Club. Club buys time at regular rate and merchants sell club merchandise at cost. Merchandise is auctioned off on programs with bids received by telephone. Merchant displays item in store with sign plugging program for week before auction. KAAA Commercial Manager Charles Wright says everything from fountain pens to used cars has been sold on program.

**College Schedule**

NOVEL program arrangement has been worked out by WPIT-AM Pitts-burgh and WDUQ-FM Pittsburgh, Duquesne U. station. Since Nov. 1, WPIT-AM has carried 8-9 p.m. WDUQ schedule, giving Pittsburgh district FM listeners opportunity to hear major part of university's broadcasting schedule. Four hours are filled by student-produced and directed programs under guidance of F.T. J., Laurits, C.S.SP., Duquesne U. public relations head.

'Hello Christmas'

MORE THAN 125 stations have signed for new Christmas show, "Hello Christmas". Program is one-man show prepared for simple production by Radio Writers Lab, Lancaster, Pa. is area given exclusive to each subscriber along with set of special selling aids including sales promotion letters, set of spot announcements, over 100 ready-to-air Christmas commercials, and sales outline for station sales representatives.

**Pan-American**

REMADE at educators, parent-teacher associations, libraries, social agencies and other affiliated groups, Pan-Americana, new series of weekly presentations, started over WLAW Lawrence, Mass., last Tuesday (Nov. 8). Show, aired at 10:45 a.m., is 15-minute dramatic sketch designed for educational listening principally by fifth and sixth grade pupils. Written by Eleanor Hall, executive secretary of Pan-American Society of New England, show sketches present exchange of ideas, customs, culture, history and background of Americas.

**News and Records**

TWENTY-FOUR three-minute newscasts weekly to be incorporated into its new two-hour daily WPIT-Dash Line (records) are being offered by KFWB Los Angeles as $500 package. Utilizing United Press, Associated Press and International News Service wire services, plus Warner Pathé News and special station coverage, the new spot will have its own special announcer to deliver news and sponsor's commercial. For important news bulletins, regular program will be interrupted and news presented with sponsor's name. Commercial copy is limited to 25-word opening credit and 125 word closing. Minimum contract for package is eight weeks.

**Animal Fair**

CIRCUS performers Gibble and Ellie, brother and sister elephants, are telling boys and girls in Milwaukee their adventures from now until Christmas. Show is over on WISN Milwaukee for 12th consecutive year. Air in 15-minute show seven times daily and Ellie and Gibble appear as elephants reading Christmas mail with Santa Claus. Cast includes Mimi and Chichi, pet monkeys; Mortimer Elephant, Touser Dog and Snowbirds. Gimbel Bros. department store is the sponsor.

**Magazine of Air**

NEW WEEKLY magazine type program is now being aired every Monday evening on CJBC Toronto and Dominion Network. Program consists of talks, reports and discussions on sports, humor, current events, human interest happenings and music. There are at least two regular features in each airing of "Monday Magazine," a sports column and two or three contrasting opinions on current topics. Reporters and narrators from all parts of Canada are used on the program, which is on basis of weekly news magazine.

**Convocation Coverage**

EXTENSIVE radio coverage was given to annual convocation of State U. of State of New York Oct. 21. Pre-ceremony broadcasts were carried by Albany stations WABY-FM WROW WBGB WSWU and WKWY. Afternoon session was picked up by WBCA Schene- cady and entire Rural Network as well as WNPR-FM Corning, WKT- FM Cortland, WWHG-FM Hornell. WUSJ-FM Lockport, WOPT-FM Oswego; WFMF Rochester; WSBF Syracuse and WIBX-FM Utica. Ralph Bunche speech at closing session was carried by WPTF and WABC New York and rebroadcast day later by WABY.

**WINX Crash Coverage**

COVERAGE, complete and accurate, of world's worst passenger-plane disaster at National Airport in Washington Nov. 1 (BROADCASTING, Nov. 7) was given by WINX Washington. Owner William A. Banks had newsmen and announcers rushed out to airport immediately and took tape recordings. At time of crash, WINX staff were covering fire in Washington & Office Bldg., where FCC is located. Apprised of airport crash, all rushed to airport to give Washington-on-the-scene coverage of disaster.

**Features Guests**

ARRANGEMENT whereby different featured writer, staff cartoonist, columnist or personality of The Philadelphia Bulletin appears daily on the Studio A variety program, has been worked out by WCAU-TV Philadelphia. Program, Monday through Friday, 2-4 p.m., has featured Cartoonist Jerry Callahan, Columnist Earl Selby, Sports Editor Ed Pollock, Fashion Writer Blanche Krause and Bob Russell, singing m.c.

**Show Features Coach**

WISCONSIN stations WIBA Madison, WTMM Milwaukee, WEAU Eau Claire, WMWN Marinette, WBHY Appleton and WRJN Racine carry series of ten weekly programs featuring University of Wisconsin and WIBA's sports director, Lou Landman. Show is produced by WIBA and transcribed on other stations. Coach Landman reviews previous games, previews up-coming contest and gives general comments on his team to state fans.
November 4 Decisions... by Commission en Banc

Hearing Designated
Vermillion Best Co., Corp., Danville, Ill. — Designated for hearing application change operation from 1600 kc 500 w to 1600 kc 250 w, in consolidated proceeding with applications of Eastern Indiana Radio Corp. et al. — made WLIQ Fort Wayne party to proceeding.

WBT Marion, Ind. — Designated for hearing application change operation from 1600 kc 250 w to 1600 kc 250 w, in consolidated proceeding with applications of Eastern Indiana Radio Corp. et al. — made WLIQ Fort Wayne party to proceeding.

November 7 Decisions... Action on Motions

(By Commissioner Walker)

WKBN Youngstown, Ohio—Dismissed as moot petition requesting that application of Central Ohio Best Co., Galion, Ohio, be designated for hearing and that WQSB be made party to proceeding.

WSYR Syracuse, N. Y.—Dismissed as moot petition to accept late its appearance in hearing scheduled on application for CP of the First National Bank of Montgomery and Margaret Covington Millville, Executors of Estate of Mary G. Covington, Jr., deceased, Gadsten, Ala.

The First National Bank of Montgomery and Margaret Covington Millville, Executors of the Estate of G. W. Covington, Jr., deceased, Gadsten, Ala. — Granted petition requesting dismissal of application for CP.

License Renewal

WARL Arlington, Va.—Agrred order dismissing proceeding with respect to show cause order granted renewal for period ending November 1, 1952.

WDIA Memphis, Tenn.—Granted renewal of license for period ending November 1, 1952.

Hearing Designated

KNEW Sparks, Nev.—Designated for hearing application to change frequency from 1500 kc to 1350 kc, in D-N. (rem. by law) and made KGRL Billings, Mont., party to proceeding.

License Renewal

Following stations were granted renewal of licenses for period ending November 1, 1952: WJAI Norfolk, Neb.; WCN Ames, Iowa; KPAN Des Moines, Iowa; WDKD Camden, N. J.; XFRF Providence, R. I.; KRTV Jackson, Tex.; WDLI Annanopi, WICD Chicago; WOC Rockey, Mount, N. C.; WJAR Providence, R. I.; WJIT New Bedford, Mass.; WJSR Watah, Wis.; KSTC Nampa, Idaho; WQXL Milwaukee; WHNC Henderson, N. C.; WATK Agour, Wis.; WGMT Douglas, Ga.; WHZO Bristol, Va.; WQLT Kannapolis, N. C.; WMXZ (and (Continued on page 88)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices:
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Atlanta 2414
Member AFCC*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Member AFCC*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCC*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., D1. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8921
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D. C.
Member AFCC*

There is no substitute for experience
GLEN D. GILLET
AND ASSOCIATES
902 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCC*

RAYMOND M. WILMOTTE
1407 CHURCH ST., N. W. DE. 1222
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCC*

RUSSELL P. MAY
1422 F ST., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCC*

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E 75th St. Tringle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 4, D. C.
Republic 7336

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCC*

WELDON & CARR
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

W. F. FOSS, Inc.
Formerly Canton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

William L. Foss, Jr.
& ASSOCIATES
3728 Kenowha St., N. W.
Ordway 8071
Washington, D. C.

Philip Merryman & Associates
- Heatherdell Road
- Ardley, N. Y.
- Dobbs Ferry 3-2273
RADIO CONSULTANTS

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCC*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

N. STERLING 7932
WASHINGTON, D. C.
Member AFCC*

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
120 Clarence St., Phone 7-277
Lake Charles, La.

W. F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6632
(A Chicago suburb)

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algama Blvd. Ph. Blackhawk 22
Oshkosh, Wis.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6632
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Godley Circle, White Plains, N. Y.
White Plains 2-3796
Shop and laboratory—738 Milton Rd.
Rye 7-1413

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOOrth 6600
Laurentien Hotel
Montreal, Que.

November 14, 1949 • Page 71
CATCHY and inexpensive local touch to its CBS promotion has been devised by WRBL Columbus, Ga. Station posted 21 billboards plugging Edgar Bergen-Charlie McCarthy skit to CBS under sponsorship of Coca-Cola. While using signs which were distributed nationally by CBS and Coca-Cola, WRBL added local angle by drawing in on each billboard line depicting Clara Character by Charlie McCarthy saying: "Yeah! On WRBL." Station reports sign alterations were inexpensive and have created much attention in area.

WFIL School Manual

POE seventh consecutive year, George A. Koehler, advertising and promotion director for WFIL Philadelphia, has distributed copy of station's Studio Schoolhouse Teachers' Manual to 10,000 teachers throughout WFIL coverage area. Station's 1940-1945 manual has been revised and expanded to 152 pages.

'Friendly Mike'

TWO-WEEK promotion to have listeners identify station's "Friendly Mike" personality has been started by WCSI (FM) Columbus, Ind. Contest marks start of WCSI promotion, theme of "In this station that offers the Friendliest Mike in Indiana to its listeners and advertisers."

CBS Video Story

In "close-up," stiff-covered, handsomely produced picture book issued fortnight ago CBS tells story of full-hour dramatic television program in 161 photographs (taken by Irving Haberman) and brief accompanying text. Story begins with picture of Washington, D.C. Miner, CBS manager of TV program development, reading book in bed and concludes with picture of family group watching video version of that story. Remainder of volume tells what happened between those two events, or how program got on air. It fully meets goals laid down in its foreword. Does not "snow" the processes and people employed in network television's second year, 1949, as it were, an early moment in television's history.

Admiral's Lights

KUDNER Agency Inc., New York, is distributing kerosene lanterns prominently labeled: "So you won't forget Admiral's Lights Out NBC-TV network, Monday 9-30 p.m." sponsored by Kudner client, Admiral Corp.

WSBC Booth

ALL-AROUND picture display of CBS programs, stars, announcers and commentators featured promotion by WSBC Charleston, S. C., at current Charleston County Fair. Following yearly custom, WSBC set up booth at event and also installed broadcasting facilities. From 2 p.m. on, WSBC broadcast own programs, including news and sports reports, hillbilly and organ music as well as a quiz show.

KIMA Schedule

NEW and attractive monthly schedule, made up for easy listener reading, is being distributed to agencies and clients by KIMA Yakima, Wash. Three-color November brochure cover shows drawing of KIMA studios with microphone in background containing letters CBS and followed by "in ya-KIMA," as well as naming KIMA's national representatives—McBride & Co.

WCCO Pete's Seavrod

TWO-DAY visit of Eric Seavrod, CBS chief Washington correspondent, to Minneapolis-St. Paul, highlighted radio activity in the Twin Cities Oct. 31-Nov. 1. WCCO Minneapolis, CBS outlet, staged full schedule of activities for noted commentator and newscaster, climaxd by dinner for some 1,000 members of ABC affiliate, WCCO Club. Other WSBC-aranged events during Mr. Seavrod's stay included interviews by WCCO Newscaster Cedric Adams and Twin Cities press, following his Metropolitan Life Insurance Co. newscast; luncheon address to Minnesota Federation of Women's Clubs, and four-man news discussion over WCCO.

Promotion

CBS OUTLET KDAL Duluth, Minn., has given a good idea a new twist in its latest promotion. The network line, "This fall they're all on CBS," was changed to "This fall they're all on KDAL." The line was printed on small discs which were glued to pennies. Then a local vending machine operator took some 10,000 of these pennies, inserted them in cigarette packages used in the machines. Now with his change, the cigarette purchaser reads a plug for KDAL.

less statement giving reasons for choice. From entries received 5,000 winners will be chosen to receive prizes, 2,500 each from entries received by Nov. 19 and again by Dec. 2 the closing date of the contest. From these 500 "Queens" will in turn be chosen; they will receive additional prizes and will be honored as well by this local CBS station as local "Queen for a Day." Five women will be chosen from this group for appearance on MBS program, where one final "Queen" will be selected from studio audience. "Coronation" will take place on Jan. 6, 1950 broadcast of show.

Service Calls

AS AID to listeners having interference troubles, engineers of CKBI Prince Albert, Sask, make calls at listeners' homes to try to clear up such interference and give better reception of CKBI. In eliminating air trouble, station works closely with Canadian Dept. of Transport radar and Saskatchewan Power Corp.

'Look' Visits Garroway

THREE-PAGE picture story appearing in current issue of Look magazine gives Dave Garroway, NBC TV personality, chance to take bow. Spread states Mr. Garroway and bright production group are responsible for getting most out of TV on Garroway at Large Sunday program which orig- inated in Chicago. Layout has such captions as, "TV Turns Up a New Comic," "Clever Props Pop Up Show," and "Music Is Garroway's First Love."

Patriotic Promotion

FEATURING red, white and blue cover and station's symbol, Free Speech Mike, 28-page album has been distributed to trade by WJR Detroit. Entire staff is pictured, as well as pictorial evidence of all facets station's program. In addition to local programs, highlights of CBS's features are presented in center eight pages. Album show progress made by America, contrasted with those in other parts of world.

Coke at Food Show

HERALDING annual food show of Charlotte, N.C., Grocers Assn. in City Auditorium Nov. 9-18, Grady Cole, famous WBT Charlotte personality, is mailing free Grady Cole tickets in exchange for box or labels from any product which he advertises over WBT. Tickets will entitle holders to listen to radio food show for Du's Talent and Amateur Show emceed by Mr. Cole over WBT Saturday at 10:30 a.m. Audiences will highlight stage entertainment during 16-day event. More than 50,000 people are expected to attend.

Contest

BEST TEACHER contest conducted by Quiz Kids on NBC AM and TV opened Nov. 6 as Dr. Andrew D. Holt, president, National Education Association, indicated that first day of American Education Week. The annual competition for elementary and secondary school teachers opened this year for first time with search for "the most promising teacher" of year. Miss DeAnn, Elkhardt, Ind. (Alka Seltzer, One-A-Day Vitamins), sponsor of Quiz Kids on both AM and TV, will award $5,000 cash prize to each winner. Elementary and high school students nominating best teachers will receive $1,000 government bond.

Promotion Personnel

BOB McCLELLEN, announcer-sports caster at KTXL San Angelo, Tex., named promotion manager. Agency also handles publicity for WWR, Woodside, L. I.

WALTER KANER ASSOC., New York, appointed by WVNJ Newark to direct its television and promotion activities. Agency handles publicity for WWRL, Woodside, L. I.

LES RADDatz, head of NBC western network press department, is father of a girl.
FOR "DEAD-LINE" STORIES...
FOR EFFECTIVE EDITORIAL FEATURES...

New 1949 Bituminous Coal Annual Puts Facts and Figures at your Finger Tips

You can put an authoritative "thirty" to any story on America's number-one basic industry—when you draw your reference data on coal from the new 1949 Bituminous Coal Annual.

This book was planned and designed for press and radio newsmen, for commentators, journalists—by men who've met the day-to-day problems of handling all the facts on tough, complex stories about major industries.

Graphic charts give comparison data fast. Sharp chapter organization makes the search for special data easy. And clear, objective writing gives point to every paragraph. You find exactly what you want—no more, no less, under each topic.

You'll get accurate information on such a range of topics as coal's energy, reserves, production, labor, safety, transportation, technology, chemistry and finance—plus a six-page glossary of coal mining and production terminology, and a handy, complete index.

If you haven't as yet received a copy of the 1949 Bituminous Coal Annual, or would like additional copies, simply write us. Be sure to give your name and address.

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

BITUMINOUS COAL...LIGHTS THE WAY...FUELS THE FIRES...POWERS THE PROGRESS OF AMERICA
Rogers Stoner, formerly program manager and assistant manager of KGOF Coffeyville, Kan., appointed program director for KBIX Muskogee, Okla. Larry Trout, formerly with KIWC Hot Springs, Ark., named KBIX sports-claimer and play-by-play announcer. Orren Allain, sports director at WKAN-WKIL (FM) Minneapolis, Minn., also named program director, replacing Wayne Center, now residing in Phoenix, Ariz. Dan Politron, formerly with stations in Texas and Fort Wayne, Ind., joins WKAN-WKIL announcing staff and Announcer Ed Nix becomes assistant program director.

Austin O. Huhn, radio and TV producer for 11 years, joins production staff of WFLT-Philadelphia. He formerly was production supervisor of WPIX (TV) New York and also designed special effects for several New York stations and operated his own studio and laboratory for creating special effects and building TV studio equipment.

Rocco L. Tito, former CBS producer-director, named MBS assistant director of production.

Frank S. Hicks Jr., added to announcing staff of WHBF Rock Island, Ill. He previously was at KYSM Mankato, Minn.

Grover Allen promoted from floor manager to assistant station manager at WNN-TV (ABC) Chicago.

Herb Stock of IMPRO Inc., Culver City, Calif., named producer on KLAS Hollywood "You Be the Jury show."

Melvin H. Tennis, former graduate student in radio writing at U. of Chicago, joins WORZ continuity staff.

Jack Thayer, disc jockey at WLQ Minneapolis, and model Donna Jean Macklund planned to be married Nick 12 at Salem English Lutheran Church in Minneapolis.

Bee Gray, traffic and copy chief at WTVJ (TV) Miami, Fla., takes six months leave of absence. Her husband, Art Gray, handles WTVJ's national promotion. Ann Rutledge, formerly in copy department at WKAT Miami Beach, appointed WTVJ traffic and copy chief.

Paul Baron, promotion manager for WOKO Albany, appointed program manager. He formerly was with WHUW Hudson, N. Y., and KFMB San Diego.

Wyllis Cooper, radio and television writer, producer and director, creator recently of Quiet Please, and Volume One, Numbers 1-4, on ABC radio and TV networks respectively, appointed executive writer, producer and director of "Shorts" which will launch new CBS-TV series, featuring his work and that of others. He was with CBS from 1929 to 1933, as continuity editor in Chicago, leaving to join NBC, where he originated, wrote and directed Lights Out and other series.

William Selander, recent graduate of Ohio State U. and Charles Llewellyn, formerly with Columbus Citizen, join sales force of WLWC (TV) Columbus, Ohio. Rod Altmeier, formerly with WVIX (FM) Columbus, joins WLWC announcing staff.

Bill Hinds, veteran KDKA Pittsburgh announcer, resigns to freelance in radio and television.

Dough Thompson, recent graduate of Baylor U. Radio Dept., Waco, Tex., named program director of KRHD Dallas, Okla. He is new m.c. of station's Food For Fact, and is producer of new shows now being presented by station.

Ed Roberts, Chicago radio and television emcees, has been signed by Herbert S. Laufman and Co., Chicago TV production firm, to conduct Woman's Magazine of the Air on WGN-TV. Laufman is the executive producer of the daytime series, which, beginning March 13, will present a half-hour show every weekday.

Jack Pitman, chief writer for radio and TV writing firm in Phoenix, is named to head Metropolitan Div. of Junior Funnybone Committees being formed by National Laugh Foundation to entertain at orphanages and children's institutions.

Ian McIntire, formerly a writer's commentator on KBSF Seattle, joins KOL Seattle to work with John Aaron Kane on women's programs.

George Ball, Willi Hempstead, producer of the new series "Play of the Week," named to head Play of the Week Productions, with offices at 500 Fifth Ave., New York City.

Pee Wee Martin, was named to head Play of the Week Productions, with offices at 500 Fifth Ave., New York City.

L. I., announcer, was married Oct. 30 to Edith Podel of Brooklyn; Marion Holmes, WHLI receptionist, will be married Dec. 31 to Staff Sgt. James A. Harrington of "U.S. Marine Corps;" and Murray Nek, engineer on the station's script and continuity department, will be wed Feb. 4 to Larry Woodard of Woodmere, L. I.

Nelson Griggs, announcer for WNYC New York City, signs a contract for a three-year term with NBC, and becomes national newscaster. He is to have weekday newscasts over all NBC stations.

J. Scott Smart, star of ABC's mystery program "The Fat Man," also making an appearance on "Mystery Madonna," will be featured on the station's Thursday night program. "Mystery Madonna" is an hour-long edition of "Mystery Madonna" produced by John R. Hamilton of New York City.

Jack Robinson, former executive producer of CBS Radio Network, signs contract to become executive producer of CBS Radio Network's new morning edition, "CBS Morning Program, which is scheduled to begin in late January. Robinson will also continue his duties as assistant vice-president for programming for CBS Radio Network.

Sam Brand, former executive producer of "The Lone Ranger" and "Have Gun Will Travel," is named executive producer of "The Cisco Kid." The new series, which will premiere April 29, is based on the novel "The Cisco Kid and Other Puerto Rican Stories" by Louis L'Amour.

M. E. Deane, former executive producer of CBS Radio Network's "The Adven-
tures of Superman," is named executive producer of "The Lone Ranger." The new series, which will begin in late January, is based on the novel "The Lone Ranger and Other Western Stories" by Louis L'Amour.

Molly Pellegrini, former executive producer of CBS Radio Network's "Mr. District Attorney," is named executive producer of "The Adventures of Alfred Hitchcock." The new series, which will begin in early February, is based on the novel "The Adventures of Alfred Hitchcock" by Alfred Hitchcock.


Eddie R. L. Smith, former executive producer of CBS Radio Network's "The Andy Griffith Show," is named executive producer of "The Lone Ranger." The new series, which will begin in early February, is based on the novel "The Lone Ranger and Other Western Stories" by Louis L'Amour.
YOU'RE LOOKING AT 2,400 soaring feet of self-supporting radio towers—Truscon-engineered and erected for WFMJ Broadcasting Company in Youngstown, Ohio. These sturdy steel structures climb 400 feet above the Mahoning Valley. One tower carries an RCA 4-section Pylon FM antenna. Together, they give 5,000-watt WFMJ top coverage of the bustling eastern Ohio-western Pennsylvania industrial area.

Competition for Youngstown dialers is intense, with nearby Cleveland and Pittsburgh broadcasters pouring 50,000-watt signals into the market. Facing this problem, Truscon furnished a tower set-up that was exactly right for WFMJ's needs—and then erected the towers for best operating efficiency.

It's one more example of the way in which Truscon engineers tackle purely local problems—operational or geographical—in any part of the world. Truscon can engineer and erect exactly the towers you need... tall or small... guyed or self-supporting... for AM, FM or TV. Your phone call or letter to our home office, or to any close-by Truscon District Office, will bring you helpful assistance without obligation.
HARRY HILLER, national representative of the ABI and radio pioneer, to retire from radio early next year to live on Raquette Lake, in Adironacks. Mr. Hiller was senior operator and chief announcer at WJZ New York in 1921.

A. C. NEILSEN Co.'s National Radio Index Class A service signed last week by EASTON, Farrel, Chesley & Clifford, New York.

VIOLA RUBBER, Broadway producer, joins West-Hocker Telefeatures Inc., New York, as producer and casting director. She will supervise production of radio and TV adaptations of Joshua Leibman's 'Moderne of Mind.'

ANDREW M. WISWELL, vice president in charge of recording for Musak Corp., and its radio division, Associated Program Service, both New York, is the father of a boy, Andrew M. Wiswell, Jr., born Nov. 3.

DECCA RECORDS Inc., New York, reports consolidated net earnings for nine months ended Sept. 30, 1949, amounted to $427,601 after provision of $262,078 for income taxes. Total equals 55 cents per share on shares of capital stock outstanding on that date, and compares with net earnings of $500,877 or 71 cents per share in corresponding period of 1948.

CARDINAL Co., Hollywood, now producing two groups of recorded programs for Christmas holiday release. First package titled Cardinal's Xmas-i is made up of four quarter-hour units each including Musical Christmas Tree featuring Junior Davis as narrator; Out of the Little Shepherd, featuring Martin Miller, narrator; Musical Sleigh Ride with a guest star in each studio group; and Christmas Story with Art Baker. Second group Sleepy Joe's Christmas features a collection of twenty quarter-hour programs from firm's Sleepy Joe series. Each group is available as complete package; none of the programs to be sold separately.

ELEANOR GLOGAU, formerly with MBS, joins Myron Eichler Assoc., New York, to do publicity on Veterans Hospital Camp Shows account.

WORLD BROADCASTING SYSTEM announces renewals and extended contracts for use of World Transcription library service. WKIC Hazard, WKY Louisville and WJZ New York, all Kentucky, have renewed; in Pennsylvania, WIP Philadelphia, WEST New Castle, WPFA Pottsville and WGBI Scranton will continue. Other renewals are WKOP Binghamton; N. Y., KWAL Wallace, Idaho, and WWL New Orleans.

VIDEODEX, rating and program analysis service, has been subscribed to by Crosby's WLWT (TV) Cincinnati, WLWC (TV) Columbus and WXYZ (TV) Detroit. Service is product of Jay & Graham Research Organization, Chicago.

L. J. N. Du TREIL, radio engineer of FCC and its predecessor for past 30 years, retired from government service Oct. 31. He will practice consulting radio engineering and establish permanent frequency measurement service in New York.

Equipment

HAROLD BLUMENSTEIN, veteran radio and TV promotion executive, appointed sales manager for middle eastern seaboard by John Metz Industries Inc., Plymouth, Ind. He formerly was with Emerson Radio and Thron Monogram Laboratory, Chicago.

GENERAL ELECTRIC Co., Syracuse, announces new low-priced ultra-high frequency welded germanium diode and two new types for use in VHF TV receivers. UHF germanium diode is self-healing under temporary overvoltage conditions. Snap-in construction speeds installation and eliminates soldering. Two new diodes for use in VHF receivers are 1N64 and 1N65. Both available in production quantities.

MYCAXLE TUBE SOCKET Corp., new organization operating under license of Mycaxle Corp. of America, New York, has started manufacture of seven pin miniature tube sockets, using Mycaxle as insulator. Valves are obtainable in Mycaxle 410 developed for applications requiring close dimensional tolerances not feasible in ceramics and with lower loss factor than filled phenolics, plus economic advantage. Further information is obtainable from firm at 30 Rockefeller Plaza, New York 20.

D. G. REIK appointed general electric district representative in Cleveland, Akron, Youngstown, Canton, Pitts- burgh, Johnstown and Wheeling markets. Prior to appointment he was associated with television sales section in Syracuse.

WOUL(FM) at Athens

WOUL (FM), Ohio U.'s educational station at Athens, was incorrectly identified as being in Columbus in Oct. 31 issue of BROADCASTING.

Naval Air Show

CURRENT, 26-week, 15-minute scheduled show, starring Paul Weston's orchestra and guest stars, is being re-released by Naval Air Reserve. Program features Star- lighters, Tom Reddy and Jo Stan- ford, Johnny Mercer, Margaret Whiting, Dinah Shore, Dorothy Shay, Martha Tilton, Buddy Clark and others. Series is available upon request to Naval Air Reserve Training Command, U. S. Naval Air Station, Glenview, Ill.

TYPICAL DAY

HOURS

FRIDAY

9:00 a.m. - 9:30 a.m.
10:15 a.m. - 10:30 a.m.
11:15 a.m. - 11:30 a.m.
12:45 p.m. - 1:00 p.m.
1:45 p.m. - 2:00 p.m.
2:30 p.m. - 2:45 p.m.

3:00 p.m. - 3:15 p.m.
3:45 p.m. - 4:00 p.m.

SATURDAY

9:00 a.m. - 9:30 a.m.
10:15 a.m. - 10:30 a.m.
11:15 a.m. - 11:30 a.m.
12:30 p.m. - 1:00 p.m.
1:45 p.m. - 2:00 p.m.
2:30 p.m. - 2:45 p.m.
3:00 p.m. - 3:15 p.m.
3:45 p.m. - 4:00 p.m.

4:15 p.m. - 4:30 p.m.
5:15 p.m. - 5:30 p.m.

SUNDAY

9:00 a.m. - 9:30 a.m.
10:15 a.m. - 10:30 a.m.
11:15 a.m. - 11:30 a.m.
12:30 p.m. - 1:00 p.m.
1:45 p.m. - 2:00 p.m.
2:30 p.m. - 2:45 p.m.
3:00 p.m. - 3:15 p.m.
3:45 p.m. - 4:00 p.m.

4:15 p.m. - 4:30 p.m.
5:15 p.m. - 5:30 p.m.
Quoting from a customer with two Collins “firsts”

1941
WADC installed the first Collins 21A 5 kilowatt transmitter

1949
WADC installs the first Collins 21B 5 kilowatt transmitter

John Wildermuth, Chief Engineer, WADC (left), and his assistant, Larry Hennigan, with the new 21B 5 kw transmitter. The 21A, installed eight years ago, can be seen at the left.

Speaking of his newly installed Collins 21B transmitter, Allen T. Simmons, owner of WADC, Akron, Ohio, says in his letter of Sept. 21, 1949:

“I wanted to let you know how very pleased I am with it. I feel that it is one of the best improvements I have made in my career as owner of WADC. The fine quality of transmission is so apparent that not only radio people trained to the awareness of true sound have commented upon it but listeners, whom one ordinarily wouldn’t expect to, detect the difference.”

WADC knows that discernible quality counts with its listeners. Mr. Simmons has always demanded it. We here at Collins have always felt that quality is of the utmost importance. The Collins 21B transmitter has quality—not only of engineering design and workmanship but performance also.

Complete information on the 21B transmitter will be sent to you on request. Just address Dept. BE-1, Collins Radio Co., Cedar Rapids, Iowa.

Collins Radio Company, Cedar Rapids, Iowa

FOR BROADCAST QUALITY, IT'S...

Collins Radio Company, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

DON MEANEY, member of news staff of WNJR Newark, N. J., announced on May 18 replacing HARRY NASH, who has been recalled to staff of Newark News, WNJS parent station.

EDWIN L. SLUSARZKY, Cornell U. graduate, named assistant news and market reporter for WIBX Utica. He has been active in 4-H Club work and Future Farmer operations.

GEORGE GRIM, WCCO Minneapolis-St. Paul news commentator and columnist, returns from his second trip to Europe this year. He will give firsthand report on Yugoslavia, center of hot news interest.

BILL ELLISON, sportscaster at WHBF Rock Island, Ill., is father of a girl, Margaret Barbara.

MEL ALLEN, "The Voice of the Yankees," and RED BARBER, CBS director of sports, at 3 New York Radio Executives Club luncheon, were awarded certificates of merit for their work on behalf of Red Cross blood banks. Frank J. Keeler, chairman of the American Red Cross blood program, presented awards, first to be made for such efforts.

WFIL Resumes Facsimile

FACSIMILE operations were resumed by WFIL Philadelphia on Nov. 4 when the station transmitted a special fax edition of the Temple U. News from 3:30 to 3 p.m. Future editions of the student newspaper will be presented at the same time every Wednesday and Friday during the current school year. The facsimile equipment of the Philadelphia Inquirer stations was transferred formally to Temple U. last May 4. WFIL, however, maintains supervision of the operations and makes available to Temple the services of members of its staff for training and advisory purposes.

WMOR (FM) Chicago has signed to originate 34 hours of evening programming weekly from studios in Teleneros Theatre, Chicago.

'OPRY' CAST

TWENTY-FIVE members of WSM Nashville's Grand Ole Opry troupe will be guests of the U. S. Air Force, whose European personnel selected the program aired on NBC as one of the things they would like most to see." The contingent has left for a 20-day entertainment tour of U. S. air bases throughout Europe.

Troupe's first appearance will be at Wiesbaden Nov. 15. Tentative schedule also includes shows in Berlin, Bonn, Main, Turin and other spots. Additional shows will be given at Burtonwood, England; the Azores, and Newfoundland. Program will emanate from Europe Nov. 19 and 26 at 10:30 p.m.

Regular cast, headed by Red Foley, singing m.c., and comedians Red Averd and Minnie Pearl, will be augmented by frequent Opry guests and former stars, including Roy Acuff and his Smoky Mountain Boys and Girls, Composer-Singer Hank Williams, Jimmy Dickens, Judy Martin and Audrey Williams. Cast was scheduled to leave yesterday (Sunday).

Handicapped Awards

SERVICE to the country's handicapped by Bob Hope, radio comedian, Don Quinn, radio writer and the CBS and NBC networks, was recognized last Thursday by the National Society for Crippled Children and Adults. Ceremonies were presented to Messrs. Hope and Quinn and special awards were made to the networks at the Society's annual convention held at New York's Hotel Commodore. Mr. Hope and Mr. Quinn were accepted for CBS by Gerald F. Maulsby, manager of broadcasts, and for NBC by Sterling Fisher, manager of public affairs and education.

RCA ENGINEERING Products Dept. recently producing new programs, an orchestra for medium-size sound systems, designed to permit dual programming of radio or recorded programs or special announcements to loudspeakers in as many as 60 locations.

'O P R Y '  C A S T

Troupe of 25 USAF Guests

BROADCASTERS aren't completely to blame after all.

That's the latest word from Al Capp, cartoonist and recent rabid radio critic. Mr. Capp debated with Fred Garrigus, WEEI Boston's director of public affairs, on the subject "Is Modern Radio Fulfilling Its Function?" at a recent Boston Assembly on Public Affairs.

The comic strip artist and creator of "L'il Abner," who at first told the students and faculty members that radio was not doing its best-to-goodness community and public service jobs."

Mr. Capp, in criticizing radio as a soulless medium which lovers a child and sees it becoming a monster," remarked that "I am not against radio. I love it, I think, in an honest way. I am persecuted by it. Everything that's wrong with radio is true of cartoons, newspapers... with one exception. Radio belongs to us. I want a little more from it."

In answer to a question asking how he would rectify radio, the cartoonist advised the group: "Let's see if we can make it clear that radio operators can make money by giving us better radio. We can only let them know by writing, by calling. They work in the dark. If they know from us what we want, what we don't want, they will make it better radio."

'BROADCASTING' RIGHTS

Weightman Gets Philly Team

WEIGHTMAN Inc. Advertising, Philadelphia, has acquired the rights to broadcast the 1949-50 home and away professional basketball games of the Philadelphia Warriors in the National Basketball Assn. Games were signed on behalf of Weightman's client, Sports Broadcast Network, an organization now numbering more than 100 stations.

Broadcasts will originate at WPEN Philadelphia, also key station for broadcasting the current games of the Philadelphia Eagles, National Football League champions. WPEN and other Sports Broadcast Network stations also are carrying boxing bouts in Philadelphia from the Arena and Convention Hall, scenes of the Warriors' home contests.

WPTW's Branch Studios

WPTW Piqua, Ohio, Nov. 1, opened branch studios in Troy, Ohio, eight miles south of Piqua, according to an announcement by Richard E. Hunt, president and general manager. The Troy branch studios will be managed by Jim Flinn of the WPTW commercial department and Don Houck will be in charge of announcing and programming. Six daily local programs will originate from the Troy studios. WPTW operates daytime on 1570 wptw and is licensed to the Miami County Broadcasting Co. Inc.
warning that giveaway programs now reached the danger point of
and, Cunningham, partner, Newell-Emmett Co.; John P. Cunningham, president, Benton & Bowles and AAAA chairman of the board; John S. Grier, Young & Rubicam; Janus W. Young, vice president, J. Walter Thompson; and Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

mich. AAAA

Cunningham Warns Group Of Government Control

"in their present quantities have government legislation," John P. Cunningham, partner, Newell-Emmett Co., cautioned copy men of the Michigan Council of Advertising Agencies of the grave responsibility that lay in their power to sway the people. "We don't want governmental control of how we shall advertise," Mr. Cunningham said, "but we must watch our step, or we'll get it."

The AAAA Michigan Council's second annual meeting held Nov. 3 in Detroit's Statler Hotel, was the last of the four regional meetings of AAAA, preceded by those in New York, Chicago and Arrowhead Springs, Calif.

Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the 200 assembled advertising men and women that television was in competition with magazines, and in reality, complemented radio. He said a judicious use of radio and television would bring the sales message into the homes of 95% of the American public.

Mentioning that "the average American family will get a television set before they make any other major purchase in the next few years," Mr. Weaver emphasized for the Motor City the advantages of TV for the advertising of heavy goods. "We finally have a medium that will deliver a customer into the showroom completely pre-sold except for a personal demonstration of qualities he already believes in."

The meeting, which had as its theme "Advertising At Work," continued through the afternoon into a dinner meeting in the evening, where the meeting was addressed by Mr. Cunningham, president of AAAA, and Clarence B. Goshorn, president of Benton & Bowles, and chairman of the board of AAAA.

In his report to the Michigan

Pacific AAAA Plans

George Weber, recently elected president of AAAA Pacific Council [Broadcasting, Oct. 24] told Broadcasting last week the organization will undertake in the next year a renewed effort to improve the media relations of the agency group's chapters in the West. Mr. Weber is vice president of Mac Wilkins, Cole & Weber.
Help Wanted

Managerial

Real opportunity for good all-round manager for independent station in southeast. Must be experienced in management, sales, and programming. A minor stock interest if desired by purchase or subscription. Good future profit participation. Station now in black and white, but expanding fast. Send full details to Box 187D, BROADCASTING.

Manager-salesman wanted for new fulltime local independent in southeast. Must have strong sales and management background. Send full details to Box 187D, BROADCASTING.

Salem

Local salesman for 5 kw Mutual affiliation in southeast. Attractive minimum guarantee and commission with opportunity for advancement. Best answering state education, experience, references and photograph. Box 187D, BROADCASTING.

Salesmen

Opening for staff announcer. 350 watt Mutual outlet in southeast. Rush audition disc, photo and background to Box 187D, BROADCASTING.

Anouncers

Need one or two combination announcer-engineer talents for Florida network affiliate to start approximately December 20th. If you have first class announcing, write, giving full details, experience, references and photograph. Box 187D, BROADCASTING.

Experienced announcer, capable of handling all assignments in all broadcasting. Excellent opportunity on major west coast network. Base, $500. Send resume, disc, photo and letter. Box 187D, BROADCASTING.

Added want for fastest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is a permanent job with progressive ARC affiliate stations. Experience in all phases of announcing will be checked. State minimum guaranteed salary and present assignments or rates. Address, Gwin McCarthy Enterprises, 21794 HOB, Portland, Oregon.

Wanted, engineer-announcer, emphasis on announcing. Must be experienced in all phases of national and local radio. Must be able to handle play-by-play and disc shows plus assist news editor. Address references expected. Don't phone. Apply by letter to Manager, WCAX, Burlington, Vermont.

Wanted—Experienced announcer for morning show on major west coast network. Must have national experience and reference to WFNC, Payson, Arizona. Send full details to Box 72, East Point, Ga.

Help Wanted (Cont'd)

Situations Wanted

Managerial

Well qualified, will accept salary plus comm. Position with station in southeast. Box 187D, BROADCASTING.

Announcers

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced in all phases of radio. Forward earliest complete history. Box 187D, BROADCASTING.

Salesman for full time local independent station, West Texas station needs man with 1st phase in sales and ability to make state salary. Good chance for advancement, no drif ters. Photo, references and disc required. Box 187D, BROADCASTING.

Help wanted—Immediate vacancy for engineer-announcer, must have experience in engineering and announcing. Daytime station, send photo and disc with first letter. Salary to make money. Hour week. Box 278, Defiance, Ohio.

Production-Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced in all phases of radio. Forward earliest complete history. Box 187D, BROADCASTING.

Fulltime metropolitan independent station without independent management. Must be experienced in all phases of announcing. Minimum $300 monthly. Send disc, photo, experience. Material will be returned. Box 187D, BROADCASTING.

Married, experienced in all phases of music and announcing. Seeking position in station's first market. No beggars please. Box 187D, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, seven years experience in commercial sales and advertising, for a real go-getter, drop me a line. Address, Burlington, Iowa, please. Box 187D, BROADCASTING.

Sales manager, 15 years experience handling sports and news accounts. Excellent opportunity for advancement, no drif ters. Photo, references and disc required. Box 187D, BROADCASTING.

Salesman, 15 years experience handling sales and advertising. Experienced sports announcer, West Coast. Box 187D, BROADCASTING.

Young salesman desires affiliation with radio representative in Chicago. Employed by newspaper chain for over 3 years. References. Box 187D, BROADCASTING.

University graduate, sales success, experienced, will accept fair offer. East Coast. Box 187D, BROADCASTING.

Announcer, 25, eye on future wants to settle. 2½ city staff announcing and discs. Box 187D, BROADCASTING.

Help wanted—Immediate vacancy for engineer-announcer, must have experience in engineering and announcing. Daytime station, send photo and disc with first letter. Salary to make money. Hour week. Box 278, Defiance, Ohio.

Productions, Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced in all phases of radio. Forward earliest complete history. Box 187D, BROADCASTING.

Fulltime metropolitan independent station without independent management. Must be experienced in all phases of announcing. Minimum $300 monthly. Send disc, photo, experience. Material will be returned. Box 187D, BROADCASTING.

Married, experienced in all phases of music and announcing. Seeking position in station's first market. No beggars please. Box 187D, BROADCASTING.

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Situations Wanted (Cont'd)

Announcer, experienced, will staff coast bachelor school. Will travel. Will send references, age 18, single. Box 2603, BROADCASTING.

Staff announcer, first phone, 4 years with network affiliates. Presently employ- ed with a leading film and television network, with experience in all phases of disc jockey, football. Sincerely, sober, neat. Reference. $75.00. Box 260D, BROADCASTING.

Combination man and a four piece western band. Good band and a good announcer. Experience with a large network. Address Box 270D, BROADCASTING.

Experience announcer-program director. Two years at a second line station and over ten years experience in all phases of broadcasting. Write Box 280D, BROADCASTING.

Situations Wanted (Cont'd)

First class phone, graduate of leading university. Will move to any location, will send references, age 28, single. Box 290D, BROADCASTING.

Engineer, 1st phone desires position with major network. Has excellent salesman, studio control and remote. Prefer in network. Asking for position. Box 1610D, BROADCASTING.

Combination engineer-announcer. Four years broadcast experience. Box 167D, BROADCASTING.

Engineer-announcer, licensed technique. Experienced in FM, presently employed. Married. 3415, 100 Terracita, San Francisco, Calif.

Announcer-engineer, first class phone. Thoroughly trained radio school graduate, 25, married, sober, dependable. Some experience in local operation. All locations considered. Apt. 213, 213 Southview Ave., Mamaroneck, N.Y.

Veteran, college radio major. Also skilled in all phases of broadcasting. J. Coppola, 56-9 Putnam Ave., Ridge- wood 21, N.Y.

Announcer—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Write Box 250D, BROADCASTING.

Announcer, broad musical background and good voice. Handle commercials, news, special features, disc shows, etc. Will work out of hotel, have luxury apartment in New York City. Address Box 260D, BROADCASTING.

Announcer, experienced in all phases of broadcasting. Write Box 270D, BROADCASTING.

For Sale

FM, Engineer, Single, illness

Combination man and a four piece western band. Good band and a good announcer. Experience with a large network. Address Box 270D, BROADCASTING.

Experience announcer-program director. Two years at a second line station and over ten years experience in all phases of broadcasting. Write Box 280D, BROADCASTING.

Situations Wanted (Cont'd)

First class phone, graduate of leading university. Will move to any location, will send references, age 28, single. Box 290D, BROADCASTING.

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Announcer, experienced in all phases of broadcasting. Write Box 270D, BROADCASTING.
WHEN it looked as though KECC, Pittsburg, Calif., in the San Francisco Bay Area, could not keep its scheduled debut Nov. 5, its neighbor, KNBC San Francisco, a 50,000 watt station, stepped in to help.

KECC, a 1 kw on 990 kc, has its studios in the little industrial city located at the mouth of the Sacramento River and at the foot of hills separating it from Oakland, Berkeley and other Bay cities. Because of its location, KECC decided to place its transmitter across the river to assure better reception throughout the Bay area.

Rather than span the river with telephone line, KECC elected to relay programs from its studios to the transmitter via microwave equipment. But the latter broke down and threatened to cancel the Nov. 5 start. A telephone call from KECC Manager Ed Marshall to John W. Elwood, KNBC general manager, provided the cue for the loan of a 25 kw shortwave transmitter operating on 51,820 kc, after FCC approval. The unit is used by KNBC for remote pickups where telephone facilities are unavailable. KNBC reports in this way that "little watt's" kilocycle with papa's (FCC) okay.

Licensee of the new station is Pittsburg Broadcasting Co., Inc., with John C. MacFarland, formerly general man-ager of KECC, Pittsburg, Calif., president, and Mel D. Marshall, also from KYOS, secretary-treasurer. J. Howard Blackburn, Los Angeles distributor, is KECC general manager and Mr. MacFarland is commercial manager.

New WKAP Building

WKAP Allentown, Pa., has started construction on its new building on North 7th St. in Allentown. Studios and transmitter will be combined in $35,000 structure. Broadcasting is scheduled to start from the new building in March of 1948. WKAP, station in to help, operates daytime on 1580 kc with 1 kw and is licensed to Rahall Broadcasting Corp.

ATTENDING the luncheon at the 28th Conference of the West Virginia Newspaper Council meeting at Morgantown, W. Va., last month were (1 to r): John S. Phillips, president of W. Va. Broadcasters Assn.; Dr. Allen A. Stockdale, National Assn. of Mfrs. representative; and John A. Jones, Weirton Steel publications director and retiring president of the council. Meetings, Oct. 20-22, were attended by newspaper and industrial editors, state publicity and West Virginia U. officials and journalism students. Mr. Phillips, general manager of WCAW Charleston, officially accepted an invitation to broadcasters to set up a radio station in the Council.

WOR REALIGNS

Sales, Program Personnel

REALIGNMENTS of executive duties and responsibilities in sales and program departments of WOR New York have been announced by President Theodore C. Streibert.

Robert Mayo, formerly station sales manager, has been named director of sales for WOR and WOR-TV, reporting to R. C. Maddux, WOR vice president in charge of sales. Succeeding Mr. Mayo as sales manager is John P. Nell, with WOR since 1938 in promotion and as account executive.

Donald Hamilton, assistant program director, named manager of program operations for WOR and WOR-TV, assists Julius F. Searbach Jr., vice president in charge of program operations. Robert Brewster, executive producer, has been named radio program manager for WOR. Mr. Brewster joined the station in 1948 after 12 years with J. Walter Thompson Co., New York, as radio producer and account executive. Eugene Fitts of program department has been appointed executive producer while Robert A. Simon will continue as program development manager.

RECORD DEALERS

Indicted by Government

AN INDICTMENT has been returned by the Government against Tri-State Retail Record Dealers Assn., four corporations and eight individuals, for violation of antitrust laws in distribution and sale of phonograph records.

The indictment, levied by a federal grand jury in Pittsburgh, and announced by Attorney General J. Howard McGrath, charges that the defendants agreed to fix prices on phonograph records sold to the general public, churches, schools and music-box operators in western Pennsylvania, eastern Ohio and northern West Virginia. In addition, they conspired to boycott manufacturers and distributors of low-priced records, the indictment added.

Information Study

A STUDY entitled Freedom of Information has been released for distribution by the Library of Congress. Prepared by the library's European Affairs Div. reference department, the study gives a general review of its subject's literature including special comment on the role played by radio in the freedom of information. The introduction is by Dr. Harry J. Krould, chief of the European Affairs Div. Freedom of Information was prepared under Dr. Krould's direction by Miss Helen F. Conover of the European Affairs Div. staff.

WCAR FILES

Exceptions to FCC Rule

WCAR Pontiac, Mich., filed its exceptions last week to FCC's proposed decision which would deny the station's bid to move to Detroit and increase power on 1130 kc from 1 kw daytime only to 50 kw day, 10 kw night, directional full-time [BROADCASTING, Oct. 3].

The FCC would deny the application on grounds that the move would not meet requirements of Sec. 307(b) of the Communications Act, which specifies that facilities must be equitably and efficiently distributed among the several states and communities. FCC said Pontiac needed WOR's service more than Detroit. WCAR contends in its exceptions that this reason is in error because the rule applies only to new facilities and not to switching of existing stations, as previous FCC grants to others have shown.

For argument's sake, WCAR stated that even if Sec. 307(b) were applicable to its request, the rule would require granting the move rather than the proposed denial. WCAR explained the rule calls for efficient use of the facility as well as for its fair distribution and that both these factors have equal weight.

The station pointed out in addition that since Pontiac and Detroit are both part of the Detroit metropolitan district, WCAR as now operating is required to program in the interests of the whole community and not just for Pontiac alone. Hence, it explained, with increased power and fulltime operation from the new site, WCAR could better do this job and still serve Pontiac via the proposed auxiliary studios.

THAT'S NEWS

XXLJ Asks Renewal Hearing

IN MAN-bites-dog fashion, an AM station has requested FCC to designate its license renewal application for hearing.

This is the case with XXLJ Helena, Mont., an Ed Craney station assigned 250 w fulltime on 1240 kc. The hearing was designated by FCC last month on program issues [BROADCASTING, Oct. 31].

The hearing, it was reported, was ordered by the Commission because XXLJ requested it. Unofficially it was said that FCC had made inquiry of XXLJ concerning certain factors of its composite program reports to the Commission, and, rather than submit explanation only in written form, Mr. Craney indicated he preferred to answer through formal hearing procedure, to be held in Helena.


Top Network Station

Located in one of the best midwest smaller cities. This exclusive facility completely dominates an excellent market. Here are the basic facts:

Year's gross  $190,000.00
Total profits  $85,000.00
Priced  At an unusually low ratio

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
MEDIA BROKERS
Washington Bldg.
Sterling 4341-2

WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
235 Montgomery St.
3rd and Granite Bldg.
235 Montgomery St.
224 S. Michigan Ave.
Dundie 2-6400

BROADCASTING • Telecasting

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Box Scoia

SUMMARY TO NOVEMBER 10

Summary of Authorizations, Applications, New Station Requests, Ownership

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**Docket Actions**

**INITIAL DECISIONS**

Pilgrim ex-Bestg.-Co. for new FM station in Boston, 1050 kc, Oct. 14. effective dates and reasons follow:

**OPINIONS AND ORDERS**


**Non-Docket Actions**

AM GRANTS

Jefferson City, Mo.-Missouri Central Corp., licensee of WWBZ, 940 kc, Announced order making change of station location from Westminster, Mo. to Superior, Mo.; estimated cost $10,000. Co-partner: George E. Grider, Stanwood, Mo.

**Deletions**

Six FM authorizations deleted by FCC. AM dropsouts since first of year total 36; FM 170; TK 11. Effective dates and reasons follow:

**TRANFER GRANTS**


**Send Me**

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00

(Annual 1950 Yearbook)

TWO YEARS AT $12.00

I Enclose $  

Please Bill Me ☐

mail to

780 Nat'l Press Blvd., Wash., D. C.

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Deletions Cont.:
lulu and one

AM APPLICATIONS
San Francisco, Calif.—Assignments of 1020 kHz, WRE, to ABC, 10,000 kc, 1 kw daytime. Filed Nov. 18. 

KKWK Aberdeen, Wash.—Assignment of license from Fiftieht Night Broadcasting Co., Inc., to KKWK Inc., new firm in which Mr. H. E. McCaw, previously KKWK's president and owner, is a 50% owner. KKWK assigned 1400 kc, 250 kw fulltime. Filed Nov. 18.

WAWF McComb, Miss.—Assignment of license from WNWJ, new partnership of Jack J. Whitaker, owner of WNWJ, and Paul H. W. and J. C. McComb, Jr., new partners, to WAWF, new partnership of same name as present licensee and composed of two of four original partners plus one newcomer. Ernest H. and Virginia B. Carroll sell their 50% interest for $22,000 to James S. Beaty Jr. and William C. Beatty, other original partners and Harper S. Gauld, advertising director of the hearing, granted last March by the board, is scheduled for hearing Dec. 20, 1948.

Nor was it felt the trusteeship plan, even though set down for hearing, could be given "full and proper consideration" if heard "in conjunction with issues which virtually reject and discard the trusteeship proposal."

Under the trusteeship plan control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division. The petition noted that FCC "has indicated doubts that Mr. Nichols may not divest himself of control over the corporate licensees, directly or indirectly. The intention was and is, and the trustee indenute submitted assures, that Mr. Nichols retain no control whatsoever over the corporate licensees, directly or indirectly. We ask only an opportunity to establish this. Ultimate control is now in the hands of the trustees."

The petition contended that "investigation of past activities... can serve no useful purpose" and may result in "the loss of Mr. Nichols' life and the infliction of a multi-million dollar penalty." Further, the petition asserted, "past managerial direction... is of relevance only insofar as it may foreshadow the qualifications of prospective managerial direction," and that in the Richards case there would be a complete break in the continuity of ultimate management and control."

It was also brought out that Mr. Richards for some time has plans to dispose of WQAR over KMPC. He recently negotiated sale of 50-kw KMPC (710 kc) to NBC for approximately $1,250,000 [BROADCASTING, Oct. 17]. This sale reportedly would cover 100% of the KMPC stock, of which Mr. Richards personally owns 64.89% (who) and 37.15% of WQAR, and, with his wife, 62.93% of WJR.

ANDERSON to M-E

FREDERICK ANDERSON, former vice president of Compton Advertising, New York, has joined McCann-Erickson, same city, as director of radio-TV plans.

Mr. Anderson worked on the Procter & Gamble account for eight years.
FCC DOCKETS

AM-FM Hearing Schedule Released

SCHEDULE of hearings for all standard and FM applications was released last Tuesday by FCC. Coverage for November, December, and January, the new schedule includes all those broadcast applications designated for hearing between January 1 and February 1. The list does not include those cases which here- tofore have been assigned hearing dates.

The new schedule, listing alphabetically the applicants and respective docket numbers and frequencies involved, is as follows ("FM" after date indicates hearing will be held either field rather than in Washington):

F. J. YOUNG
K & E Acct. Exec. Dies

Freeman Jesse Young, 43, account executive on food merchandising at Kenyon & Eckhardt in Chicago, died Monday evening after a brief illness. He had been in a Rochester, N. Y., hospital.

Born May 22, 1907, in Cincinnati, Mr. Young, private secretary to Ken- yon & Eckhardt in January of this year, had been associated in various executive positions with John F. Kelce Co., Chicago; Lever Bros., Cambridge, and the Joseph Katz Co., Baltimore.

At K & E he handled the American Mailer Co., products account for Amaro instant desert.

Surviving are his widow, Margaret, and three children.

CENSUS DATA
Letter Outlines Scope

EXTENT of the marketing and social facts to be revealed by the 1950 decennial U. S. census, and suggestions for station cooperation in the project, are outlined in a letter sent to all stations by Frank R. Wilson, information assistant to the director of the Census Bu-

Mr. Wilson said the letter is de- signed to acquaint stations with the type of data on resources that will be compiled next year. The census enumerators will start knocking on doors next April 1.

The bureau is now completing a census of retail, wholesale and service industries for the entire nation, he said. The results will start to become available in early 1950 and will cover states, counties and cities.

Cooperation by stations will in- crease the accuracy and value of the 1950 population and housing census data, Mr. Wilson said. The census has been approved by the Senate Interior and Commerce Committee and plans al- ready are being developed for par- ticipation by all advertising media in the decennial project.

SENIOR, CLYDE M. REED (R-) Kan., '78, ranking member of the Senate Interstate & Foreign Com- merce Committee and also member of the Appropriations Committee, died last Tuesday after a heart attack and fall in his home at Parsons, Kan.

He had been serving his sec- ond term in the Senate, which he entered in January 1939. His second term expires Jan. 3, 1951. During the 80th Congress he was chairman of the Independent Appropriations subcommit- tee, which handled funds for FCC, FTC and other federal agencies. He devoted himself primarily to those committees with which he has long been identi-

Also during his Congressional tenure, the Kansas was the co- author of two bills ($2352-S 2356) to amend the Federal Trade Commission Act with respect to certain advertisements of alcoholic beverages. These were generally considered watered-down versions of the famous Capper bill which would have outlawed all liquor advertising.

No replacement for Sen. Reed is expected by the Senate Commerce group before Congress reconvenes in January, it was indicated.

Born in Champaign, Ill., Oct. 1, 1893, Mr. Reed had been enga- ged in the political, publishing and other fields. He was active as manager and publisher of the daily Parsons Sun. He moved to Kan- sas in 1875.

Mr. Reed had suffered a heart attack, then fell from the second to the main floor of his home. He was buried Friday.

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At Deadline...

WIRE SERVICES BETTER, NEWS GROUP REPORTS

IMPROVEMENT in wire service reports to radio stations noted in report Friday at opening of three-day annual convention of Associated Assn. of Radio News Directors at Commodore Hotel, New York (early story page 29). Report, highly critical, made by NARND's Wire Services Committee. Committee noted since previous survey last March in accuracy of certain types of stories. Writing quality, however, has not changed noticeably, it was found. Other points made by committee.

The report found wire service reports were guilty of filing old stories as new ones; some editorial slanting noted, due to carelessness or sloopy thinking; news services have failed to expand pronunciation guides or obtain uniformity: they should file more spot news for Sundays and increase amount of regional news.


Standards Committee presented several recommendations to management. They were:

- Experienced radio newsmen on duty while station is on air; news director be responsible only to him.
- News directors have sole authority to accept or reject news; commercials should be clearly separated from news content.

Standards Committee reported legislation to protect newsmen in gathering news effect in Alabama, Arkansas, Indiana and Maryland. Television Committee report, made by Chairman Jim Lawrence, KSDK-TV St. Louis, but delivered by Sid Pietzsch, WFAA Dallas, based on survey of 60 television stations news operations. Mr. Lawrence said video's new position comparable to that of standard radio decade ago.

NAB President Justin Miller attacked FCC efforts to judge whether or not stations news presentations are fair or unfair. He charged many FCC policies come out of its Legal Dept., which he said is concerned with working out niceties, ideas not consistent with beliefs of country.

Erwin D. Canham, editor of Christian Science Monitor and ABC commentator, said public is not getting full newsmen and newspaper reports has reached alarming proportions. He suggested efforts by newsmen to drive home significant rather than sensational aspects could help overcome such distrust.

U. S. TOBACCO PLANS TV ANNOUNCEMENT DRIVE

U. S. TOBACCO preparing television spot announcement campaign to start in mid-November in all video cities. Spots are 20 seconds long and will feature William Gargan as Martin Kane and Walter Kinsella as "Happy," proprietor of tobacco shop.

TV spot schedule is in addition to firm's television show, Mayberry's Private Eye on NBC-TV, Thurs., 10-10:30 p.m. and radio version of same show on MBS, Sun., 4:30-5 p.m. Spots will promote Old Brier, Model, Dill's Best and Tweed tobaccos. Kudner, New York, is agency.

VOICE' ENTRIES DOUBLE

ENTRIES in Voice of Democracy contest conducted by NAF, Radio Asso., a constituent body of 1925, and National Junior Chamber of Commerce will reach half-million mark, NAB said Friday, double number in 1948. Local elimination contests being held by junior chambers prior to statewide competitions.

TV IS SEPARATE MEDIUM, MD. APPEALS COURT RULES

The MORE Morris drops suit ORDER entered in U. S. Federal Court, Louis ville, to dismiss without prejudice against CBS and Shenley Distilleries by Johnson & Johnson, Louisville law firm, on behalf of Rev. Samuel Morris, temperance speaker. Attorneys said CBS and following stations "have agreed to sell choice radio time ... for broadcasts by Rev. Sam Morris.

American Tobacco Company, owner of WBBM Chicago, KMOX St. Louis, KRLD Dallas, and WWVA Wheeling. They also revealed plans to buy time on additional outlets.

RADIO VICTORIES

RADIO won partisan and bi-partisan—and in one case seemingly mutually exclusive—prizes in last week's elections.

In Baptist of Medical Land, while WINS, New York radio, on behalf of N-Y. Winr Presi dent Donald W. Kramer was elected mayor in Democratic landslide, while WINS, New York radio, on behalf of N-Y. Winr Presi dent Donald W. Kramer was elected mayor in Republican ticket. In Altoona, Pa., WTRA Presi dent Roy F. Thompson won six-year term as school director for Altoona School District by 17,227-2,580 vote-running as nominee of both Democrats and Republicans.

Closed Circuit (Continued from page 4)


OPEN season appears to be underway on radio as political football. On heels of hard-hitting Fortune article (November issue) laying tele vision troubles at doorstep of FCC, it's learned that preliminary leg work now is underway looking toward article deals with delays by FCC in handling of pending cases. Whether it will appear as magazine article or as political speech isn't yet known.

SOME FCC authorities are toying with possibilities of cutting monochrome TV channel width from 6 to 4 mc, if 6 mc bandwidth is formally fixed for color. They're appraising idea to see how much spectrum space might be gained—and whether it would be worth it.

FOOTE, CONE & BELLING, New York, has recommended spot radio campaign to its client John H. Dulaney (Dulany frozen foods), Fruitland, Md.

WHITEHALL PHARMACAL Co., which appointed Duane Jones Co., New York, to handle advertising for Kryptin, anti-histamine cold tablet, probably will use spot radio.

WILLIAM H. WEINTRAUB Co., New York, to draw up spot announcement campaign for Adam Hats, to start Dec. 5 in 40 markets.

WOOLWORTH ENTERS TV; FORD DEALERS ON WJZ-TV

F. W. WOOLWORTH Co., New York, in first intensive use of video, to participate in second quarter-hour of WJZ-TV New York Friday evening telecasts of Holiday Hints, 8:30-8:30 p.m. Agency is Lynch-Baker, New York, contract effective Nov. 11.

Ford Dealers and Frost Refrigeration Store, both New York, signed for participation in Wednesday, 7-4:58 p.m. Holiday Hints. J. Walter Thompson is Ford agency for contract, effective Nov. 23. Frost agency is Getchell & Richard, New York, contract starting Nov. 16.

TWO TV AFFILIATIONS

KOTV (TV) Tulsa affiliating with ABC-TV Nov. 15. Station also affiliated with CBS-TV and DuMont. ABC-TV affiliates now number 45. Nov. 11, WHBP-TV Rock Island, Ill., signed Friday by DuMont TV Network as 50th affiliate. CBS-TV and ABC-TV late Friday also announced affiliations with station.

SESAC INFRINGEMENT SUIT

SESAC Inc., New York, charges infringement of six numbers in suit filed in U. S. District Court, Southern Ohio District, against WCKY Cincinnati. Bill asks $250 damages for each alleged infringement as well as injunction and costs. Paxton & Seashornood are SESAC counsel in case.

AFRA STRIKE IN KENOSHA

WLIP Kenosha, Wis., forced off air late last week by AFRA strike which began Nov. 1, according to AFRA national headquarters. Station, off air for only one hour first day of strike but had to close down because loss of sponsors resulted, AFRA said. AFRA claims strike sets a precedent because it's first time it has ever struck for recognition.

BROADCASTING • Telecasting
Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of all listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

**THAT'S PENETRATION!**

Listeners were tuned to...

**WLW**

Average of Nine Major Competitive Stations

184 minutes—6 AM to 6 PM
143 minutes—6 PM to Midnight—22 minutes
527 minutes—6 AM to Midnight—52 minutes

**WE REPEAT, that's penetration!**

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
706 North Michigan, Chicago 1, Ill.

*Nielson Radio Index, February–March, 1949
Going into these markets?

You should be. (They're among the country's best.)

Before you do, be sure to call Radio Sales.

For Radio Sales can provide you with the three essentials you need to get customers in these 14 markets to buy, buy and buy:

INSIDE INFORMATION gathered by Radio Sales Account Executives during frequent visits to each market.

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